



Virtual Events

# Capabilities

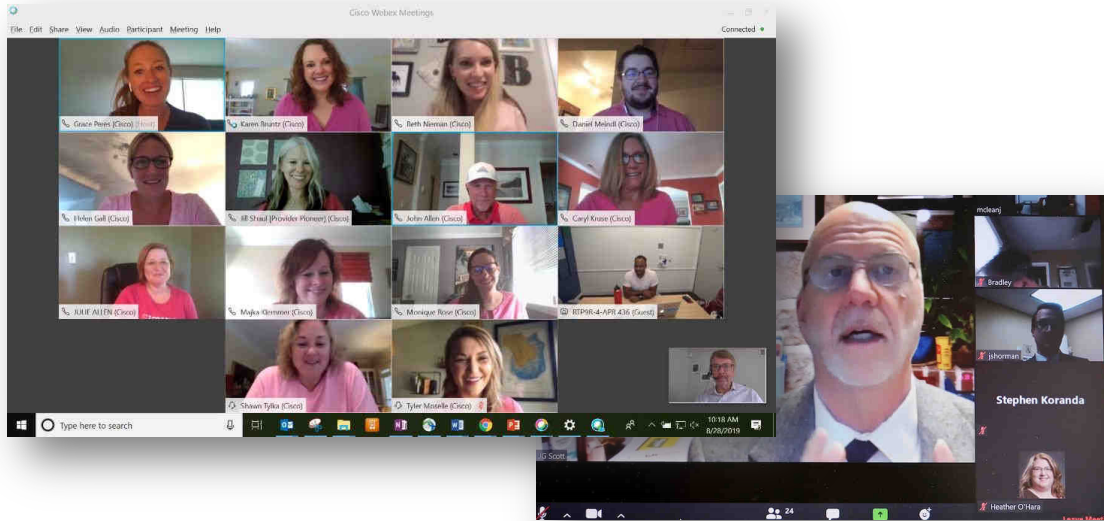
 ALDEN IMAGE

# The World of Virtual Events



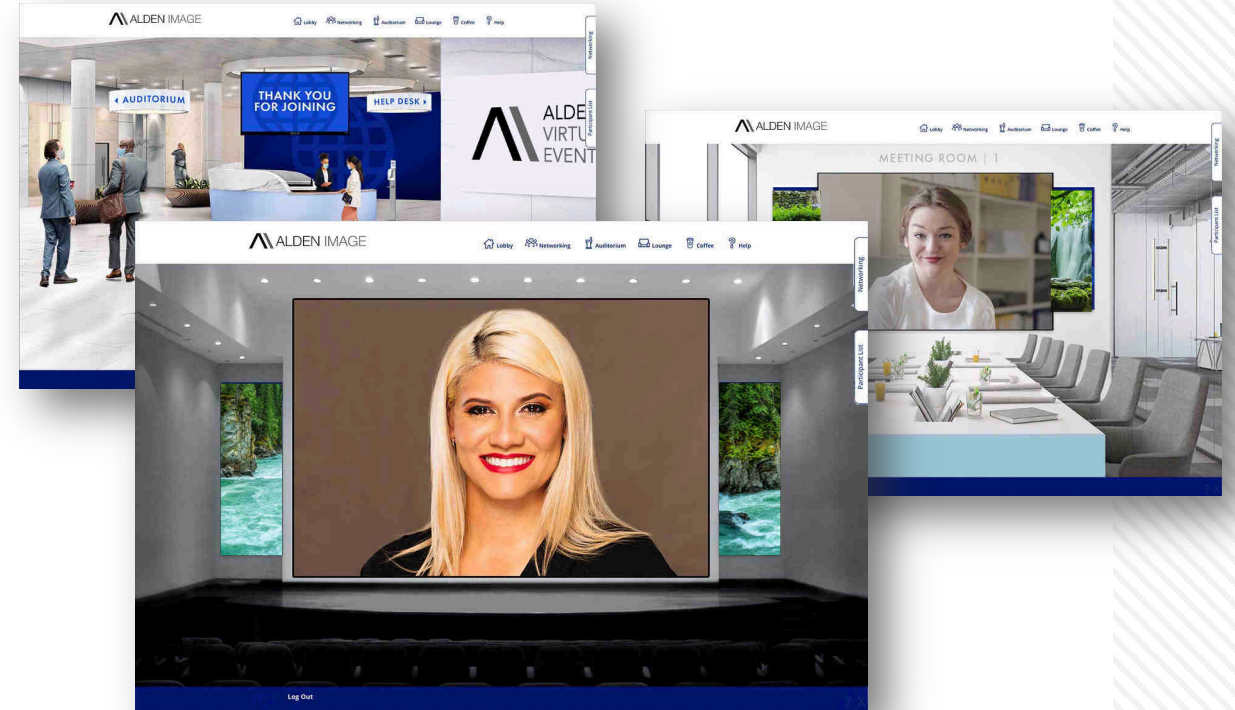
## The World of Virtual Events

# Webinars to Virtual Experiences



### Virtual Event Sessions:

One-Way or Two-Way Presentations, General Sessions, Breakouts, Group/Social Networking, Training Workshops

