

Let's Get Virtual

WITH PRELUDE EVENTS



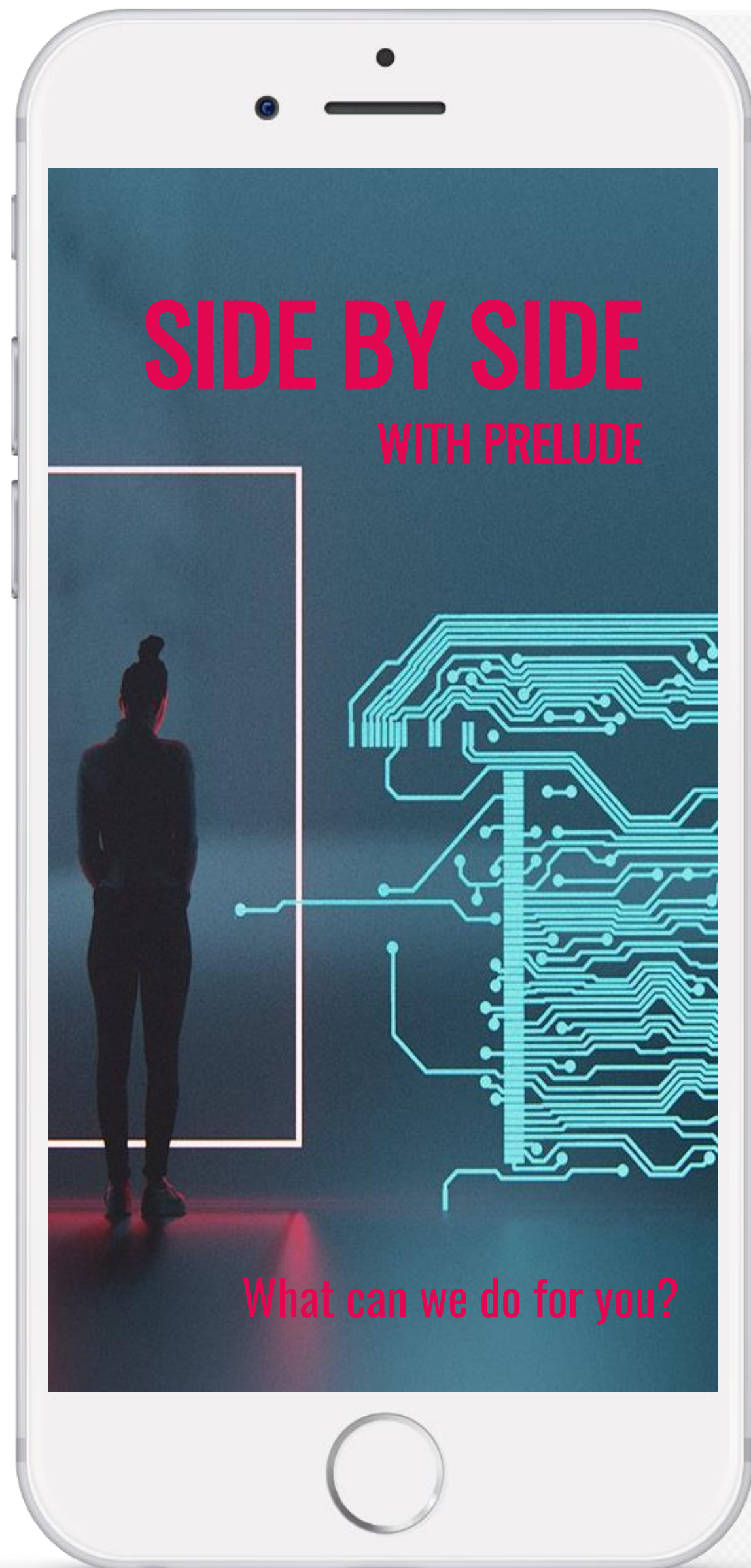


VIRTUAL IS NOT A SOLO MISSION

WE ARE IN THIS TOGETHER

The value of face-to-face interaction will never go away, but there are times when going virtual is a necessary part of your event objectives. Let us guide you and transform your future programs into a successful virtual experience, a new format that can enhance your entire program.

Beyond technology: creativity, community and emotions!



Strategy is the fuel

We will carefully help you plan your event holistically. Strategy isn't an add-on service, it's the fuel that drives the success process.



Unleashed creativity

From A to Z we bring virtual or hybrid events to life. By tapping into our creative pool we can help maximize your brand impact and event objectives.



Meticulous production

Our production team manages all the critical details to make your virtual event reality and provide you with a peace of mind.



Customized platform

Whether you bring your own platform or leverage the customization of ours we create captivating experiences to deliver meaningful content.



Data & analytics reports

Understand and better utilize audience engagement data with custom reports. Data can be pushed to your CRM, ERP, or marketing automation software.



Support services

From production to technical support, ensuring your speakers feel prepared, our team is there every step of the way to help you get it right.

Event Planning Fundamentals

PLANNING FUNDAMENTALS

LET US GUIDE YOU

Where in-person events can attract attendees due to the unique destination or venue setting, virtual events must rely on content, engagement, data and creativity. At Prelude we will ensure all these details are delivered to the highest standards and we will guide you step by step to achieve a successful virtual event. Our main virtual planning fundamentals are:

01

CONTENT IS KEY

In a virtual setting, your content is your event. Powerful keynotes and engaging sessions tailored to your attendees are critical. Technical production is key.

