



Our guide to  
**Virtual Events**

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## Why choose Pb?

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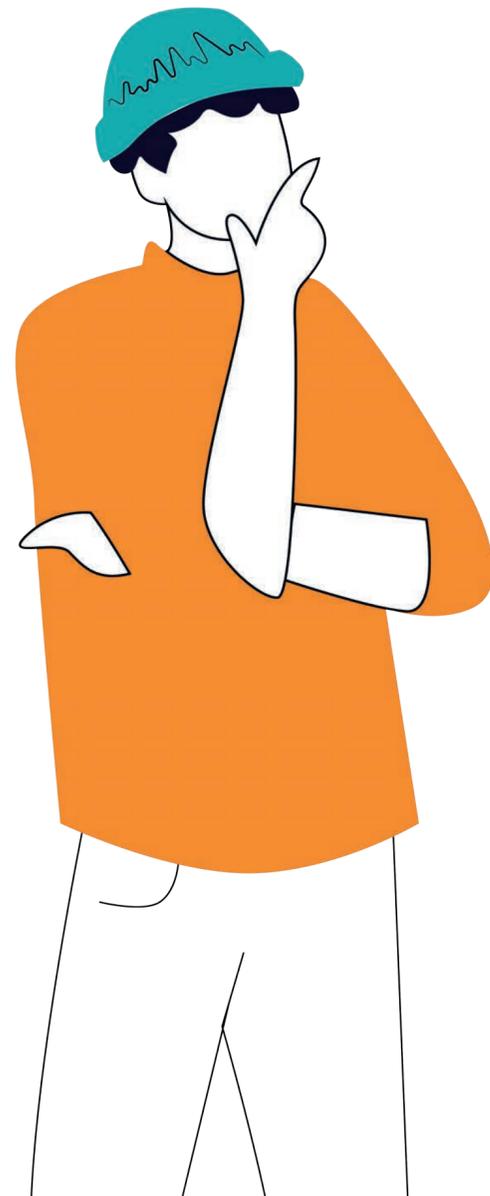
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# How can we solve your problem?

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I need to engage with people in **multiple locations**.

We want an event that communicates our brand, is completely **interactive**, enables **multiple content** to be accessed and allows our attendees to have their **own meeting spaces**.

How can we have a successful meeting that's **sustainable?**

I need a simple meeting – but it must be **secure, and reliable**.

Its important for us to know **who came to our event** and **how they engaged with it**.

Venue, travel and accommodation **costs are prohibitive**.

# Why choose to host a virtual or hybrid event?



## Environmental benefits

Hosting virtual or hybrid events can have significant environmental benefits. By eliminating the need for travel and reducing waste from in-person events, you can reduce your organisations carbon footprint.



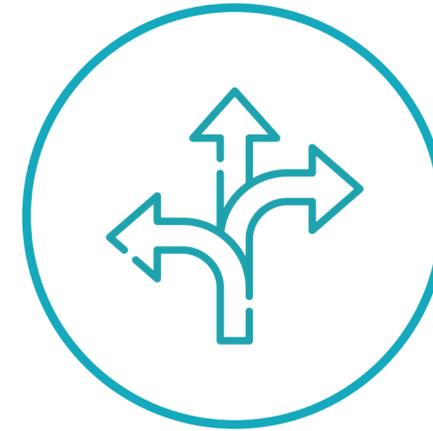
## Increased accessibility

Virtual & hybrid events offer increased accessibility to a broader audience. These events can be attended from anywhere in the world, as long as the attendee has access to the internet. This allows for a greater reach and engagement with your audience, as you can reach people who may not have been able to attend an in-person event due to travel or scheduling conflicts



## Reduced costs

Traditional in-person events require a venue, catering, travel, and accommodation expenses. In contrast, virtual events eliminate the need for these expenses, allowing you to redirect your budget towards other areas, such as marketing and creative technology.



## Flexibility

Virtual & hybrid events offer a high degree of flexibility. They can be pre-recorded or streamed live, and attendees can participate in various ways, including through chat features and virtual breakout rooms. This flexibility allows you to tailor your event to meet the specific needs and preferences of your audience.



## Improved data collection

Virtual & hybrid events provide the opportunity to collect valuable data on attendee engagement and behaviour. You can use this data to gain insights into your audience's interests and preferences, allowing you to improve future events and marketing efforts

## FAQ:



A virtual event takes place fully online with speakers and attendees joining remotely.



Hybrid events combine both in-person and virtual events where speakers and attendees can either join face-to-face, at a venue or online

# Why choose to host a virtual or hybrid event?

As for most organisations, sustainability is a key focus for Production bureau.

We have a team of 16 individuals representing all areas of our business focussed on evolving our offering and working practices to drive forward progress on sustainability and build on solid foundations, such as our use of fully renewable electricity at our premises which was first implemented in 2008.

In person events vary greatly in their nature, but almost all share one thing in common; the attendees transport to the event is the biggest contributor to the overall carbon footprint of the event. Avoiding this travel can make significant reductions to the carbon footprint of your event. A recent study<sup>1</sup> found that moving a conference to fully virtual can result in **over a 90% carbon footprint reduction**, whilst using a hybrid solution to maintain in person participation by having carefully selected hubs can still achieve around a two thirds reduction in carbon footprint.

In the UK the Government has set a goal to achieve net zero carbon emissions by 2050 and many organisations have set their own net zero goals. On this journey to net zero, achieving carbon emissions reductions across all organisational activities will be critical to achieving this goal. Adopting virtual and hybrid events, whilst helping to achieve potentially significant carbon emissions reductions, also demonstrates to stakeholders that organisations are truly embedding sustainable practices across all their corporate activities.