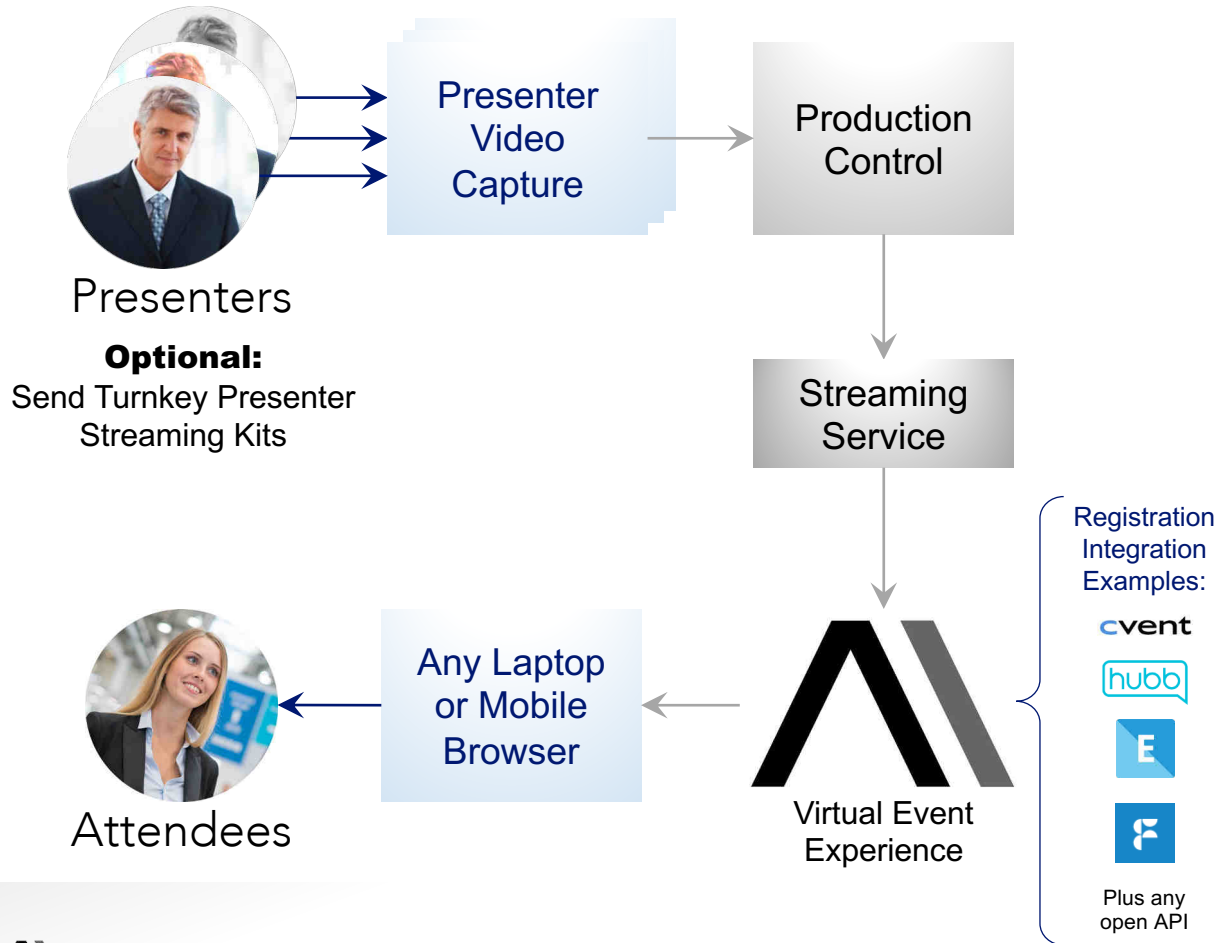


### Virtual Event Experiences:

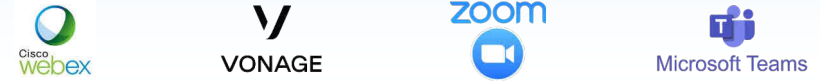
Leadership Meetings, Town Halls, Executive Forums, Investor Meetings, Sales Training, Product Launches, Awards and Recognition Ceremonies

# The World of Virtual Events

## How it Works



### Presenter Video Capture Examples



### Production Control

Designed and branded backgrounds, customized layouts, lower-thirds, multimedia playback including videos, playlists, and transitions, live and pre-recorded options

### Streaming Service Examples



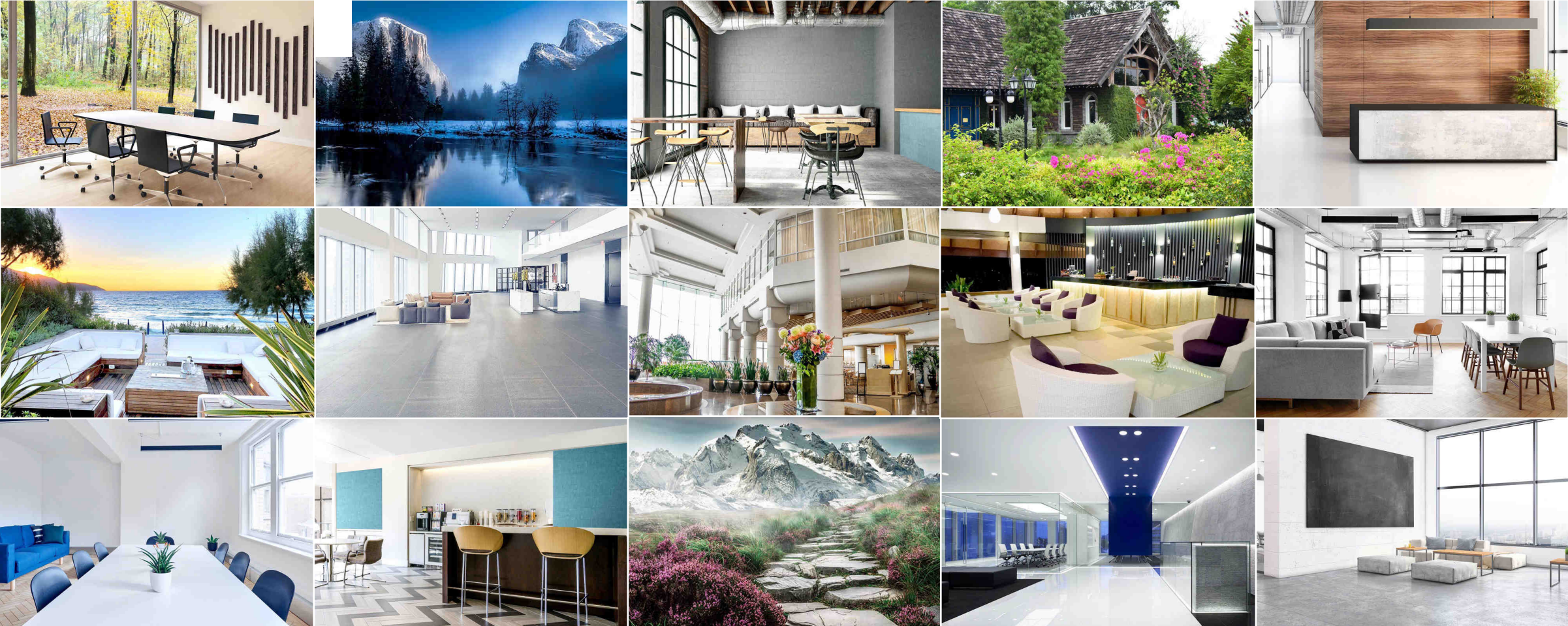
### The Alden Virtual Event Experience

Industry standard secure virtual event websites, stunning UX/UI, and mobile-friendly designs