02

ALONE DOESN'T MEAN LONELY

Keep virtual attendees engaged. It is important to offer options that are relevant to each attendee profile.

03

THINK OUTSIDE THE BOX

When going virtual it is important to bring an abundance of creativity to keep attendees focused and inspired.

04

DATA TO MEASURE SUCCESS

Measuring engagement by capturing and analyzing attendee data is key to attesting event ROI and attendees

Prelude Events puts at your disposal an experienced multidisciplinary team delivering professional tech solutions, unleashed creativity and a streamlined event planning service adapted to the virtual and hybrid event space.

EVENT TYPES

OPTIONS TO CONNECT WITH YOUR AUDIENCE

IN-PERSON



HYBRID



VIRTUAL



WHY VIRTUAL & HYBRID EVENTS?



Greater attendee reach

By removing geographical restraints, important stakeholders who are unable to attend the in-person event can now easily login and start engaging with you.



Long live content

Content will be more succinct, engaging and categorized according to priority topics. Your content can live longer and be made available in a video library.



Build brand awareness by repurposing content

Virtual events allow ongoing brand awareness – not only can your content live longer but you can repurpose recorded content to use as marketing material.



Create and accelerate sales pipeline

Once collected, your virtual event data can be put to work in several ways; such as providing better connections with your internal and external stakeholders with creative and engaging follow up.



Drive Revenue

Get a view into top accounts and measure pipeline and revenue attribution. Build a case for rebooking sponsors for your next event as well as attracting new ones.

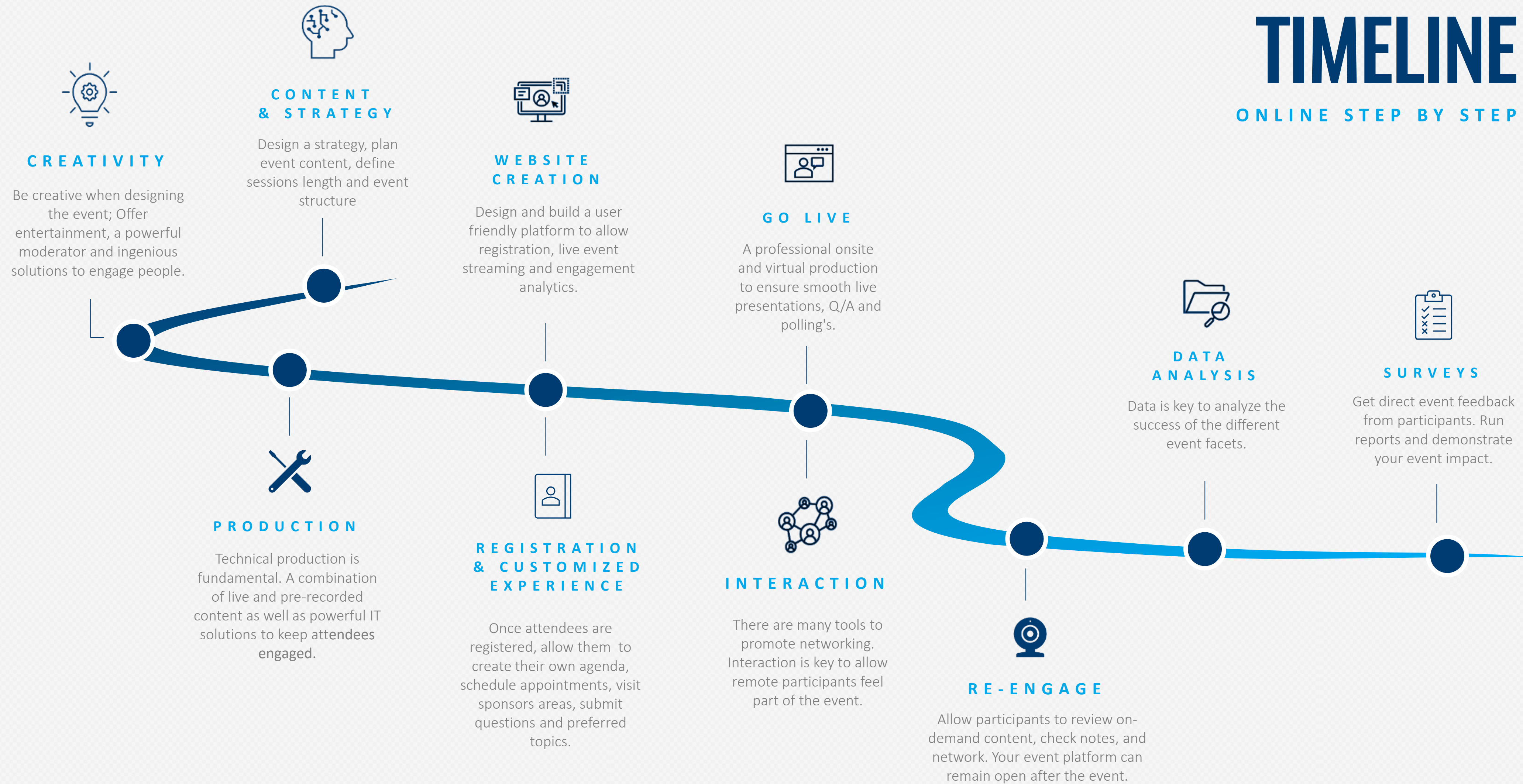


Retain Attendees

Data generated by your virtual event offers a powerful insight into the interests and behaviors of your attendees allowing you to customize future event content.