### Key sustainability benefits of virtual & hybrid events:

## FACT:

One ticket for a return trip from London to New York on average emits **1.65 tonnes of CO<sub>2</sub>e**. The cumulative emissions generated by over **7,000 virtual attendees** for one event would reach only **1.07 tonnes of CO<sub>2</sub>e**

Avoidance or reduction of travel and accommodation related carbon emissions



Reduction in material use and associated waste from printed materials or give-aways



No food related emissions from event catering for virtual events

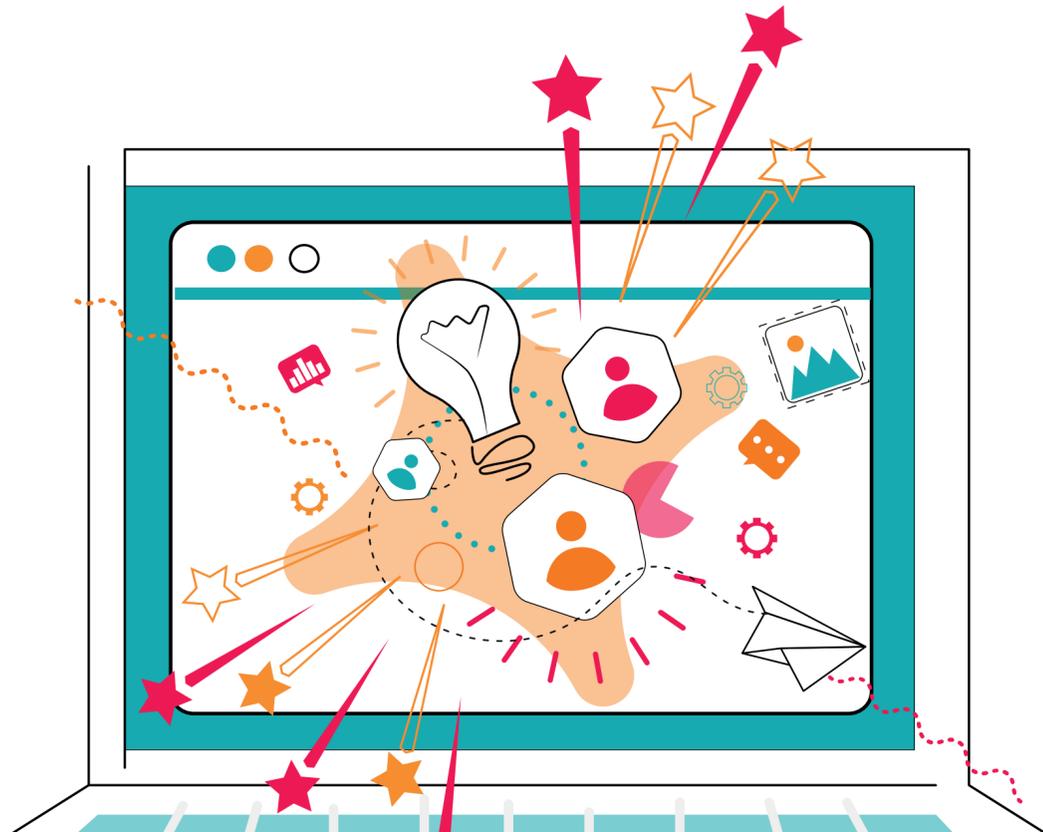


<sup>1</sup> Tao, Y., Steckel, D., Klimes, J.J. et al. Trend towards virtual and hybrid conferences may be an effective climate change mitigation strategy. Nat Commun 12, 7324 (2021). <https://doi.org/10.1038/s41467-021-27251-2>

# Your project

A virtual event can sometimes seem complicated, but we are here to ensure it's not a headache. We offer an end-to-end service so you can focus on what really matters, keeping your presenters centre stage and ready to deliver their message.

To simplify this process, we have broken this down into three steps to help you understand how we choose a streaming offering for your project.



## 3 simple steps...

# 1.

Provide us with a brief on what you want to achieve from your event and attendee experience...

# 2.

We will help you identify the best solution for you...

# 3.

Your project team is assigned, ready to deliver your perfect event...

Your project team will guide you through the following processes...