# Virtual Event Experience

# Limitless Customizable Virtual Rooms



## Virtual Event Experience

# Virtual Events Benefits

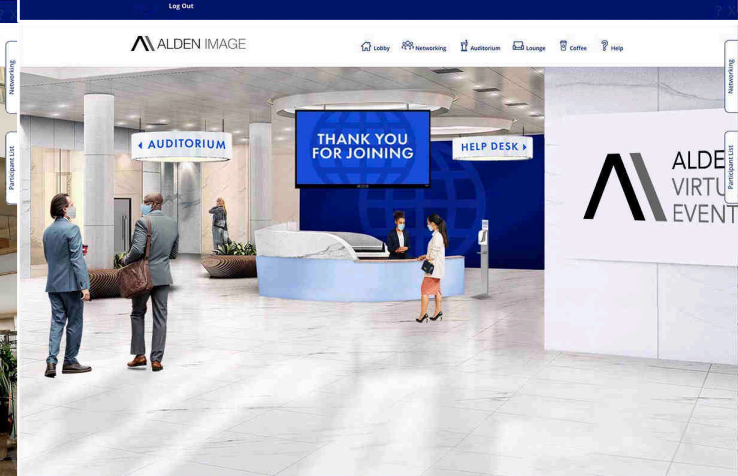
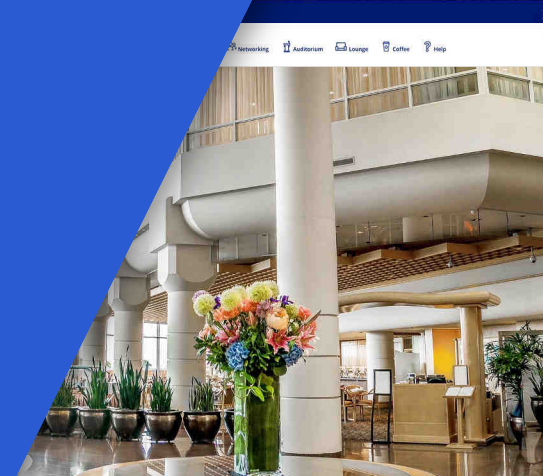
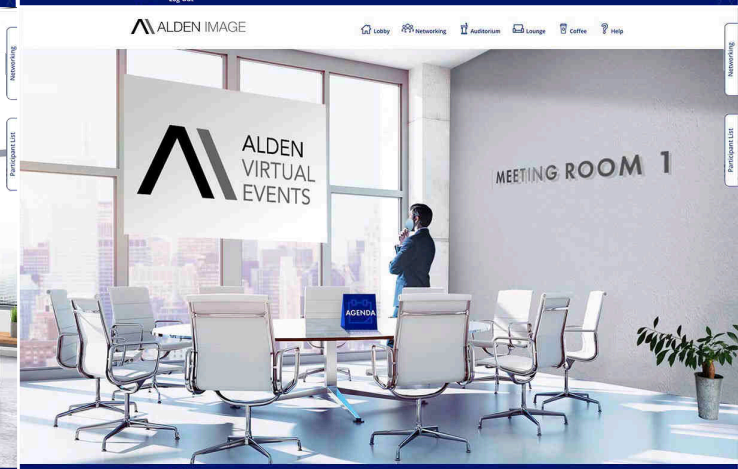
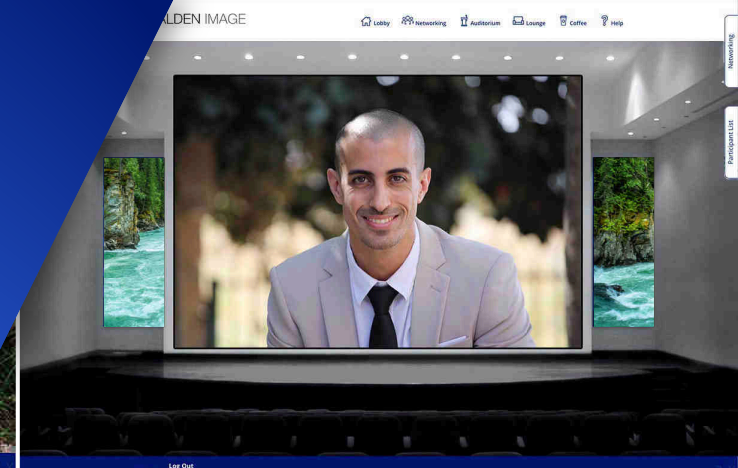
- **Flexibility:** Greater event venue flexibility (size, room types, availability, etc.)
- **Productivity:** Eliminates attendee and production team down-time and cost for travel
- **Scalability:** Dramatically lower incremental cost per attendee expands reach and impact to potentially larger internal and external audiences
- **Measurement:** Because of the mostly digital nature of virtual events, there is far more data and attendee participation data can be more accurate
- **Reliability:** Eliminates travel issues, venue cancelations, equipment logistics issues, print-materials management







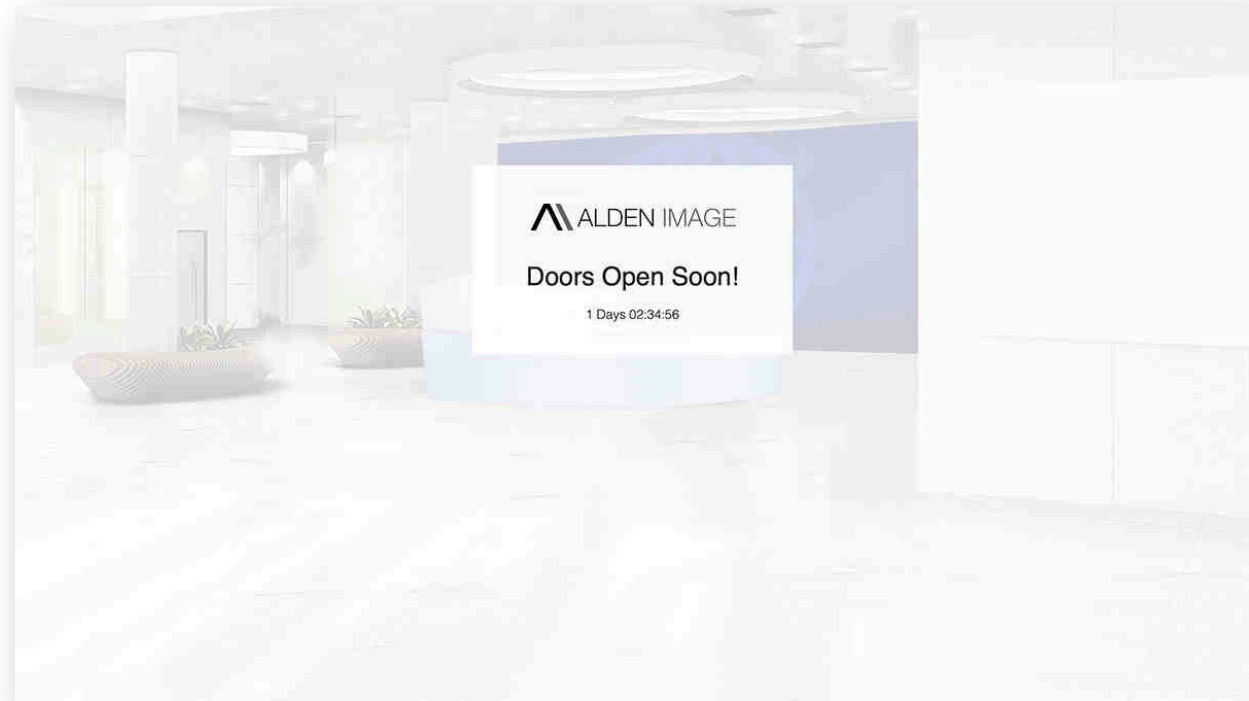
# Virtual Event Experience



## Virtual Event Experience

# Pre-Production

- **Dedicated** Sr. Executive Producer and Technical Director from **start to finish**
- Industry standards and **best practices**
- Technical and creative **consulting**
- Virtual **environment design** and content
- Presenter technical evaluations
- **Pre-show** communications, creative design, content development, and social networking
- Alden produced virtual event team-building, games, networking, and entertainment
- Alden production teams **as small or comprehensive** as you need – **We complement your existing resources**