TIMELINE

ONLINE STEP BY STEP



Your Virtual Event

AN APPROACH TO THE EXPERIENCE

START



Troubleshoot

A-Z TROUBLE FREE EXPERIENCE

FEEL THE DIFFERENCE

Virtual events might already be a part of your overall event strategy or, like many others, you may have recently discovered how powerful they are in accomplishing your event goals. They build awareness, engage new and potential participants, and can generate revenue if done well. Our team will plan and execute an impactful virtual event and make your event experience productive and trouble free!



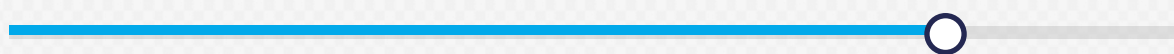
Event configuration

When it comes to creating and setting up your virtual events, there are some key differences from in-person events that are important to consider. Our team is here to help.



Webcast Support

Ensure your virtual events run smoothly and wow attendees. We ensure each stage of the webcast planning and execution process.



Advanced Production

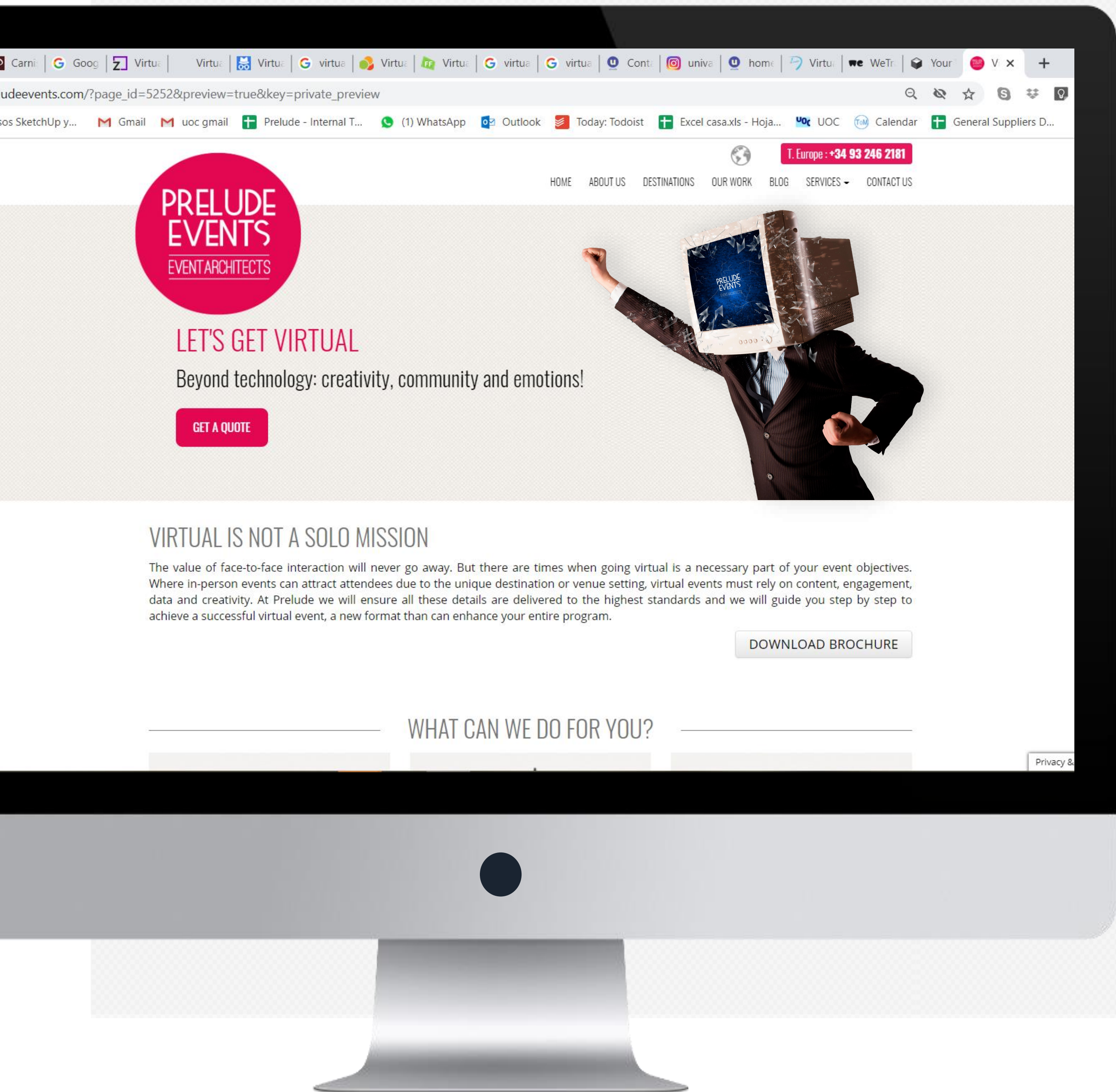
Ensure your attendees are engaged and focused on the content you're delivering. Production quality is key.



Post Analysis

Virtual events provide you with an abundance of information for your sales team and help you create more content based on the sessions that earned the most engagement.





WEBSITE CREATION

EVENT CONFIGURATION

Instead of thinking of virtual events as small one-off presentations, they should be created as value-added, engagement-driven experiences. It is important to create an impactful event that extends well beyond a computer screen.