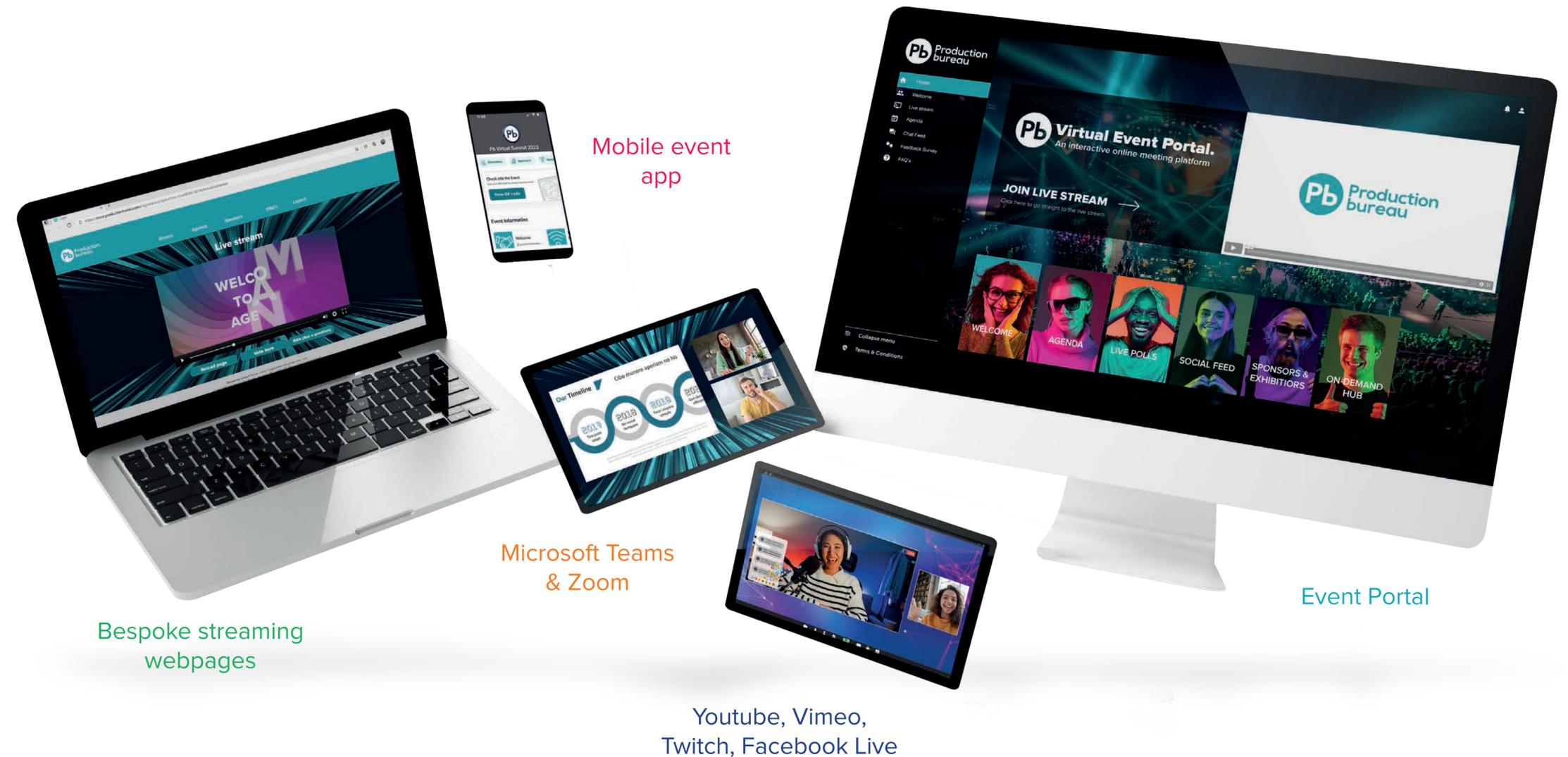
# Platforms

Your project

**Whatever your requirements, budget and time-frame we have a platform that can deliver your objectives.**

At Production bureau we are offering a range of digital solutions designed to enhance the attendee experience for events, conferences, and meetings. We use the latest in event tech to ensure your audience remains engaged and have the tools they need for a truly immersive experience.

Our platforms are designed for events, they are time tested, customisable, and always centred around your event requirements. We'll help guide you when choosing the right solution for your event, to ensuring there's the right level of features and functionality for an impactful delegate experience, whilst working within your budget and being mindful of your IT constraints.



Bespoke streaming webpages

Mobile event app

Microsoft Teams & Zoom

Event Portal

Youtube, Vimeo, Twitch, Facebook Live

### Event Portal

Whether you're going virtual or hybrid, our Event Portals are a fully brandable solution that's easy to use and access across all device types. Attendees use one platform to access all the event information, content and most importantly access to the live stream.

The Event Portal contains interactive features and functionalities that will help bring your virtual or hybrid event to life:

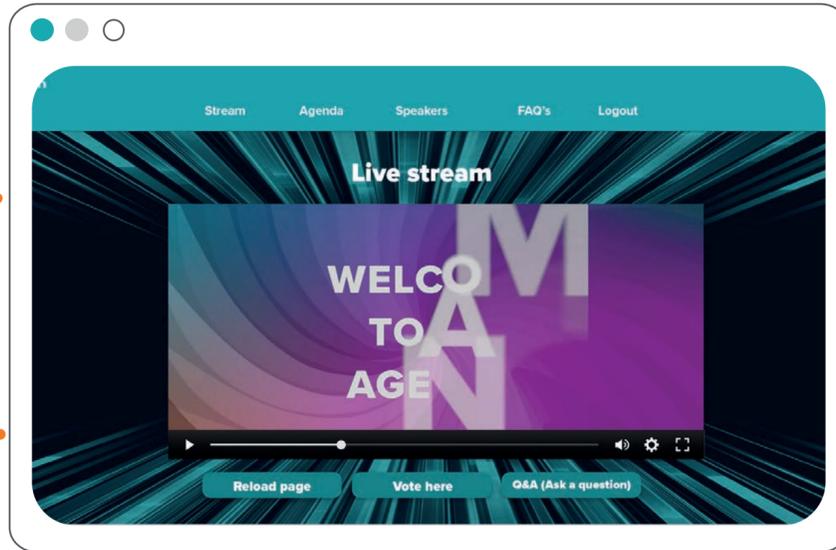
- ✓ **Dedicated live stream display and video breakout functionality**
- ✓ **Q&A, surveys, live polls and moderated chat feeds**
- ✓ **Custom branding, utilising a range of design templates and layouts**
- ✓ **All your event information is stored in one place**
- ✓ **Safe, secure, and dependable online streaming solution.**
- ✓ **Advanced networking and video call functionality**
- ✓ **Sponsor and exhibitor exposure (monetise the platform)**
- ✓ **Personalised user experience, with tailored agendas and content**
- ✓ **On-demand video playback**
- ✓ **Comprehensive post event reporting**

So whether you're looking to host a virtual all-company meeting, webinar series or worldwide conference, the Event Portal might well be the perfect solution!