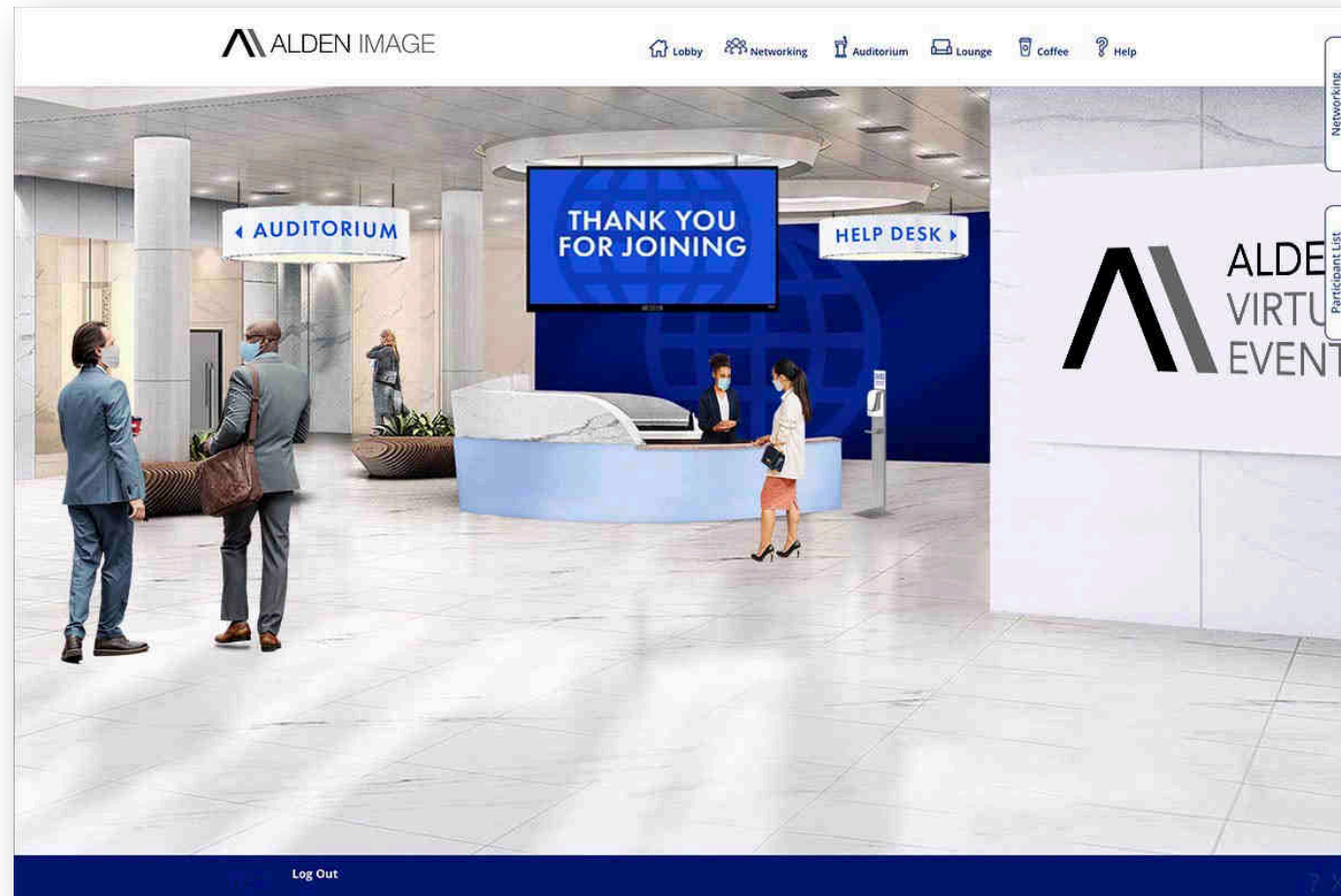




## Virtual Event Experience

# Lobby

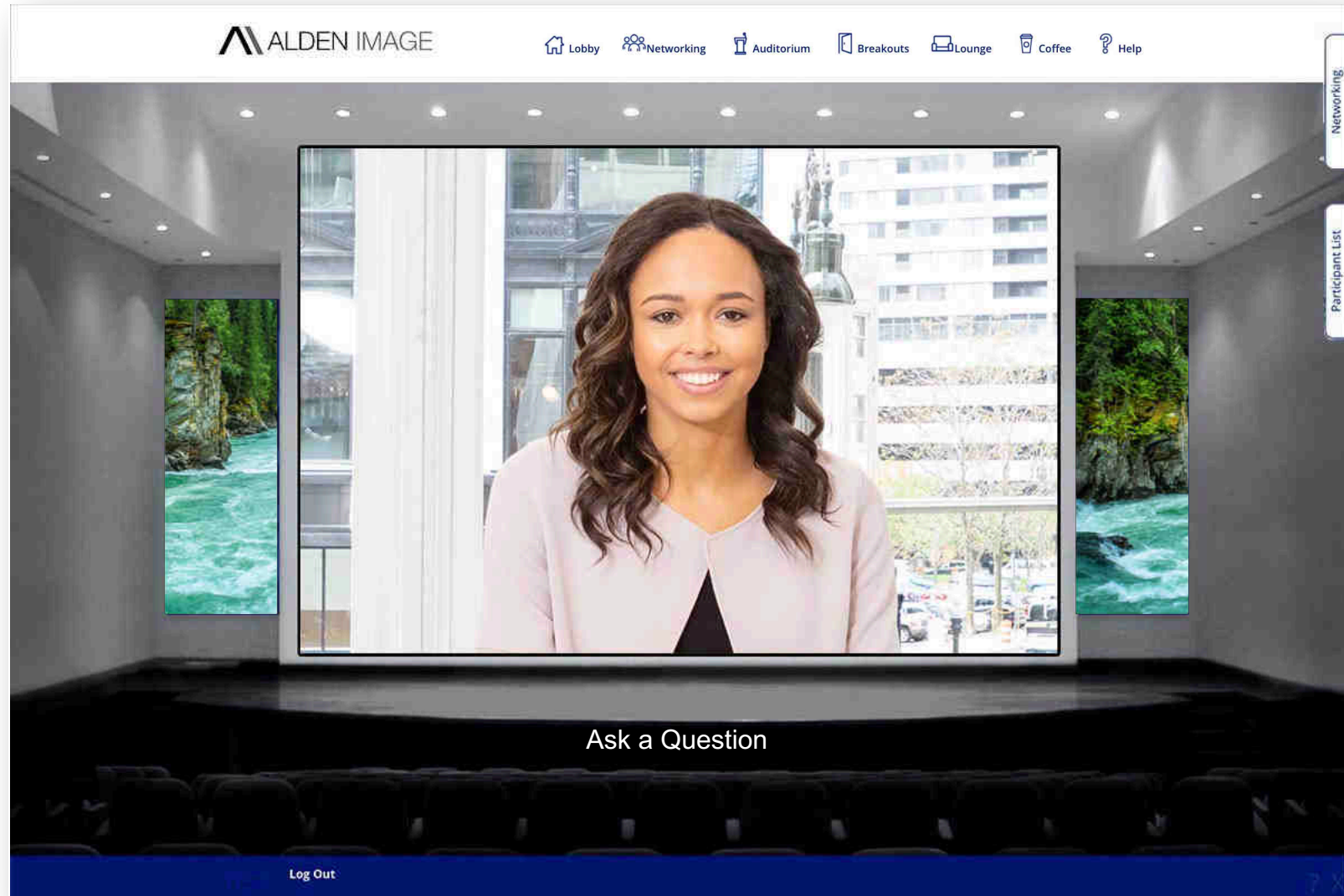
- Immersive virtual event experience
- Consistent top navigation throughout the experience
- Clickable virtual environment
- Intuitive user interface
- Customizable creative design, with your branding, and signage