Steps

01

Think
Content &
strategy are
fundamental.



02

Build
Keep it simple.
A User-friendly
interface.



03

Analyze
Data is key to
understand
activity.

USER FRIENDLY PLATFORM

MULTI-INTERFACE EXPERIENCE

AGENDA

DISCUSSIONS

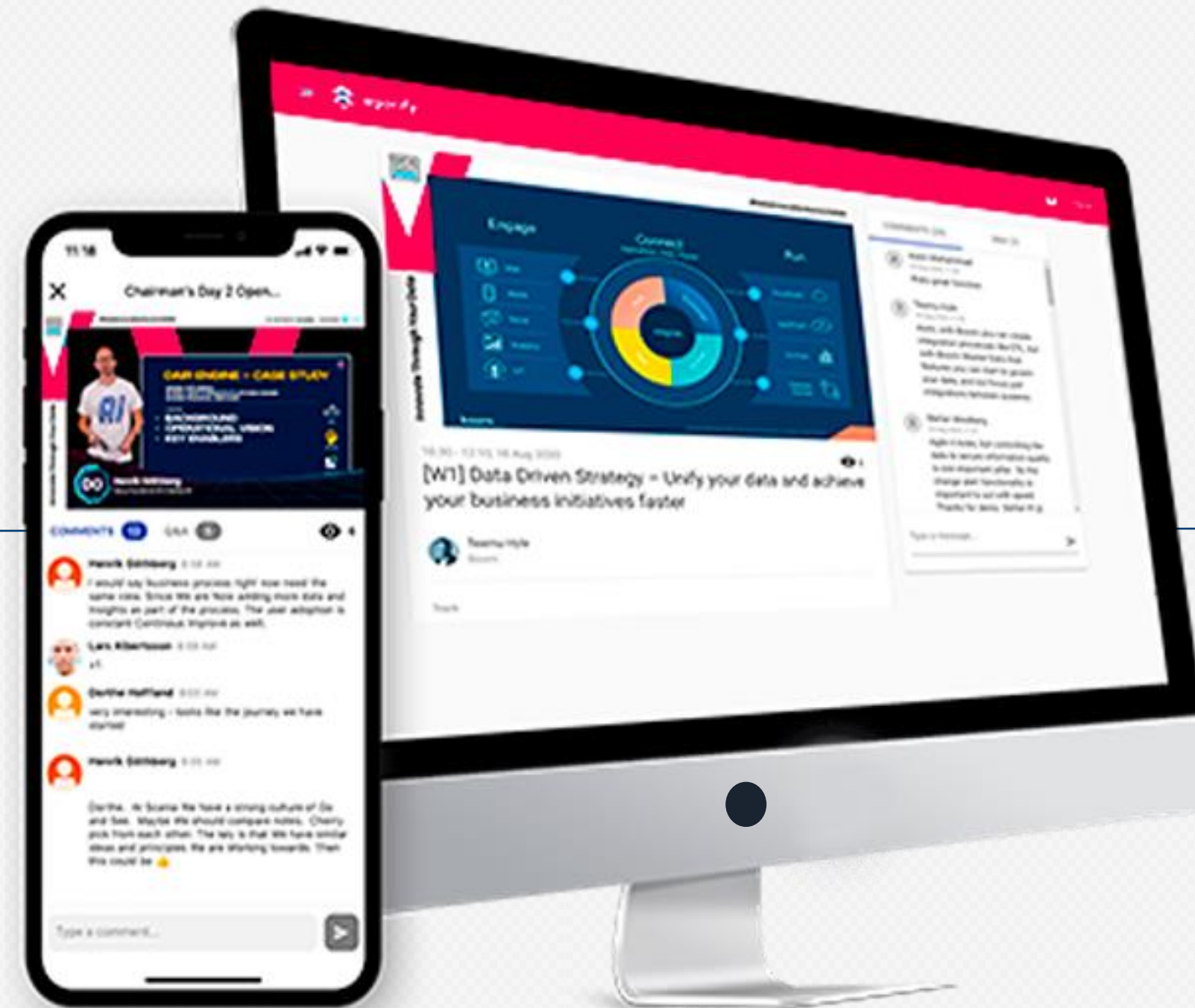
ATTENDEES

EXHIBITORS

SPEAKERS

FLOORMAP

GAMIFICATION



RELIABLE

All in one platform
Own streaming architecture
Desktop and Mobile
Speed and Quality

SIMPLE

Self-Service Tool
Organizer Admin
Exhibitor Admin
Tracking and Lead Generator

FLEXIBLE

Last min content changes
As many tracks as possible
Flexible session duration
Live and on-demand content

PROFITABLE

Clear Cost-Effective Pricing
Monetization Enabled
Tracking & Analytics

ADVANCED PRODUCTION

3D WORLD CREATION

From small corporate break-outs, to large-scale virtual conferences and product presentations, at Prelude Events we create unforgettable online environments that bring people together virtually.

The opportunities in the virtual world are endless if you are creative and have the necessary tools and team.