### Mobile event app

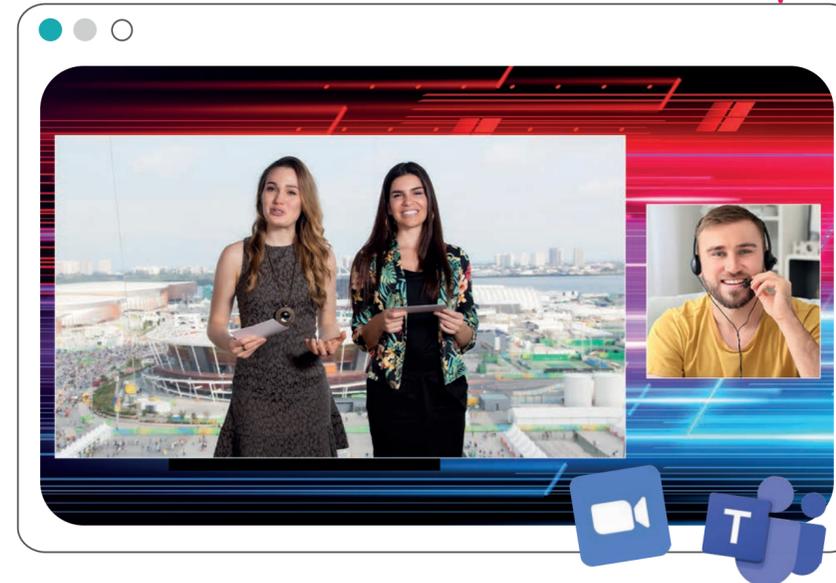
Our mobile event app offering helps bridge the gap between the in-person experience and those viewing remotely, making a great solution for hybrid events. The possibility of hosting your stream for individual sessions is something that can be implemented throughout your event. It's also an excellent product to add to your event allowing virtual attendees to collaborate and engage in on-site Q&A, polling and surveys. The attendees can engage in the event via mobile, desktop or tablet devices.





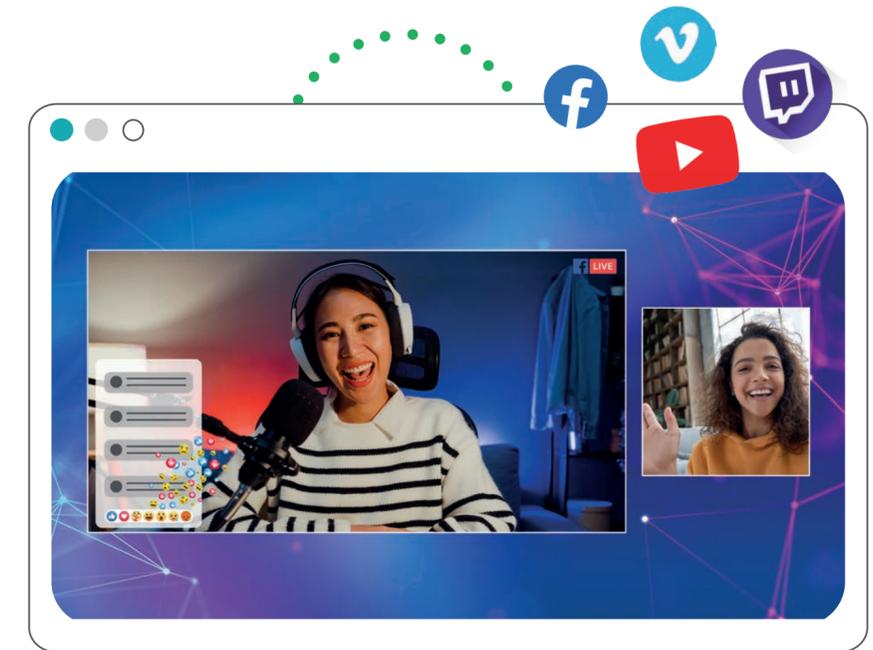
## Bespoke streaming webpages

Sometimes you may not need all the bells and whistles, when the main goal is to get the broadcast out there. We therefore offer bespoke streaming pages known as microsites to house your live stream and high level event information. Our streaming sites are designed for quick turn-arounds, they are built like a website just smaller, allowing for some bespoke branding options to accompany the broadcast. Our sites are secure and can provide ample reporting post event.



## Microsoft Teams & Zoom

We can work with you to make your Microsoft Teams or Zoom events more inclusive to your virtual or hybrid audience. Whether by creating custom branded templates or by creating a large webinar for a global audience, we can make sure your brand and organisation is displayed professionally when using these solutions. We can look after the content, speaker, attendee, and interpretation management, launch polls and surveys as well as setup the meeting links and look after registration.



## YouTube, Vimeo, Twitch, Facebook Live

Using social media to stream events is becoming a regular demand from our clients. Streaming via social media platforms can scale up event reach to a wider audience, meaning the likelihood of greater participation. If you already have a platform in mind to reach your global audience, we will work with you to deliver your event on your desired platform.

### Event design

Utilising our internal departments, Pb can create the right brand for your event, amplifying your messages and engaging your audience. Or we can take your existing brand and ensure it works in the virtual environment by creating custom layouts, graphic design, and green screen elements.

The following tools can greatly enhance the production value of a live stream:



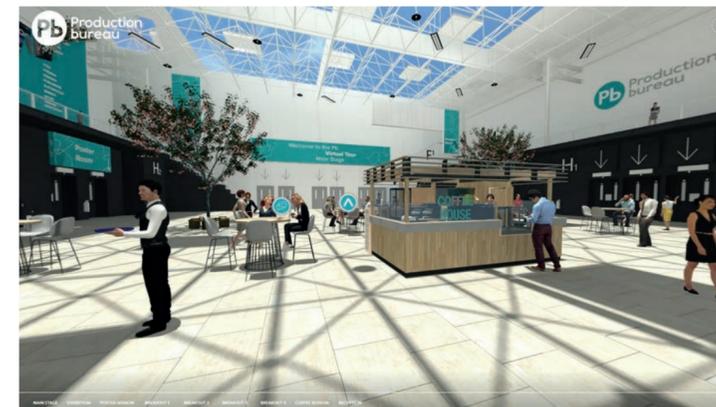
#### Consistent branding:

We will ensure the use of consistent branding throughout your live stream. Our studios will work with your event branding and visual guidelines to create a cohesive look and feel to your event.



