



THE CORPORATE
EVENTS & DESTINATIONS
MANAGEMENT AGENCY

GO VIRTUAL WITH 8TH WAVE

STAY AHEAD OF THE CURVE

What is a Virtual Event?

A **virtual event** allows for participants to come together via their computers or mobile devices instead of having to be physically present for an onsite event.

Many aspects of a live onsite event can be **replicated and even enhanced** through the use of various virtual event technologies – networking, engagement, interaction, presentations, entertainment, sponsorships and much more; let us show you how!

- ✓ Ensure a **large and engaged audience**
- ✓ Promote **sustainability**
- ✓ Have your **content last longer** via the internet
- ✓ Achieve **more ROIs** compared to physical events
- ✓ Enjoy **costs savings** by reducing travel, accommodation, venue fees etc.



What is a Virtual Events Manager?

A **virtual event**, much like a physical event, requires good management in order to be successful. Executing a virtual event requires a set of skills such as being technically competent to utilise and manage the various **online tools** as well as a keen understanding in Event Management. Thus, the role of a **Virtual/Digital Event Manager** is born.

- ✓ Monitor Check-ins (Access Control)
- ✓ Live Engagement / Content Moderation (i.e. Chat, Q&A, Polls)
- ✓ Handle Online Interaction
- ✓ Technical Support
- ✓ Video & Audio Mixing
- ✓ Analyse Event Analytics
- ✓ Selecting and configuring the right tools, platforms etc
- ✓ Conducting technical rehearsals with hosts, speakers and other stakeholders
- ✓ Content management, personalisation and branding of the event
- ✓ Managing the event's landing page
- ✓ Data Anonymisation



5 Reasons to go Virtual

- ✓ High Impact and Convenient
- ✓ **Global** Coverage
- ✓ Flexible, Extendible & Duplicable
- ✓ Measurable
- ✓ **Sustainable**



Lets Get Started

01

CREATE

02

DESIGN

03

PRODUCE



EIGHTH WAVE™

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Three glowing light bulbs are arranged horizontally against a black background. The bulbs are illuminated from within, casting a warm yellow light. The central bulb is slightly more prominent than the two flanking it. The text '01 CREATE' is superimposed over the central bulb.

01 CREATE



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Creating your Virtual Event

Choosing the **right tools for your virtual event** is as important as choosing the perfect venue for your live event. Our team will walk you through this important step by asking some of these questions

- **What is the event's objective?**
 - What are your goals? Drive more ticket sales? Reconnect with your Channel Partners?
- **Who is your audience?**
 - Where are they logging in from? A fixed invitee list or a need to grow a large audience?
- **What will your audience be doing?**
 - Should the focus be on networking? Sponsor booths? Live Streams? Do you need a scheduled or on-demand program?
- **What will your event look like?**
 - Will you host a webinar, a livestream, interactive sessions or even live performances? Is there a need to have multiple 'virtual venues'?