At Prelude Events we do, and we can offer you:



The latest technology

- Registration and streaming platforms
- Broadcasting material
- AR displays and holograms
- Simultaneous stages

Consultation services

- Advice on content creation & topic prioritization
- Speaker coaching & preparation
- Sponsorship package opportunities
- Appealing entertainment experiences

An experienced team

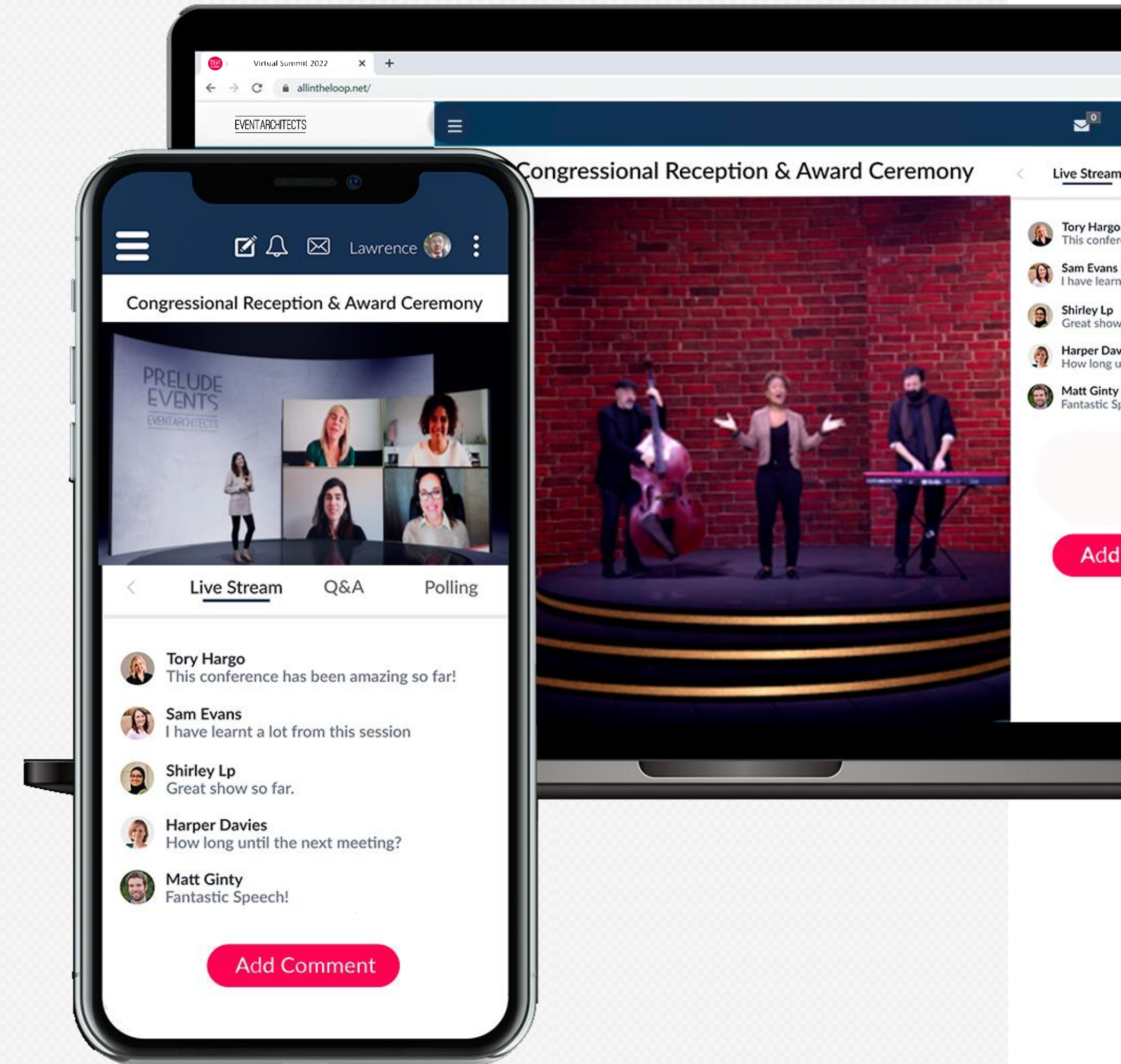
- Event producers
- Webmasters, IT & Technical Support team
- Marketing & Graphic Designers
- Creative direction & 3D virtual set designs
- Animated moderators and entertainment

ENDLESS POSSIBILITIES

EMPOWERING YOUR VIRTUAL EXPERIENCE THINKING OUT OF THE BOX

In virtual and hybrid events, we introduce interactive online components in conjunction with the physical elements, enabling the reach of a large audience who can actively participate in the event, while delivering a highly detailed, creative and customized result. Prelude combines the latest technology with creativity to build a unique, outstanding product that will make the difference, bringing dynamism and engagement to your event by recreating it in a TV format! We can help you with the content production needed during your live stream. The opportunities in the virtual events world are endless, so let's get creative and start thinking ahead!