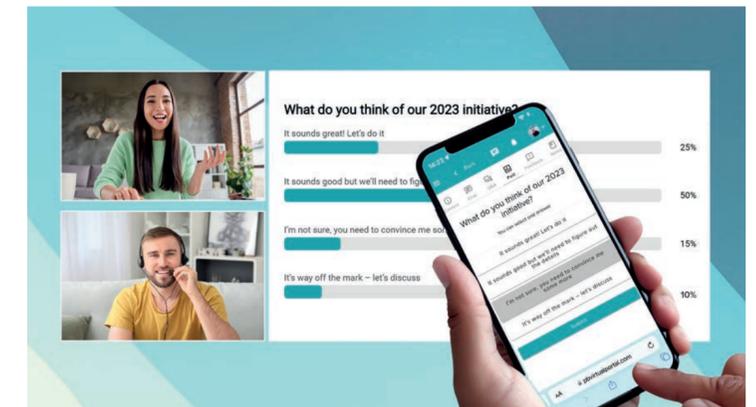
#### Engaging graphics:

Use bespoke graphics to highlight key points and keep viewers engaged. These bespoke graphics can make your event more established and exclusive.



#### Green screen and virtual environments:

We all love a virtual background, but this is only the start. Using green screens we can position speakers in virtual sets and environments, and dynamically bring speakers in various locations together.



#### Interactive elements:

Incorporate interactive elements such as live polls, Q&A's, quizzes, and gamification to help engage your audience.

# Event pre-production

Your project

## Event pre-production

Pre-production is vital in making sure that your virtual or hybrid event runs smoothly. We'll set up a clear timeline to keep your project on track, ensuring your content and the logistics are all managed on time and on budget.

### Tech checks & rehearsals

We'll conduct a technical rehearsal with presenters to test the sound, lighting, and any other technical equipment a presenter may have. This will help identify any issues that need to be addressed before the event. During the event, Pb will provide technical support to ensure that the presenter's equipment is working optimally.

### Pre-records

We understand that being a speaker or presenter can be a daunting task at any event. Hence why practicing with pre-records or using pre-records in your event can bring extra value. Adding pre-records into your event can make the result look polished and can iron out any potential live hiccups. Moreover, your key presenters may not be able to make your event, and pre-recordings help mitigate this from detrimentally affecting your live broadcast.