ONLINE MEETING PLATFORMS



NETWORKING & ENGAGEMENT



VIRTUAL EVENTS PLATFORMS



WEBINAR TOOLS



LIVE STREAMING TOOLS



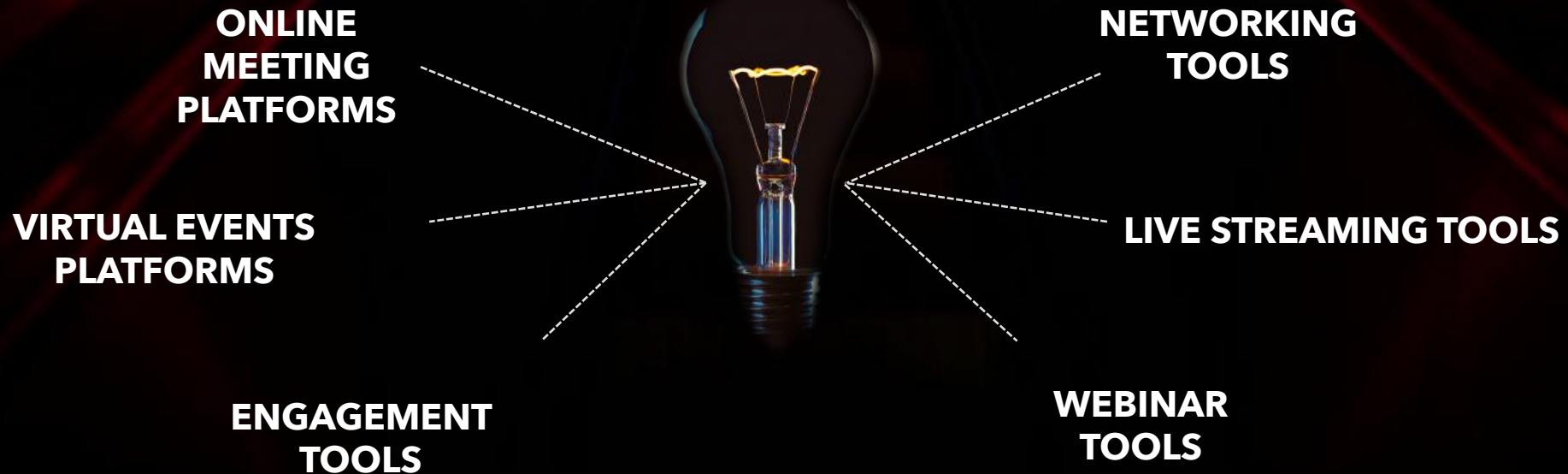
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AND MANY MORE

Know the Technology

Much like understanding a physical venue's capabilities and constraints, curating the right virtual event for you from our network of vendors also requires us to consider several factors such as **platform integrations, cybersecurity, server hosting, firewalls, design outlook like 3D or 2D environments etc.**

Here are **6 Key Components** to build a Virtual Event:



02 DESIGN

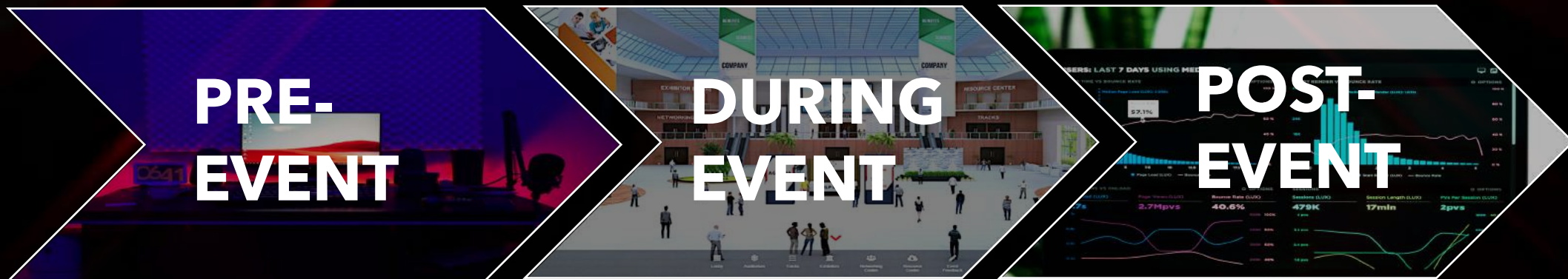


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Designing your Event

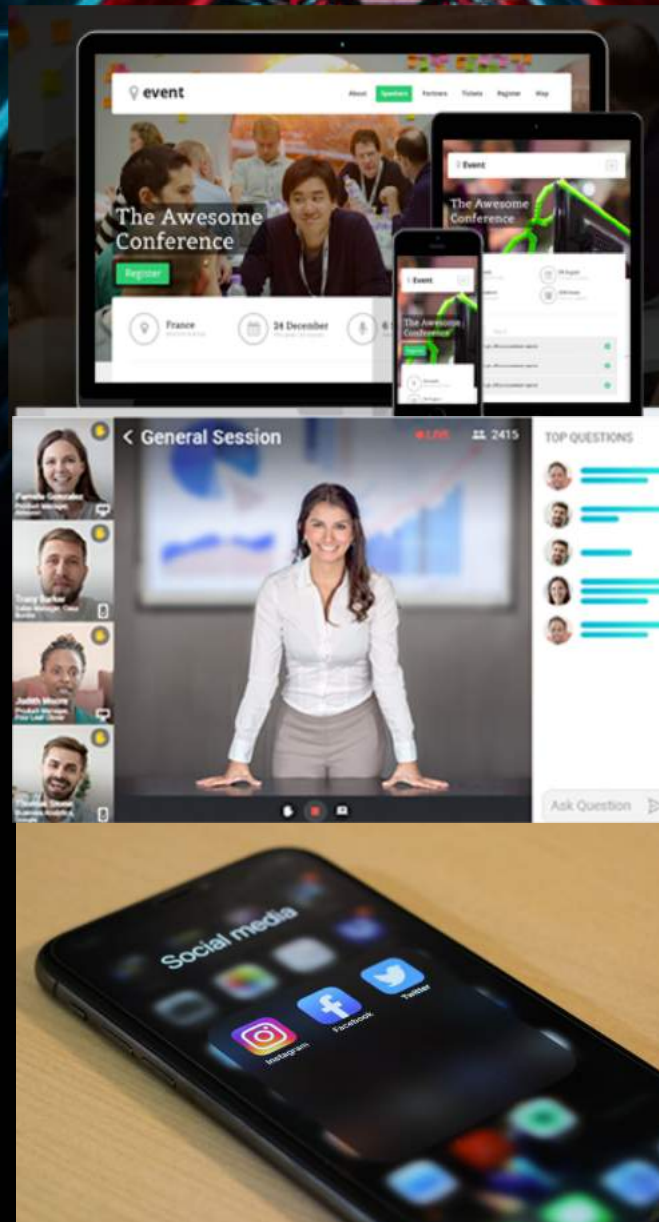
With the right selection of virtual tools for your event, our team will curate and design the participant experience for pre-event, during and post-event in order to achieve your ROIs.

Here is what **your virtual event could look like:**



PRE-EVENT

- **Promoting** the event to your audience via **social media**, and other channels
- Creating a **registration** / landing page for your Event
- Hold pre-event workshops, briefings, surveys to **increase engagement**
- Participant **onboarding** to the virtual event environment



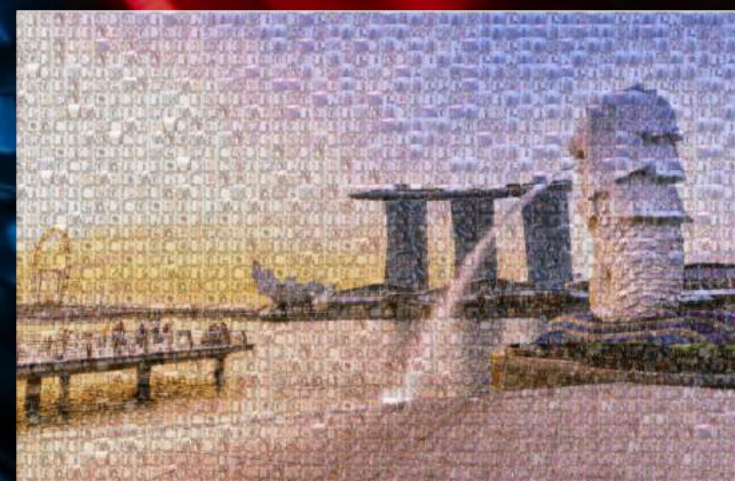
DURING THE EVENT

- Welcoming your participants to your **virtual environment**. Select from a range of 2D or 3D designs depending on your desire for realism
- Pre-recorded in-person **welcome video messages**
- Different '**rooms**' with different functions like networking spaces, expo halls, sponsor area, live sessions etc
- Deploy a multitude of **features**
- Technical **helpdesk** available throughout the event



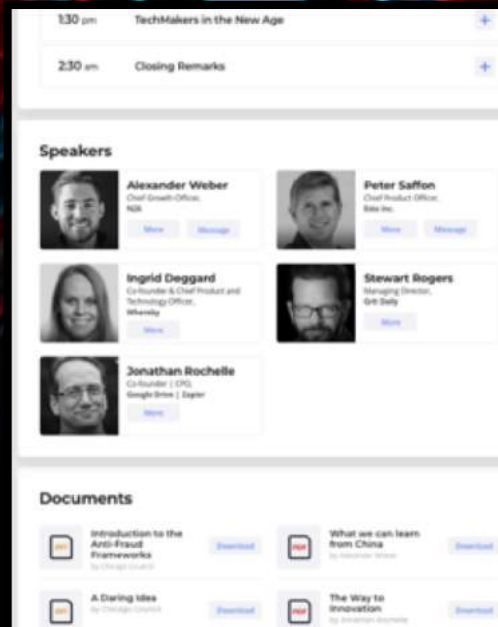
DURING THE EVENT

- Networking & Engagement Sessions
- Team Building
- Awards presentations
- Entertainment and performances
- Gifts & Branding