- **Different speaker stages streaming simultaneously**
- **Increased sponsor visibility**
- **Exhibition areas**
- **Product presentations with augmented reality**
- **Lounge Areas for networking and light entertainment**

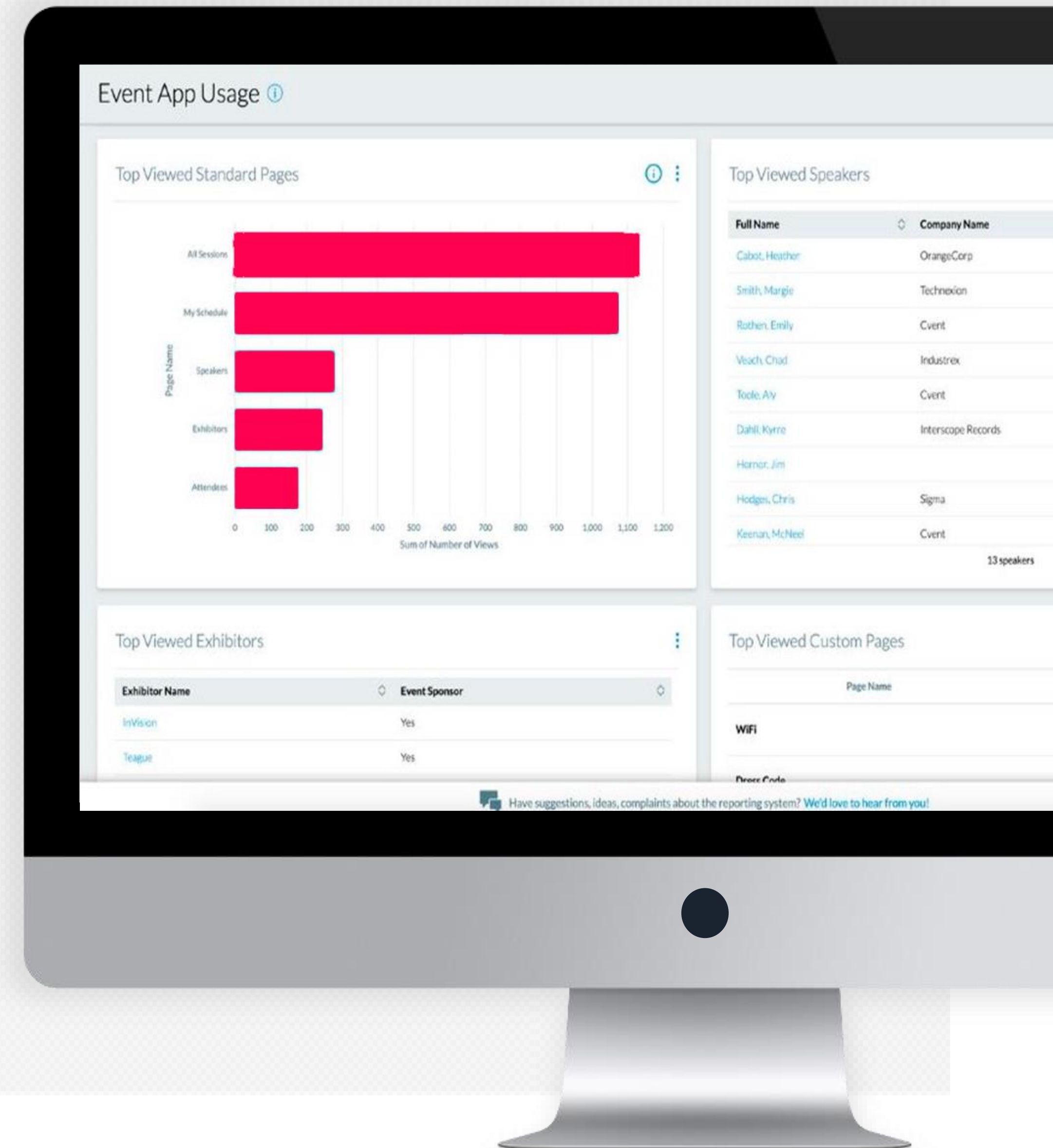


ROBUST REPORTING

DATA INTEGRITY IS KEY

Events capture valuable event data (Location, Type, Date), Contact data (Check-in, Session enrollment, Session Attendance, Booth Visits, Appointments, Social Posts) and Engagement data (Contact Data, Demographic, Firmographic, Preferences). It is key to:

- Understand the Activity Across the Virtual Attendee Hub
- Track Session Attendance
- Know Logins & Adoption Rates
- Check Most Viewed Content + Time engaged
- Get Drill-Down Detailed Reports
- Be aware of Live Q+A Questions



DATA COLLECTION PROCESS

VALUABLE EVENT DATA



Be Creative

BEYOND TECHNOLOGY



INTERACTION · COMMUNITY · EMOTIONS

MAKE THE DIFFERENCE

ENTERTAINMENT OPTIONS FOR UNFORGETTABLE ON-LINE EXPERIENCES

HEALTH & WELLNESS



TAKE CARE OF ATTENDEES

Deliver unexpected value to attendees, incorporating online workouts, yoga, meditation or breath work sessions throughout the event helps attendees get their minds, bodies and concentration spans ready to engage.

STAND UP COMEDY



LAUGH OUT LOUD

Every event can be enhanced by comedy. Surprise your attendees with a memorable comedy performance to stimulate attendees' attention.

THE MENTALIST



THE POWER OF YOUR MIND

Play with the power of the group mind to increase interest and involvement on the main topic of the meeting. .

Bring dynamism and engagement to your event by recreating it in a TV format

MAKE THE DIFFERENCE

ENTERTAINMENT OPTIONS FOR UNFORGETTABLE ON-LINE EXPERIENCES

REAL TIME ILLUSTRATIONS



CREATIVE MINDS

Bring artists on board to create real-time illustrations (known as digital live scribing). It is a great way to engage your audience with a unique type of content.