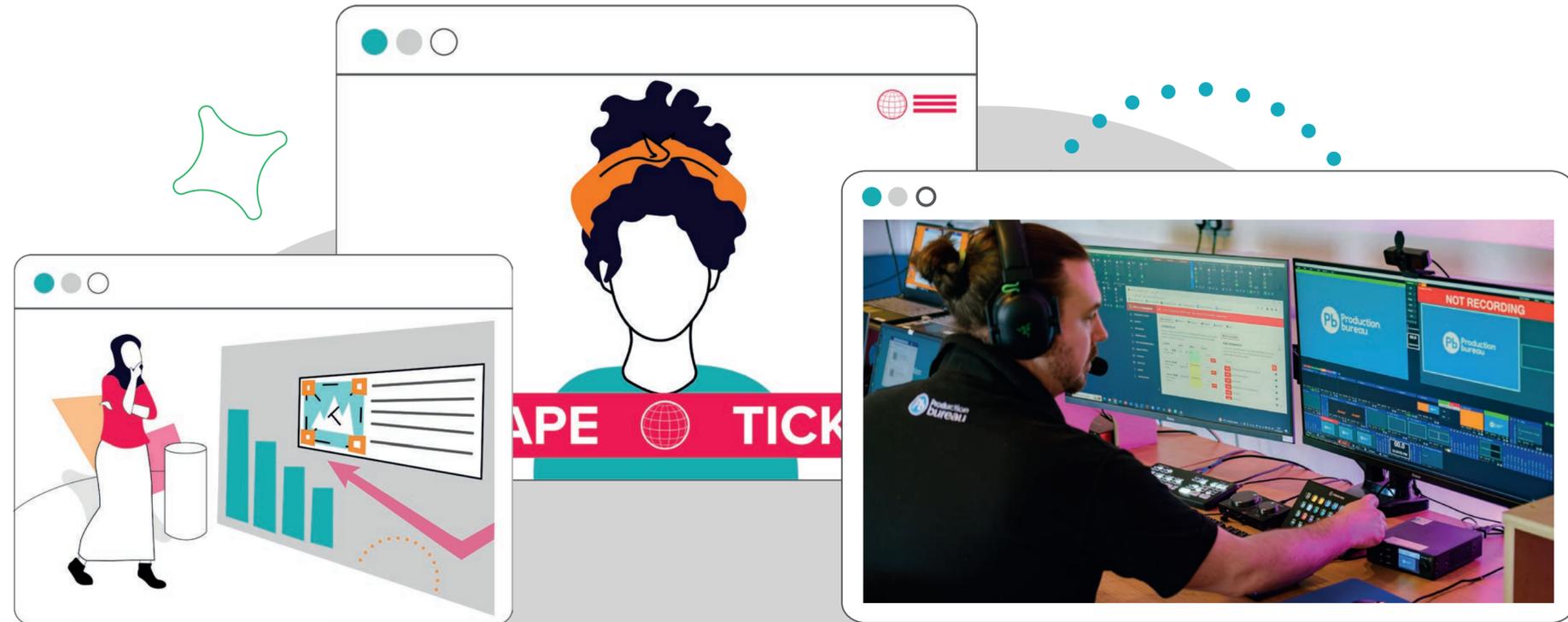
# Streaming

## Your project

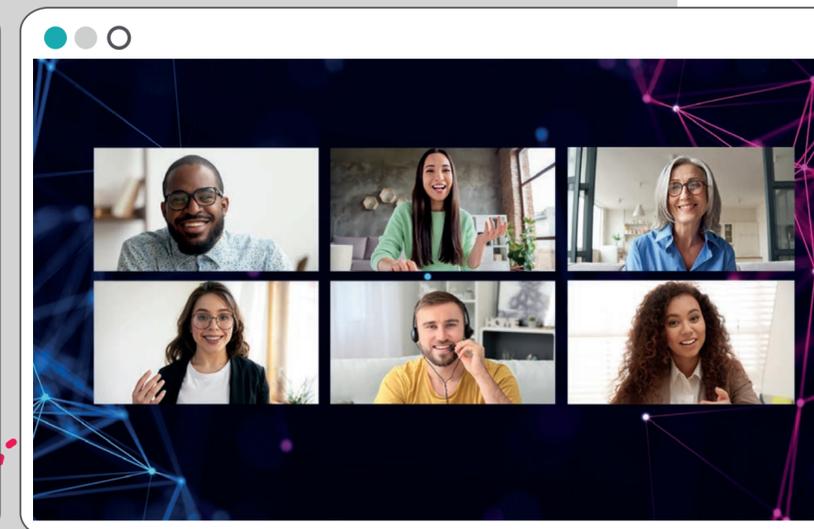
Your presenters, guests and other participants need to be confident that they look good, sound great and that their supporting material is communicated with impact - and that's where our streaming studios excel. Whether live or pre-recorded, you are in safe and creative hands.

Our dedicated in-house streaming team, based in both Norwich and Edinburgh, work tirelessly to make every event a success. Having a dedicated team in-house mean we have a wealth of experience at delivering these events and we are constantly striving to improve our offerings, staying ahead of the curve and standing out in a rapidly evolving industry.

We are confident that we can stream your content in various dynamic ways, ensuring that your messages are communicated as powerfully as possible.



**Flexible layouts:**  
Easily position your presenters and content on screen in different layouts so the correct content is more prominent for the viewers.



When it comes to delivering your project, we will have all the right crew and equipment in place to make your event a success.



## Crew

### Remote speaker onboarding

Our Event Producers will work with our Streaming Technicians to make sure all your speakers connect and are fully briefed on how the event will run.

### Live event operation

During the event our Streaming Technicians and Producers will control the content on screen and make sure the live stream is running smoothly.

### Platform management

Our Digital Producers will be on hand to make sure your event platform of choice is working as it should and can assist with any issues attendees may come up against.

### Onsite production crew

For hybrid events or events that are streamed from a venue or studio location, our onsite crew will look after all the technical requirements and will make sure everyone, including speakers, are exactly where they need to be.

## Facilities

### Streaming studios

Our streaming studios are state of the art and are equipped with everything we need to make your project the most engaging it can be. With ultra high speed internet connections, dedicated live stream machines, additional laptops, hardware and much more, our facilities are equipped to handle the most complex events - be it live, hybrid or virtual.

### Backup internet and power

Not only do we have backup equipment, we also have backup power supplies and internet connections, ready to switch into action for our streaming studios. This offers additional security, in case of a power cut or internet outage, allowing your event to carry on seamlessly.

### AV equipment onsite

One of the advantages of using us for AV equipment is that we have it all in house. This means we can provide most equipment for the onsite element of your hybrid event or setup a remote live streaming studio at a location that works for you. Whichever route you choose, we can provide your remote presenter with the equipment they need to look and sound their best.



## Analytics

We provide complete data post event which allows our clients to gauge which areas of the event were more successful and can highlight attendee engagement levels, login reporting and geographical participation.

See below a breakdown of the types of analytics reporting we can provide post event based on your platform choice.

- ☑ **Total count of unique visitors**  
(viewable across each independent stream)
- ☑ **Average duration time of all virtual attendees**
- ☑ **Event Portal engagement comparisons by page**
- ☑ **Device types used and attendees' locations**
- ☑ **Survey and polling reports**

## Editing videos

At Pb we can also provide a post event editing service, this editing service ensures your video recordings are delivered to a professional standard. We will edit the videos in the best way possible by editing them to fit within your brand guidelines and specific requirements. Professionally edited videos not only makes sure that mistakes and bloopers are removed, but it also demonstrates and displays your brand in the best light to attendees and speakers post event.

## On-demand upload and event replays

Our Event Portals are a great place to store your professionally edited videos. Our immersive on-demand sections on our portals displays the event videos in an efficient and clear mann .

Below gives a breakdown of the benefits of using our on-demand uploads:

- ☑ **Stores all your post event videos in one place**
- ☑ **Can provide monthly analytical insights into the number of attendees, speakers and staff that have viewed each video**
- ☑ **Allows attendees to replay missed content**  
(useful for training purposes)
- ☑ **Gives the opportunity to attendees who were unavailable to watch and participate in the event**
- ☑ **Can attach accompanying downloadable documentation to each video**

# Why choose Pb?

## Peace of mind

Working with Production bureau will give you peace of mind that your event is in good hands. We can provide support throughout the entire process, from planning and production to post event follow up, ensuring that everything runs smoothly, and your attendees have a positive experience.

Our team of experts bring together a range of skills and experience to deliver exceptional virtual & hybrid events. We have everything in house making us the logical choice helping you to reduce your stakeholder management.

**Here are the Pb departments that will help bring your event to life...**

## Events & project management team

Our team of experienced event professionals have extensive expertise in delivering top notch live and virtual events. Based on the chosen level of production your Project Coordinator and Event Producer will support the setup, engagement, and design of your project. Your Event Producer will look after any pre-records, presenter technical rehearsals, manage the technical running order and oversee the streaming team during the event. From planning to execution, our team is committed to delivering your event on time and within budget. We are dedicated to achieving key milestones and ensuring a successful outcome.