POST-EVENT

- Increase your event's **lifespan**
- Keeping your content available through the use of document and video **libraries**
- Allow **continued interaction** between participants and sponsors in your virtual venue
- Take advantage of enhanced post-event **analytics**



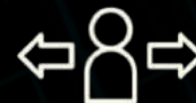
Features Galore...



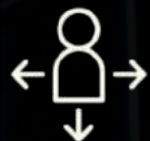
Email Marketing with invitations, reminder, follow-ups and analytics



User Directory with profile building, integration with social media



Speaker Guidance and rehearsals managed by our experienced digital events manager and production team



Push Notifications scheduled and targeted



Virtual Platform compatible on desktop and mobile



Personalised Agenda support for multiple tracks and concurrent live streams



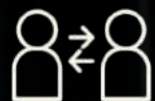
User Engagement via live polling, word clouds, Q&A, gamification



User Friendly Interface with dynamic and familiar feel home screen layout



Streaming Service no additional 3rd party stream required



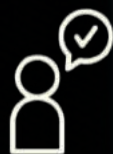
Participant Management and messaging, chat, contact sharing via virtual business cards, matchmaking



Content Integration and abstracts / documents management



Sponsor Showcase / Listing on the home screen or dedicated pages



Secure Log-ins with organization's security policies



Data Protection to ensure complete confidentiality and compliance

And More!



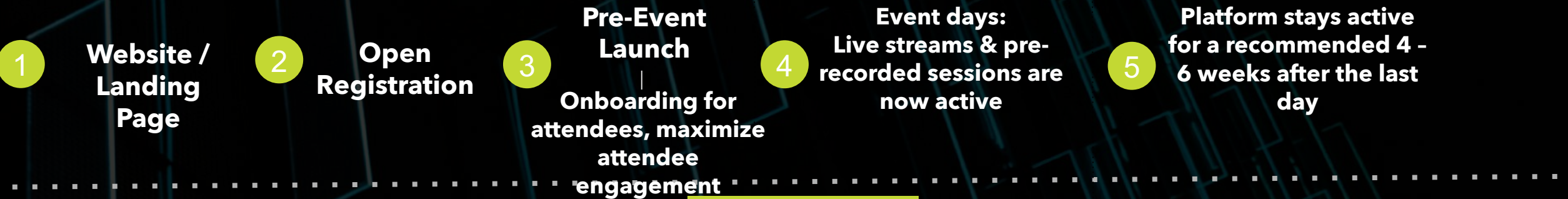
03 PRODUCE



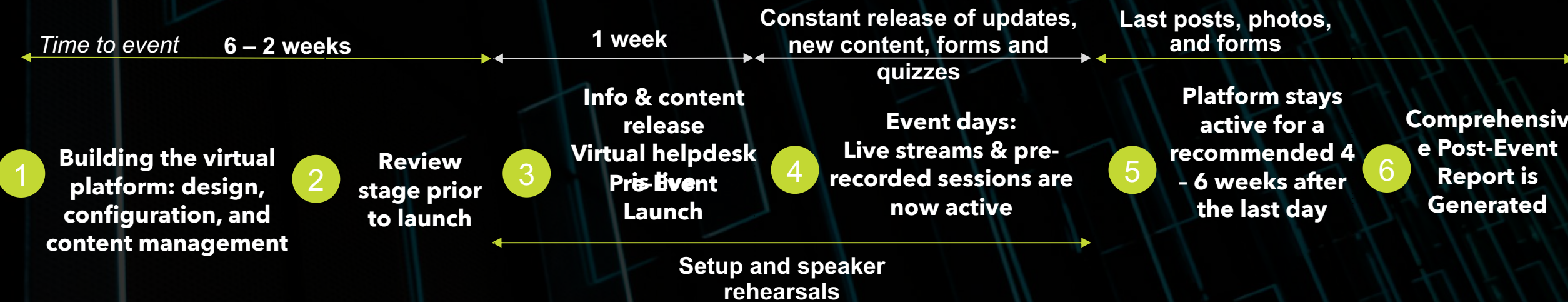
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Steps to producing your Virtual Event

