

VIRTUAL EVENTS

- How to pre-record your session guide for speakers

VIRTUAL EVENT SPEAKER

AN OVERVIEW

- You will have an operations manager to guide you through the process, myself, Amy and Charlotte.
- Your operations manager will schedule a call time in your calendar to pre-record your session
- This session should be to record only, should you need any help with your content please speak to the production team before the recording session
- Once recorded, Informa send the content to an editing team, it gets uploaded and embedded into the virtual event
- During the event we then switch to live Q&A

THINGS TO PREPARE FOR YOUR RECORDING SESSION

- Your slides
- Your speech
- Your outfit
- Your background
- Your household – Do Not Disturb

IMPORTANT DATES

27th July 2020 – Editing deadline

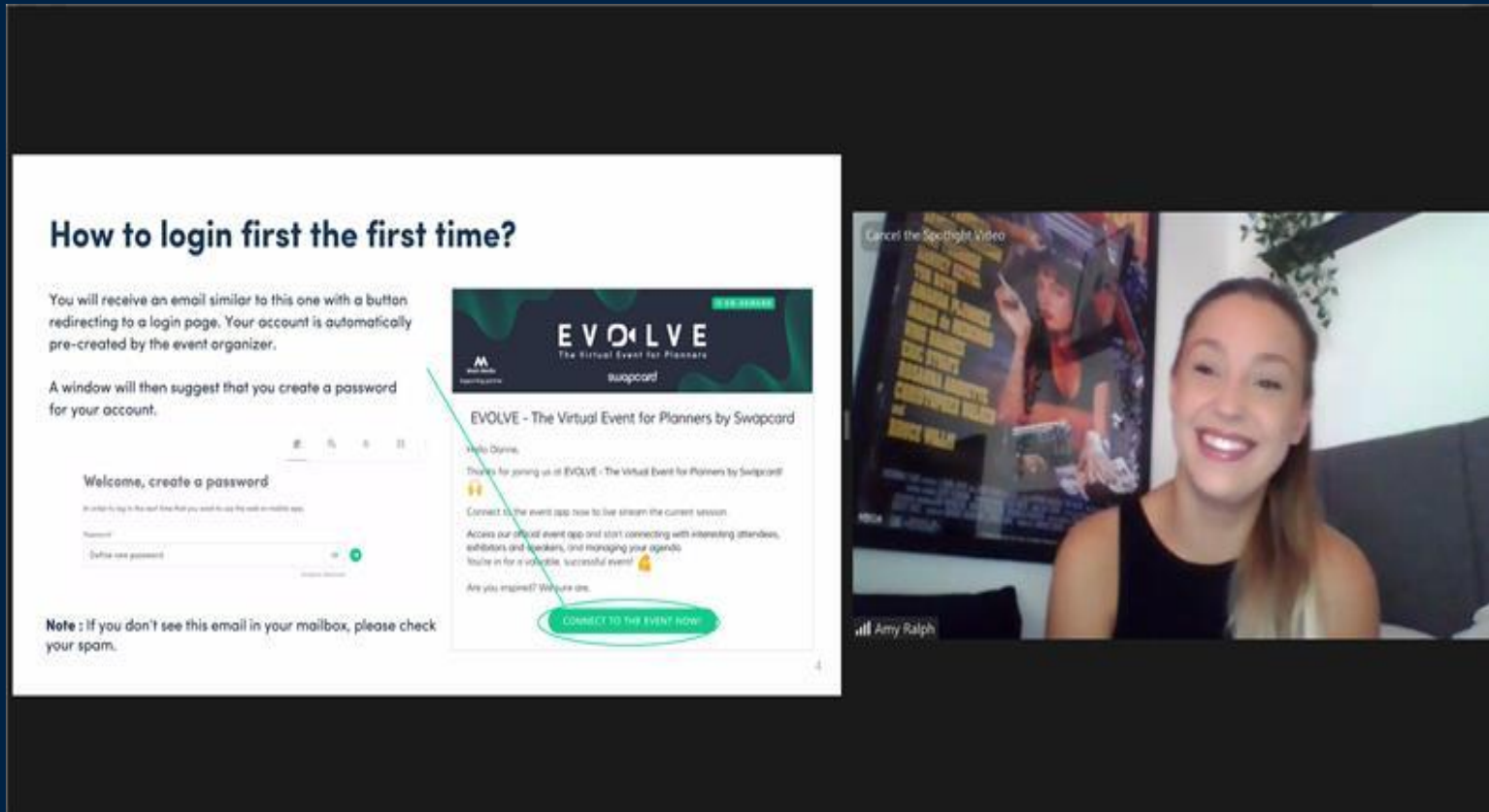
4th August 2020 – Platform goes live (content hidden)

4th & 5th August 2020 – Live session run throughs (panels/interviews)

Q&A

- Q&A is live
- You will receive a link
- Join 20 minutes before your session
- Settings will be checked
- Switch to live Q&A

What will it look like when you screen share?



- This is what we will see and record
- Speakers will only be able to see the screen they are sharing
- If you have a video please let us know before hand
- Once we have this file of the video we then go to editing





What will it look like on the day! – Similar to the below


Evolve Day 1 - Panel Discussion- How Trade Shows will Look In The Future

How Trade Shows will Look In The Future

Paulo Octavio Pereira de Almeida
Managing Partner

What tradeshow should become

- **Horizontal vs Vertical**
Smaller is better
- **New Business Model**
F2F with more digital revenues
- **Virtual Mobility**
the new trend for all events' size
- **365 Experience**
the new trend for all events' size

MORE VIDEOS  **EVOLVE** #EvolveVirtual20
The Virtual Event for Planners

26:01 / 39:52

How Trade Shows will Look In The Future

Live discussion

Chat Questions Polls

Sarah Diem

I think once the costs are analyzed, even small businesses will be able to afford some sort of virtual platform to replace live events for the short term. The costs will become prohibitive once we get into the hybrid event format where you are covering costs for travel, hotel, f&b, meeting space, additional staff and safety precautions, plus increasing a/v needs to support live streaming.

10:13 PM

June 19, 2020

Kevin Singh

Question 1

Whats the future for hybrid events?

7:44 PM

+ Write a message...

THE PRE-RECORDING CALL

- We will send you a calendar invite for the call
- Informa set up the account to all the right settings for optimum recording
- Speaker to join call and share slides
- When the call starts we will not be being recording, we will check your settings, set up the call format and make sure you are ready before we hit record
- We will count you in and when you see the red light on the dashboard start your presentation begin speaking
- We recommend you have a timer running on your phone (silent) like a countdown timer at a real event
- Should you run over we will cut the end of the presentation in editing so please keep to time
- We will give you a 3 min hand signal to let you know you are coming to end of time
- When you finish please say, and now time for Q&A we will then know it is the end and to stop recording, please wait for us to speak again to know the recording has stopped.

FAQs

- Chairs & Moderators – opening remarks pre-recorded everything else is live
- Can I pre-record at home without Informa – Yes – but please make sure the file is received by the 27th July 2020 and in the format of the picture above (if you are slide sharing)
- Slide Limit – 10 slides
- Presentation format – Powerpoint 16:9
- Can I have a video? – Yes but you need to tell us and send us the separate file for embedding
- Should I wear the same clothes on the live Q&A – ideally but no big deal if not (people know virtual events are not 100% live)



PRODUCTION – Top tips from the AV team!



Q & A