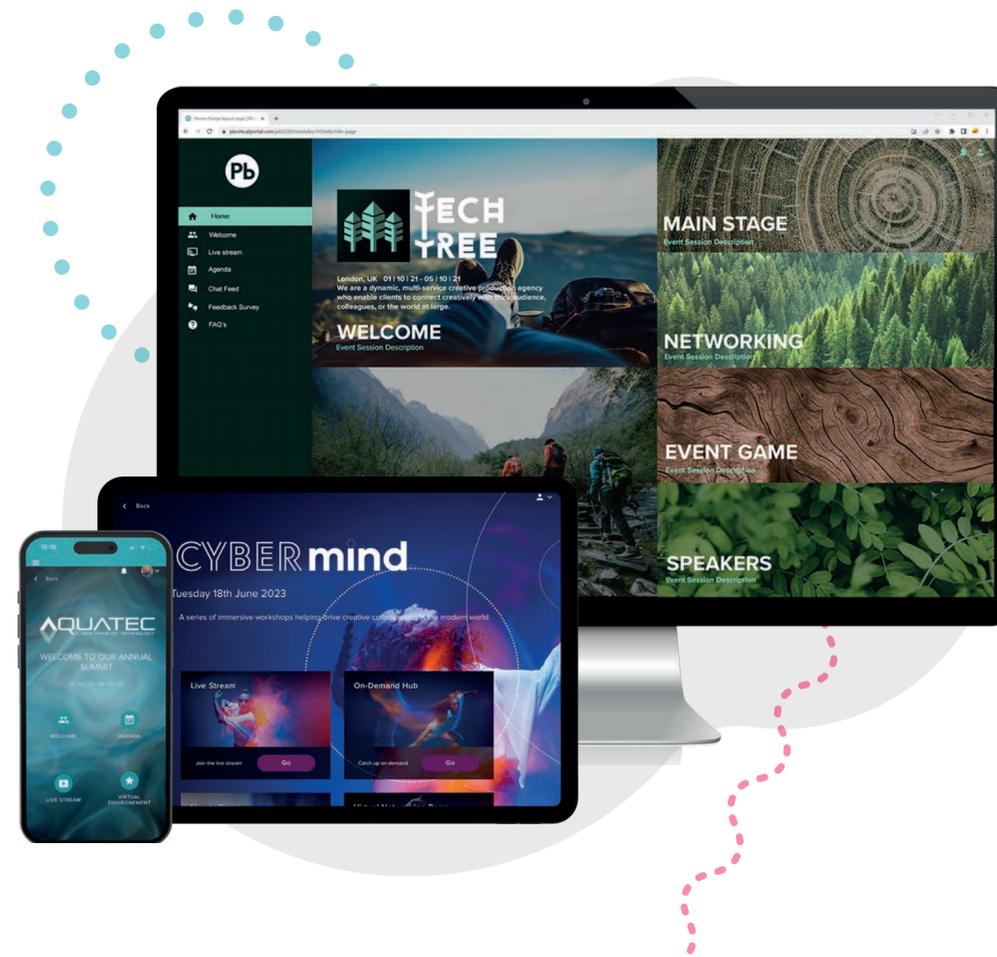
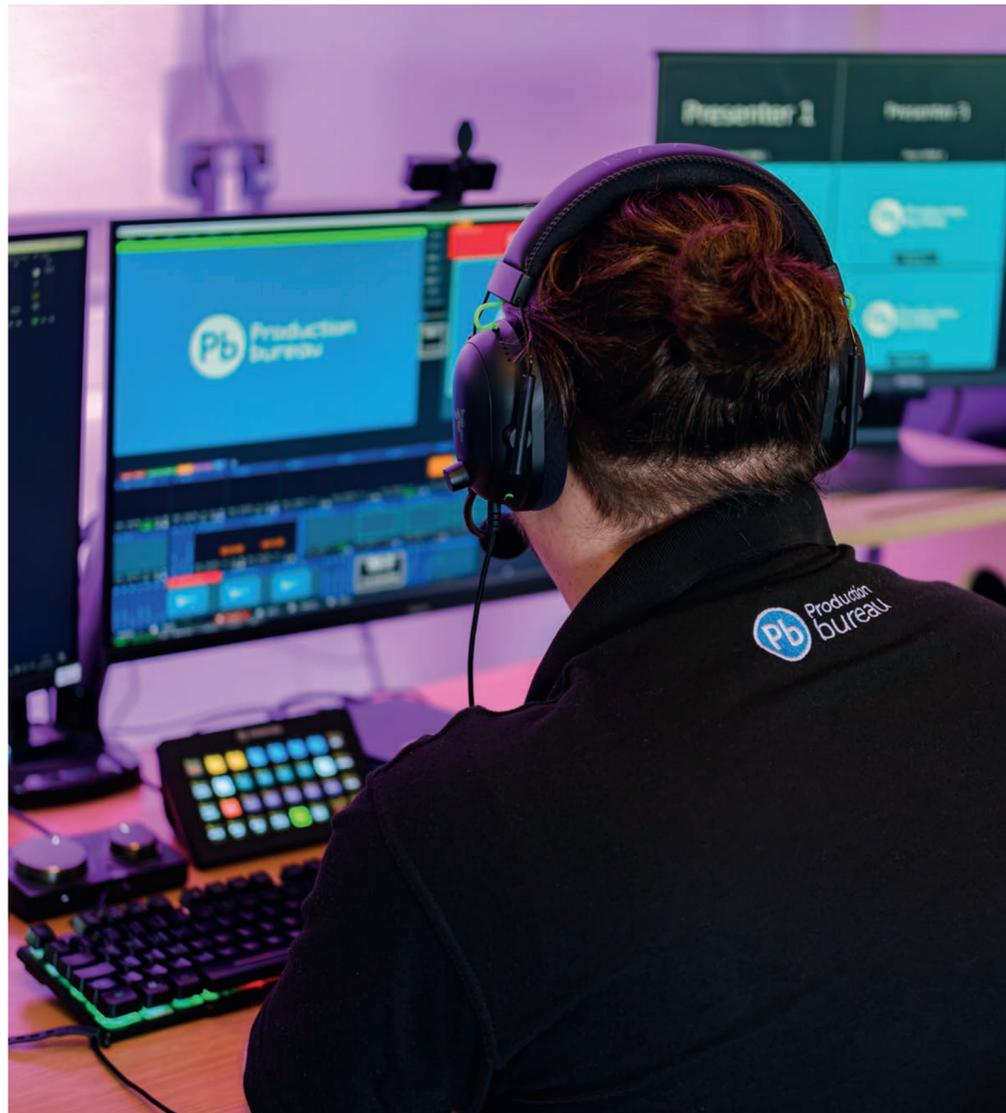
## Digital team

Our Digital team offers a range of solutions to help enhance the delegate experience. Whether you are looking for the perfect platform for a virtual event, a mobile event app for a conference, or interactive workshop solutions, our Digital team have the expertise to help.