## Virtual Event Experience

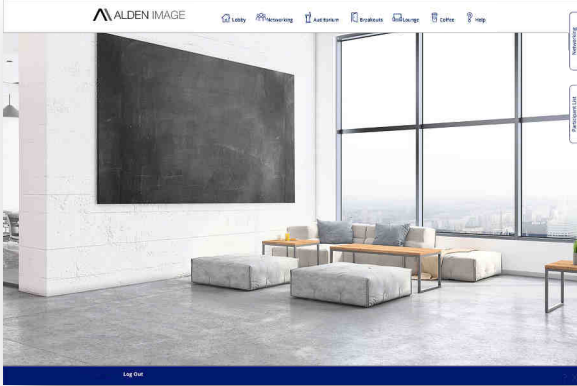
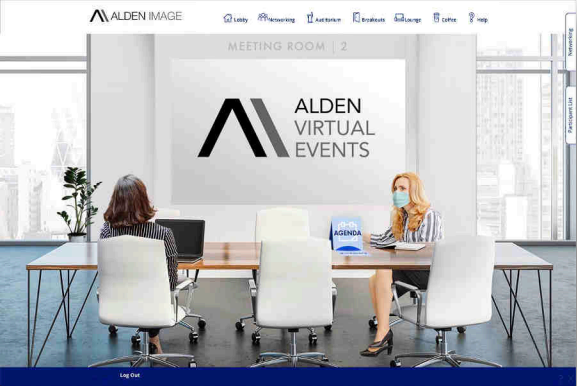
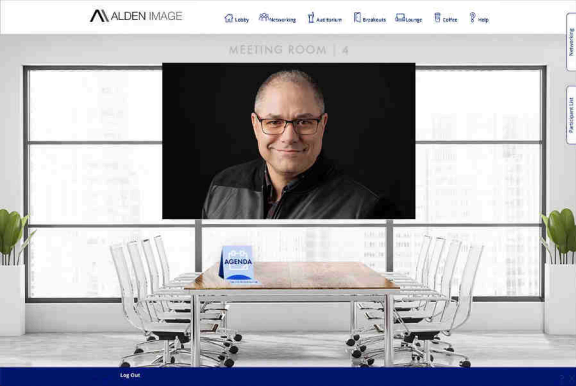
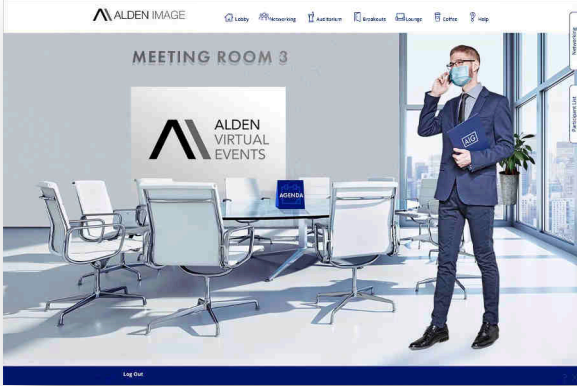
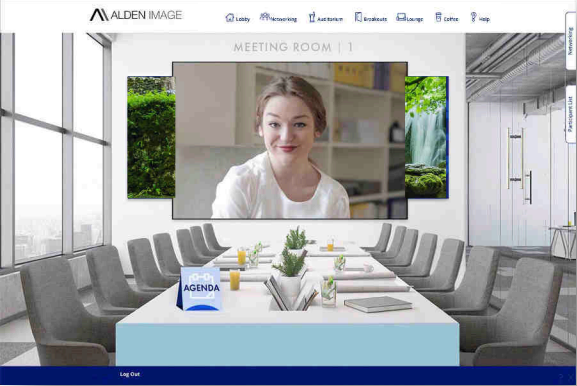
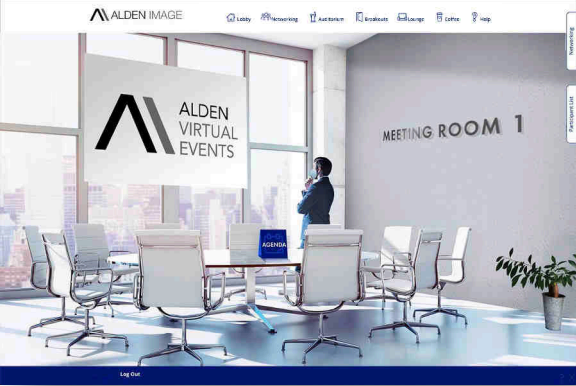
# Auditorium

- Live or pre-recorded video streaming
- Video, slides, info-graphics, or any mix
- Audience Q&A
- Live polls and surveys
- Direct navigation access to breakout rooms



Virtual Event Experience

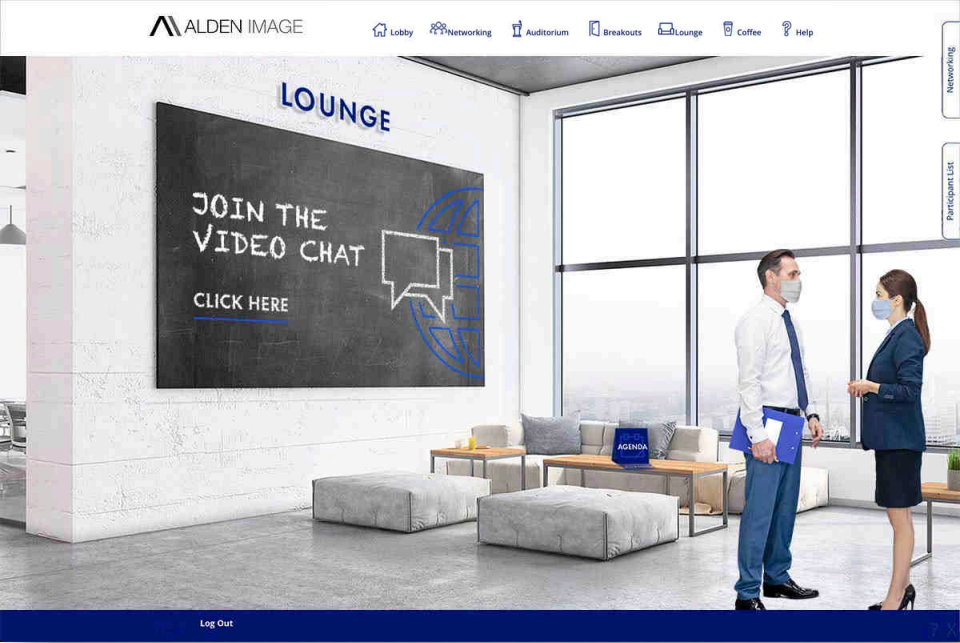
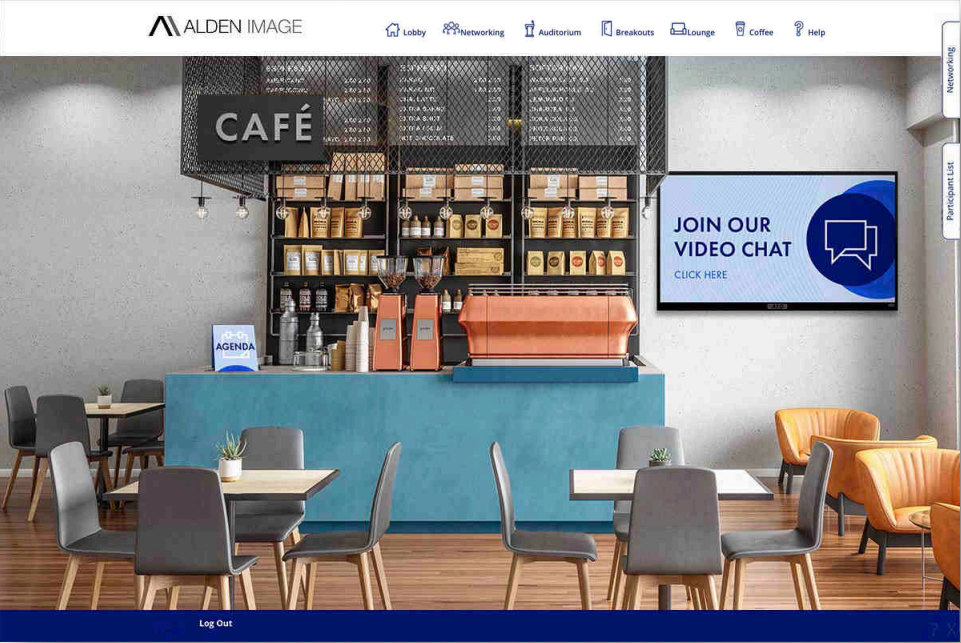
# Workshop / Breakout Room Samples