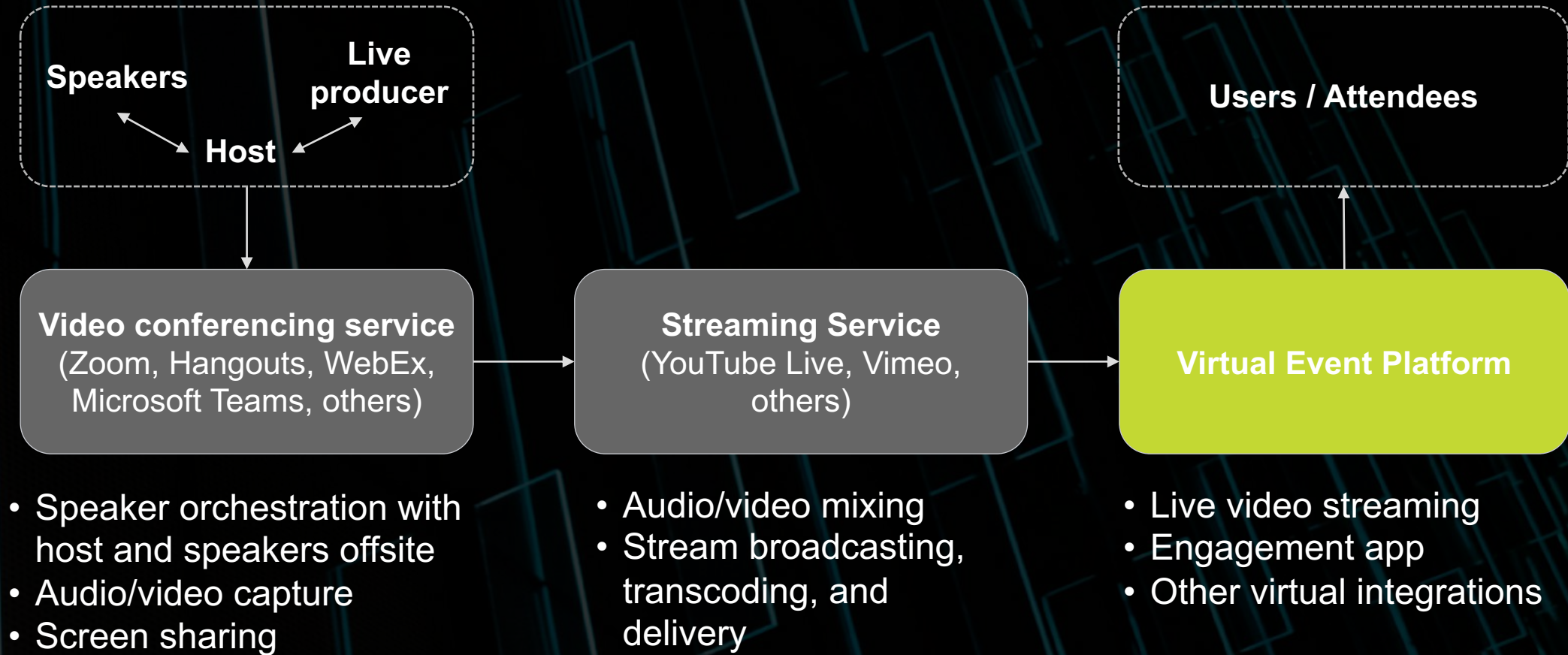
User Experience:



Backend:



Managing the Stream



Preparing for your Stream

- Creating a **Runsheet**
- Holding Speaker **Briefings**
- Technical **Rehearsals**

| No | Time | Task | Scene Description | Scene No | Widget | Remarks |
|----|-------|--------------------------|---------------------------|----------|----------------------|---|
| 1 | 20:40 | Speakers Join Skype Call | - | - | - | Broadcast Producer to ensure all NDI feeds are pulled |
| 2 | 20:55 | Live Stream Commences | Static Cover | 1 | - | Speakers on standby Mute all Microphones |
| 3 | 21:00 | Scene 2 | Intro Video | 2 | - | All Speakers Audio to be on Mute |
| 4 | | Scene 3 | Host + Presentation Slide | 3 | Widget Layout 1 | |
| 5 | 21:08 | Scene 4 | 3 Speakers | 4 | - | Introduction for Speakers |
| 6 | 21:10 | Scene 3 | Host + Presentation Slide | 3 | - | Start of presentation |
| 7 | | Scene 3 | Host + Presentation Slide | 3 | Widget Layout 2 (x3) | |
| 8 | 21:16 | Scene 4 | 3 Speakers | 4 | - | |
| 9 | 21:20 | Scene 3 | Host + Presentation Slide | 3 | - | |
| 10 | 21:25 | Scene 4 | 3 Speakers | 4 | - | Q&A (Pre-prepared Questions) |
| 11 | | Scene 3 | Host + Presentation Slide | 3 | Widget Layout 3 | Keerat to send Questions to Pavvi by 935 |
| 12 | 21:40 | Scene 4 | 3 Speakers | 4 | - | Q&A (Questions from Attendees) |
| 13 | | Scene 5 | Outro Video | 5 | - | |
| 14 | 22:00 | Scene 6 | Static End | 6 | - | |
| 15 | 22:05 | End Stream | | | | |

Impress your Audience

- Utilizing **high-quality** virtual production
- Virtual **Emcees or Hosts**
- Able to set up **anywhere**, from speaker's homes, offices, or studios
- **Multi language** support - live translation, interpretation, captioning



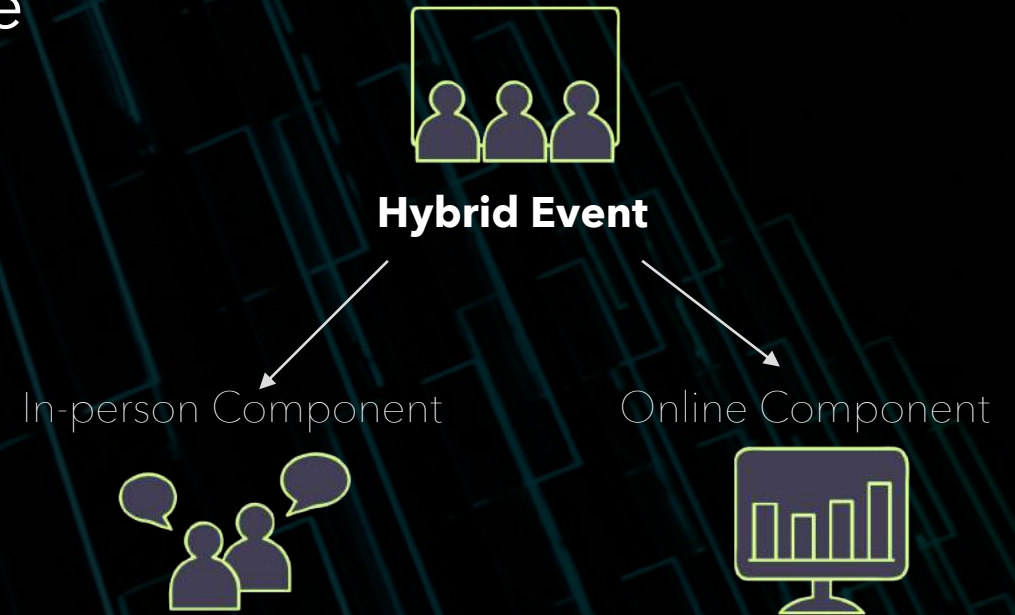
Event Hybridization

- Share your event to a **physical and virtual** audience
- Use Virtual Event tools to **enhance** your traditional physical event



What makes a Hybrid Event?

- Adapt content and create a digital experience that keeps your virtual audience **as engaged as your in-person participants**
- Create refreshing networking experiences for both your **live** and **online** audiences
- Reach a **greater** audience
- Break **geographical boundaries**



Not your Usual Webcast

As part of our managed services - our team will
produce your event to the highest standards



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LET'S CHAT!
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