# Why choose Pb?

## Technical

Our Technical team provides the latest audio visual and live streaming equipment, ensuring that your event's production quality is of the highest standard. Our Tech team is always on hand to support, deliver and answer any technical questions that may arise throughout the event process.

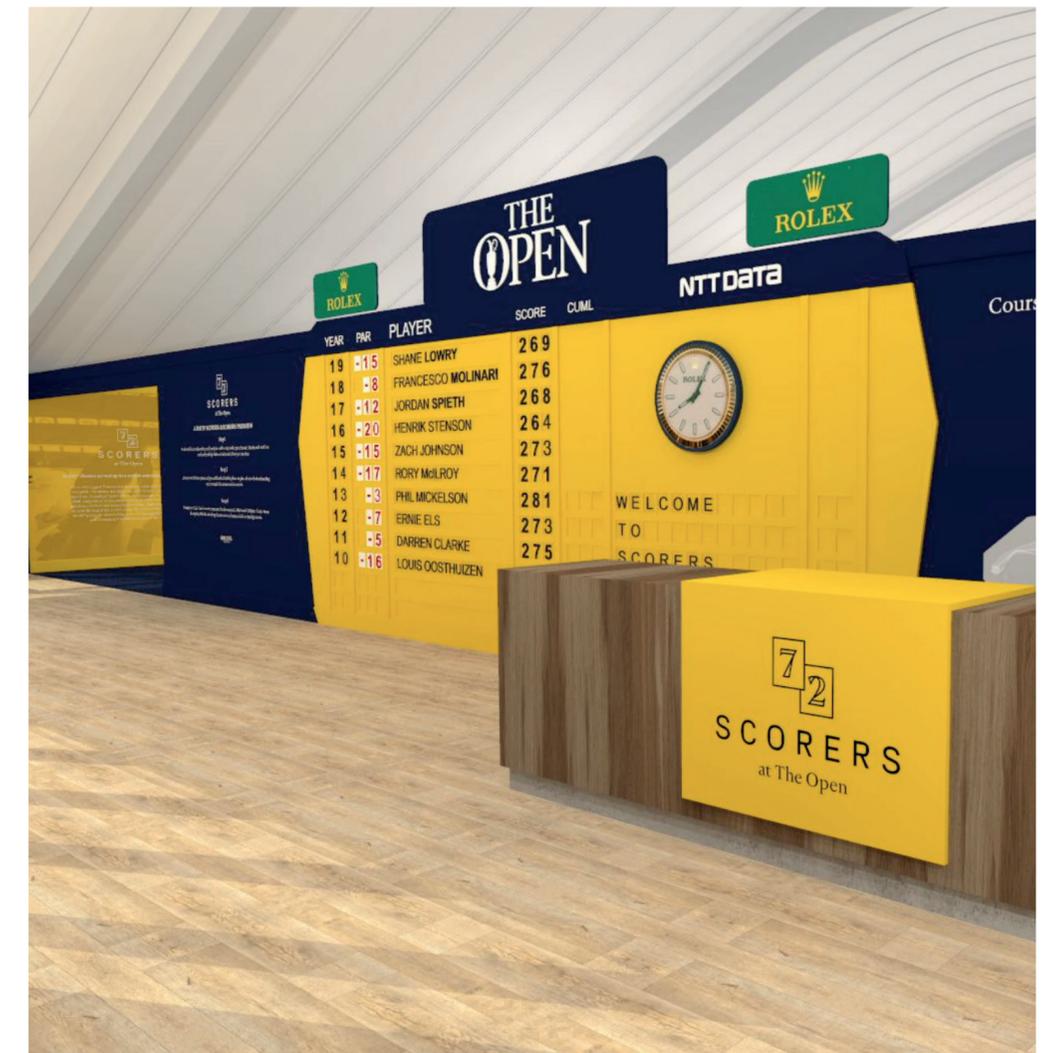


## Creative Studio

Our Creative Studio includes our video motion and graphic design teams. The Creative Studio specialises in developing the right look and feel that amplifies your event's objectives, and creating stunning, compelling content that delivers an immersive and memorable experience for your attendees.

## Exhibition and Spatial Design

Our Exhibition and Spatial Design team will design, build, and deliver 3D installations, immersive virtual spaces and hybrid environments making sure your brand becomes the centre of attention. This team is always aiming to be on trend with latest designs, searching for sustainable solutions and working with the latest 3D design technology including Unreal Engine, 3D Vista and Vectorworks.



# Contact us

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# Let's talk about your next virtual event!



[productionbureau.com](https://productionbureau.com)



[+44 \(0\)1508 578 598](tel:+441508578598)



[hello@productionbureau.com](mailto:hello@productionbureau.com)

## Creative Office

The Dog, Main Road, Swardeston,  
Norwich, Norfolk, NR14 8AD

## Hall Farm

Gowthorpe Lane, Swardeston  
Norwich, Norfolk, NR14 8DS

## Scotland Office

1 Eldin Estate, Loanhead  
Edinburgh, Scotland, EH20 9QX