Virtual Event Experience

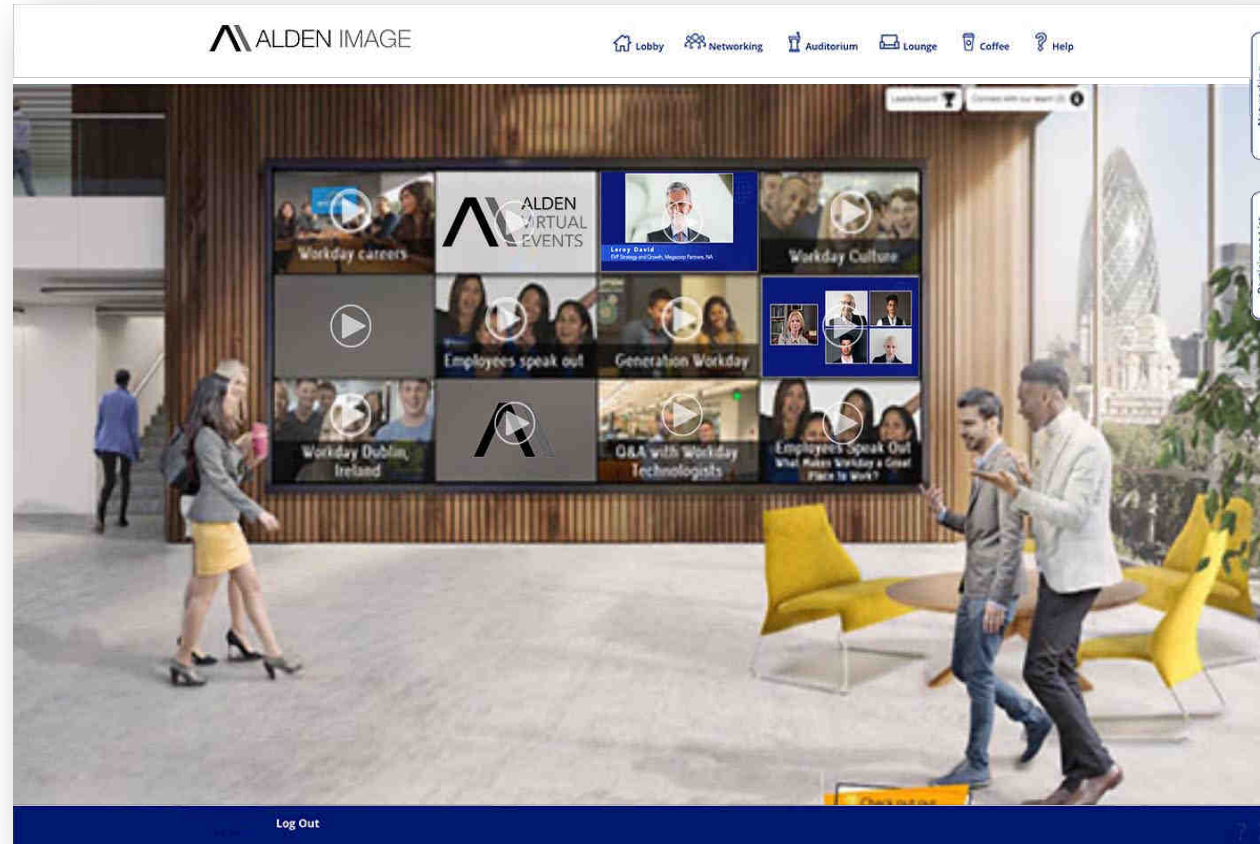
# Breaks or Networking



## On-Demand Content

# Media Library within the Virtual Event Experience

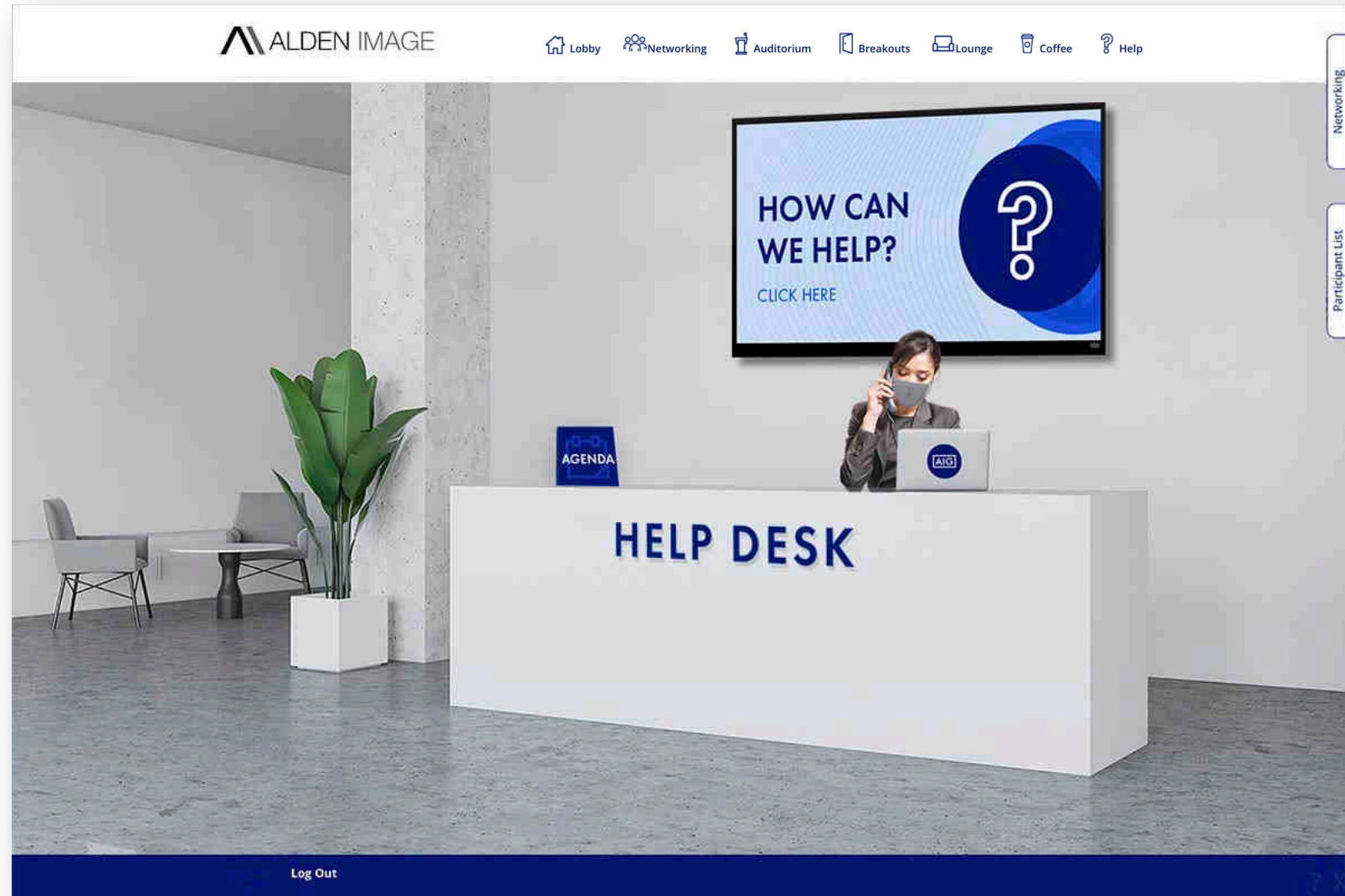
- Secure pre & post-event login access options
- Laptop or mobile device
- Media / Content Library can be within the virtual event experience
- Lookup by the Agenda or keyword search
- Supplemental content from each session
- Useful links and resources