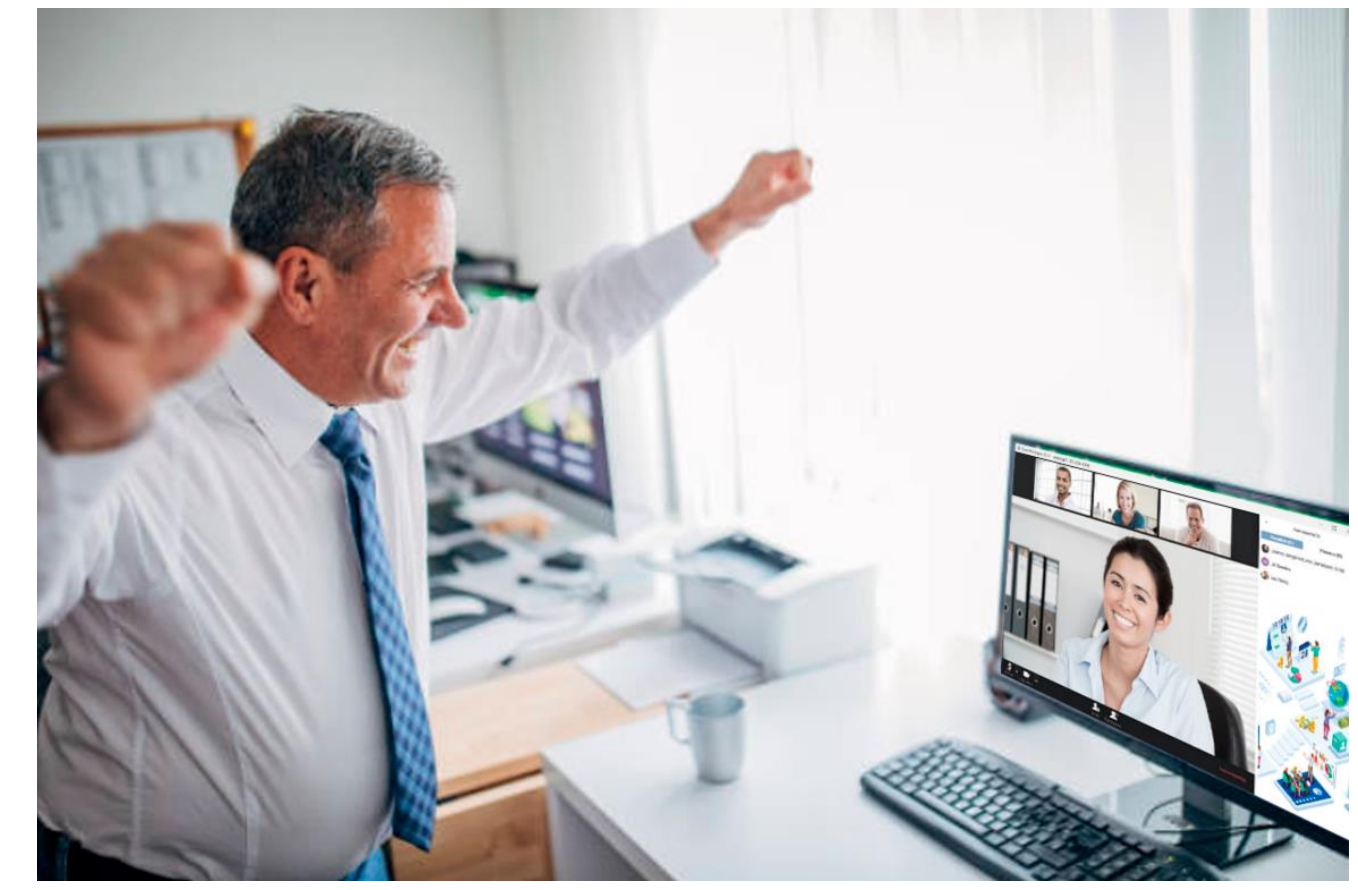
GASTRO EXPERIENCES



REAL FLAVOURS AT HOME

On-line does not mean lonely. Surprise participants with a gastro experience that combines a delivery package with an online master class. Ready to prepare your cocktail with a professional set? Hungry enough to eat the best pizza?

INTERACTIVE GAMING



ONLINE TEAMBUILDING

With teams and individuals working from home and remotely, it is important to keep teams strong, connected and happy. There are infinite gaming options to engage attendees! From singing to competing.

Bring dynamism and engagement to your event by recreating it in a TV format

MAKE THE DIFFERENCE

ENTERTAINMENT OPTIONS FOR UNFORGETTABLE ON-LINE EXPERIENCES

AUGMENTED REALITY



PRODUCT PRESENTATION

Surprise attendees with an augmented reality product presentation. Use AR to get your product in front of your audience wherever they are. There are no limits.