## Virtual Event Experience

# Help Desk

- Live Chat
- Live Video Support
- Email Support
- Tutorial Videos
- Resources
- Wayfinding Maps
- FAQ's

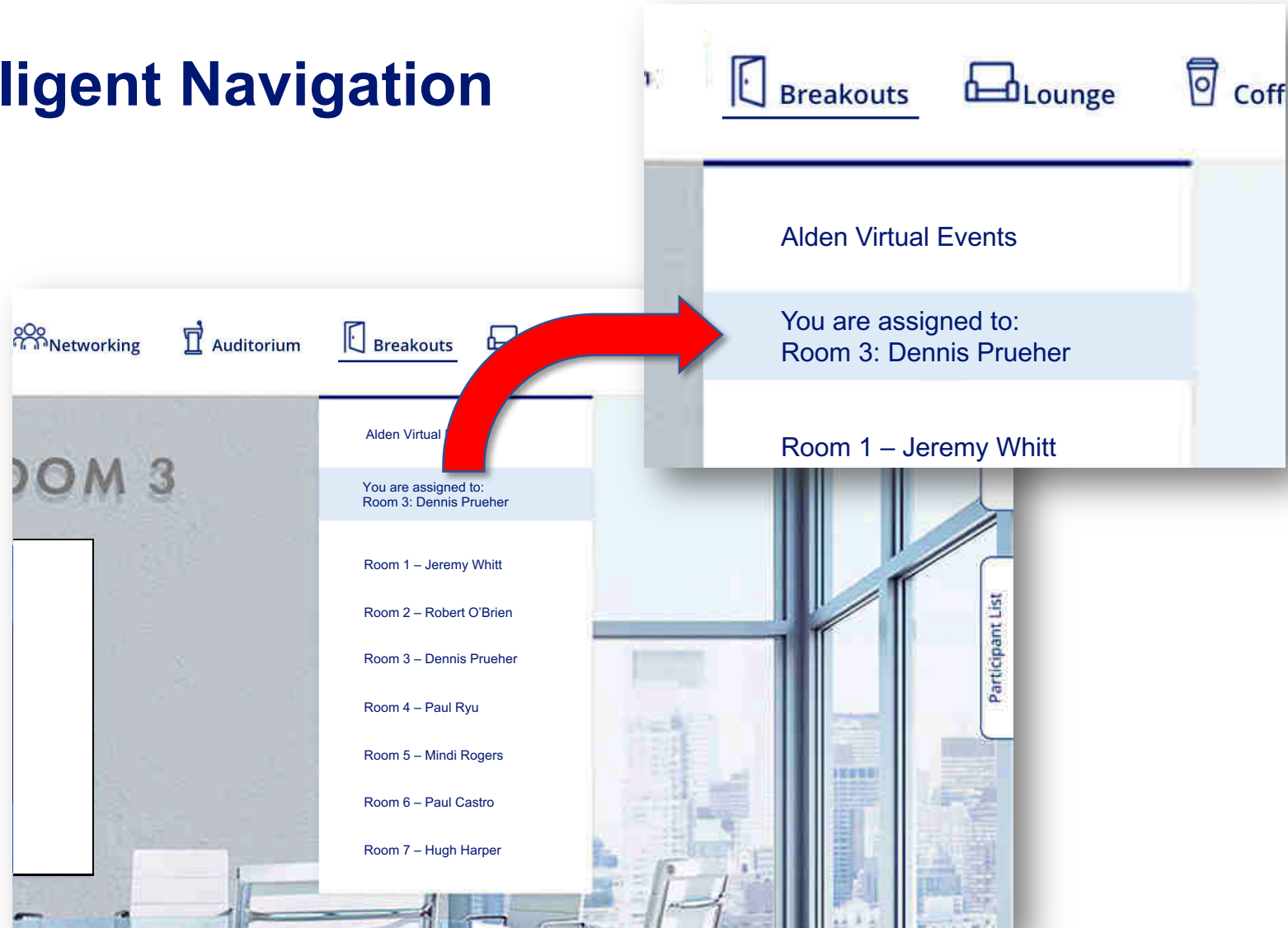




## Virtual Event Experience

# Time-Bracketed Intelligent Navigation

- Time-bracketed menu navigation automatically updates to reflect each attendee's next breakout room assignment
- This makes each Attendee's job of remembering and finding their next session simple and intuitive
- Dramatically reduces Help Desk efforts on finding breakout room track or pre-assignments





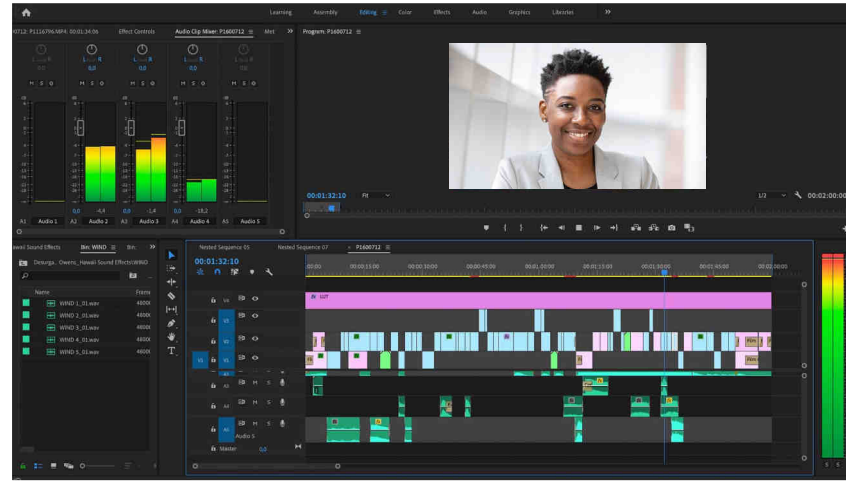
# Video Productions



# Video Productions

## Service Offerings

- Location scouting
- Crew, as small or large as needed
- Director of Photography, Audio Engineer, Grip
- Equipment including camera, audio, lighting, TelePrompTer
- Crew provides their own masks, gloves and sanitizer (all safety protocols strictly followed)
- Comprehensive post-production services (editing, graphics design, animations, and music)





# Video Productions

## Zoom/WebEx/Teams vs Alden Shoot



Professional Shoot Crew

### Common issues with just Zoom/WebEx/Teams

Not Full-Frame

Too Low in Frame



Too Close and Messy Background

Backlighting / Poor Lighting





# Production Control



**Stephen Wright**

CEO, New Energy Resources, Inc.