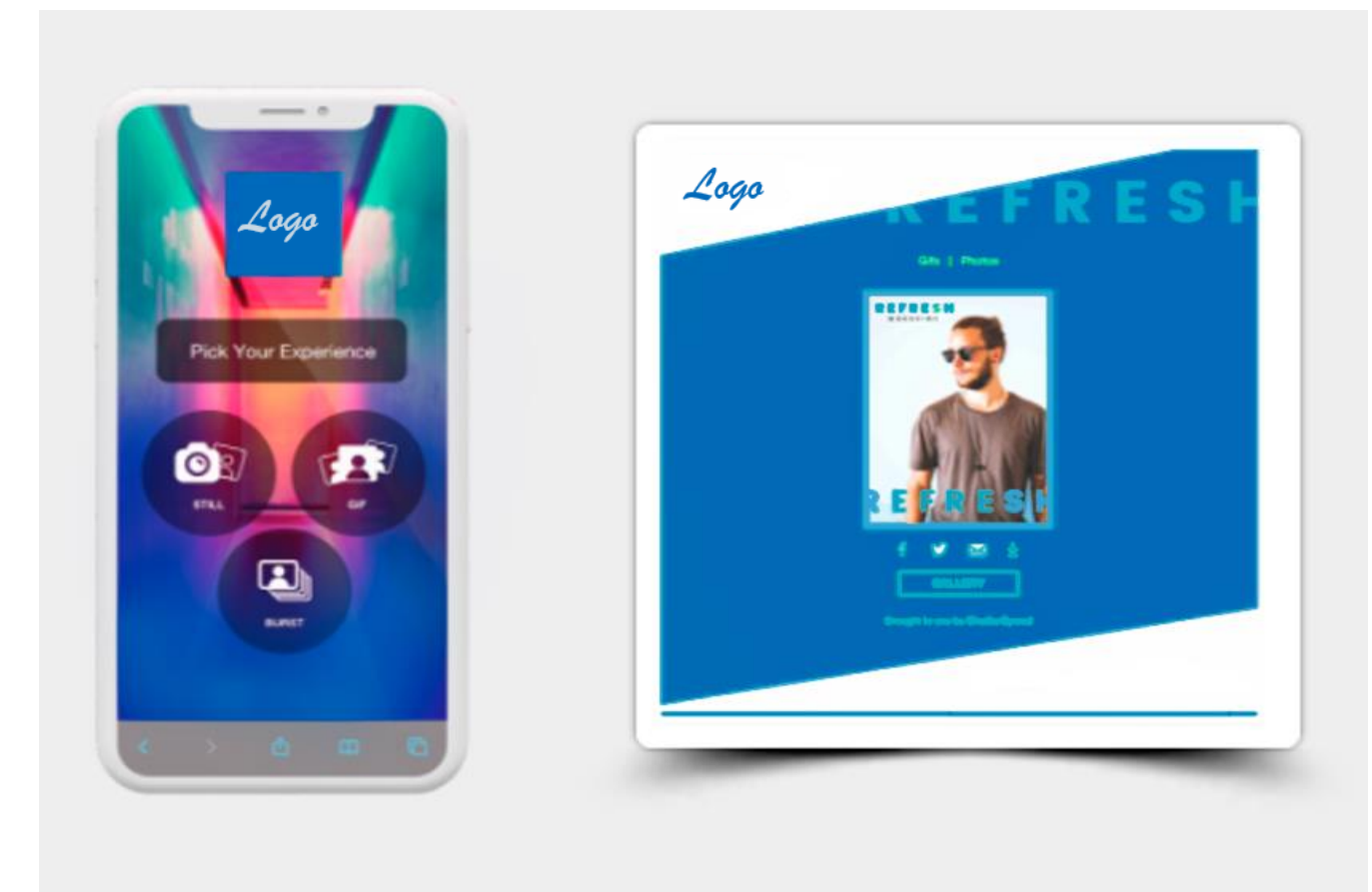
AFTER WORK



LET'S TOAST TOGETHER

Now more than ever, people need to connect. And nothing gets teams & clients more excited than a good happy hour or afterwork event. From drinks to go sent home to live music & entertainment, everything's possible!

CUSTOMIZED PHOTO EXPERIENCE



VIRTUAL PHOTO BOOTH

Continue to make memories! Just because we're not physically gathering doesn't mean we can't supercharge our selfie game! Still Photos, Animated GIFs, Boomerang Looping Videos and more!

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MAKE THE DIFFERENCE

ENTERTAINMENT OPTIONS FOR UNFORGETTABLE ON-LINE EXPERIENCES

MASTER OF CEREMONIES



HIRE CHARISMATIC VIRTUAL EMCEES

A virtual emcee serves as a facilitator of the virtual attendees' experience. Charismatic and entertaining, his job is to keep your audience engaged and awake: Submit questions for the Q&A, participate in polls, share thoughts on social media or post online with a custom hashtag.

LIVE MUSIC



IN-HOUSE BAND

Music is medicine and is perfect to help reset energy and concentration levels in between sessions or simply offer a relaxing wind down to the day. Anything from live bands, VJs, DJs to solo artists.

VIRTUAL ICE BREAKERS



CHEER UP YOUR MEETINGS

Working remotely can be a lonely business. But there is a sure-fire way to break down barriers during your online meetings: Virtual icebreakers. These little activities can help you lighten the mood and positively engage your colleagues throughout your meetings calls.

Bring dynamism and engagement to your event by recreating it in a TV format



DELIVER REAL-TIME CONNECTIONS

CONNECTING REAL & VIRTUAL CREATIVELY

You can still deliver that in-person charm to your attendees, wherever they may be. Whether you are looking to send participants a branded item, technical support, or a complete experience, we can help you build and distribute the perfect event kit. The options are unlimited! Below some examples:

Gastro kits



Happy Hour kits



Welcome branded kits



Interactive gaming kits



EVERYBODY IS SELLING YOU VIRTUAL EVENTS,
BUT NOT EVERYBODY HAS THE EXPERIENCE &
CREATIVITY TO MAKE YOU STAND OUT!



Bringing you experiences anywhere

Contact us:
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