Production Control

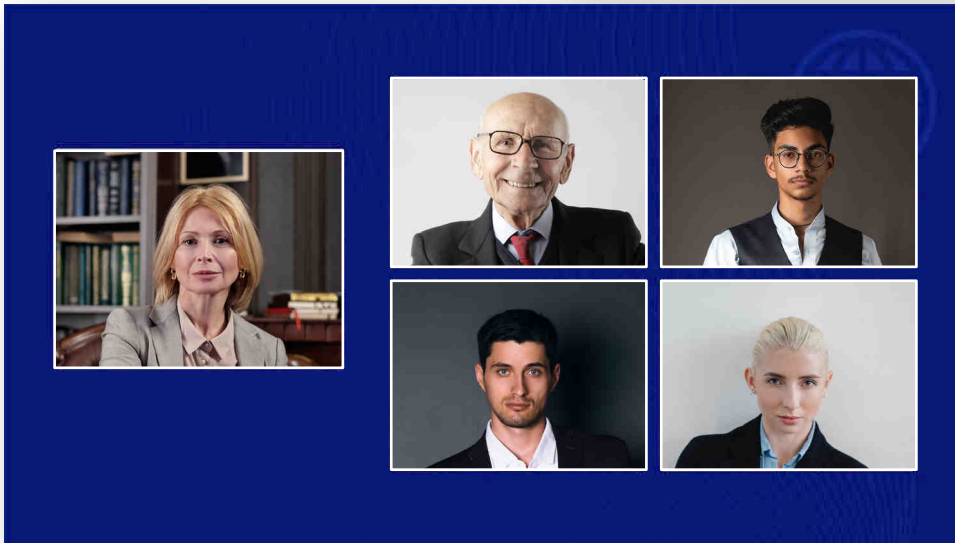
# Dynamic Layouts



**Leroy David**  
EVP Strategy and Growth, Megacorp Partners, NA

## High Production Value

- Unlimited customization
- Branded backgrounds
- Lower-thirds
- Motion graphics
- Smooth transitions

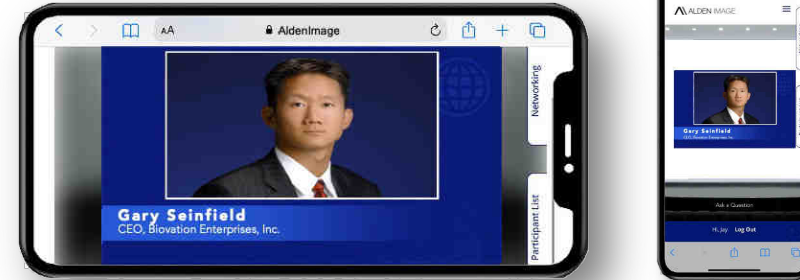




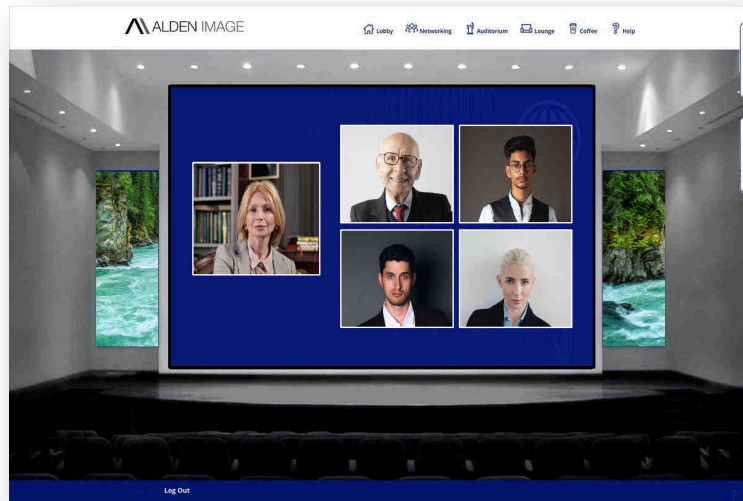
## Production Control

# Streaming Production

## Mobile-Friendly Streaming



## Production Control Live Streaming



## Seamlessly Transition Between Pre-Recorded and Live Streams



## On-Demand Streaming of all Event Content





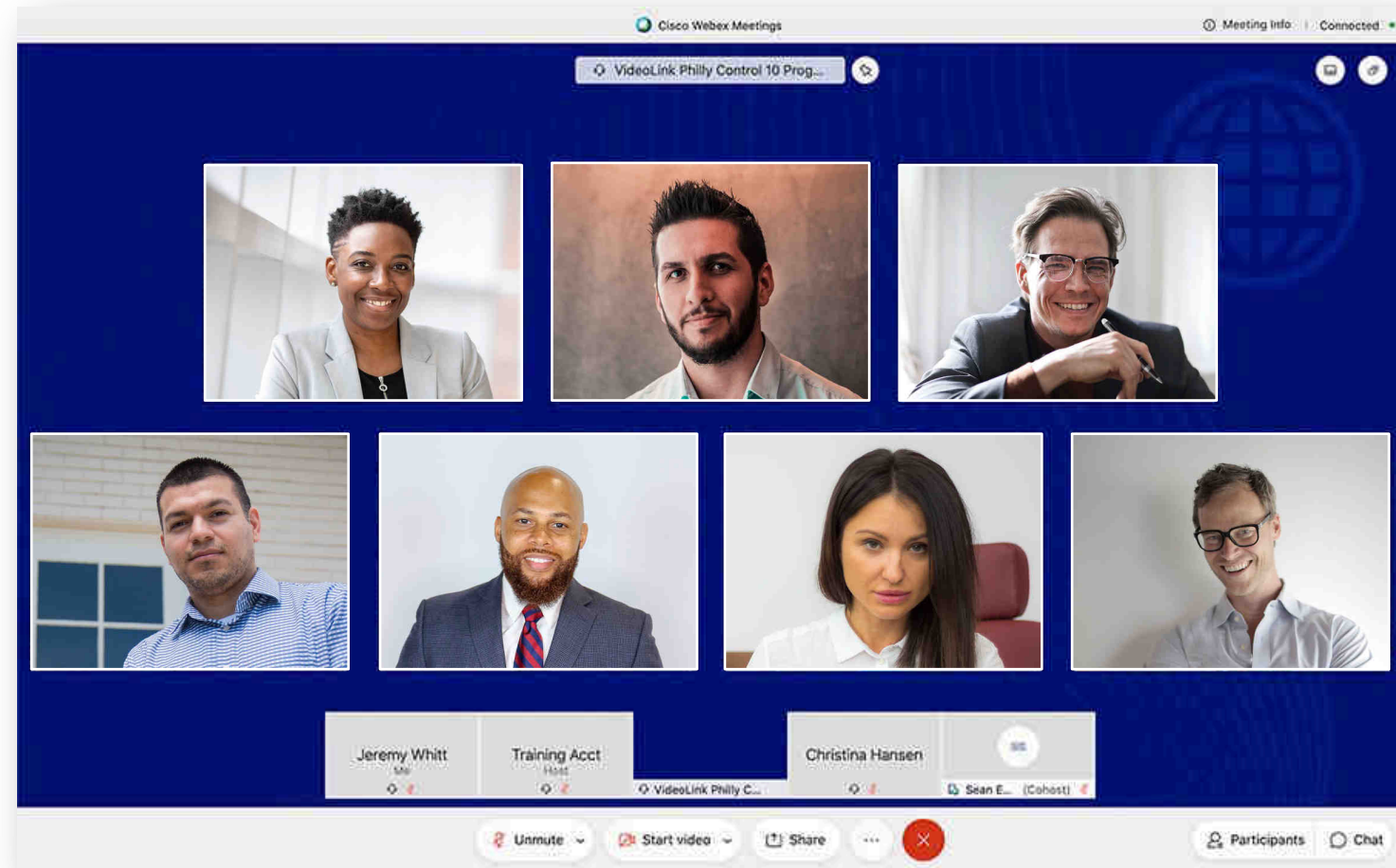
# Production Team



## Production Team

# Production Team Communications

- Social distancing
- Comms Line
- Dedicated virtual production control room
- Group Text Chat
- Teams:
  - Client Events Team
  - Event Productions
  - Production Control
  - Virtual Event Technology
  - Executive Tech Support
  - Executive Assistants/Handlers





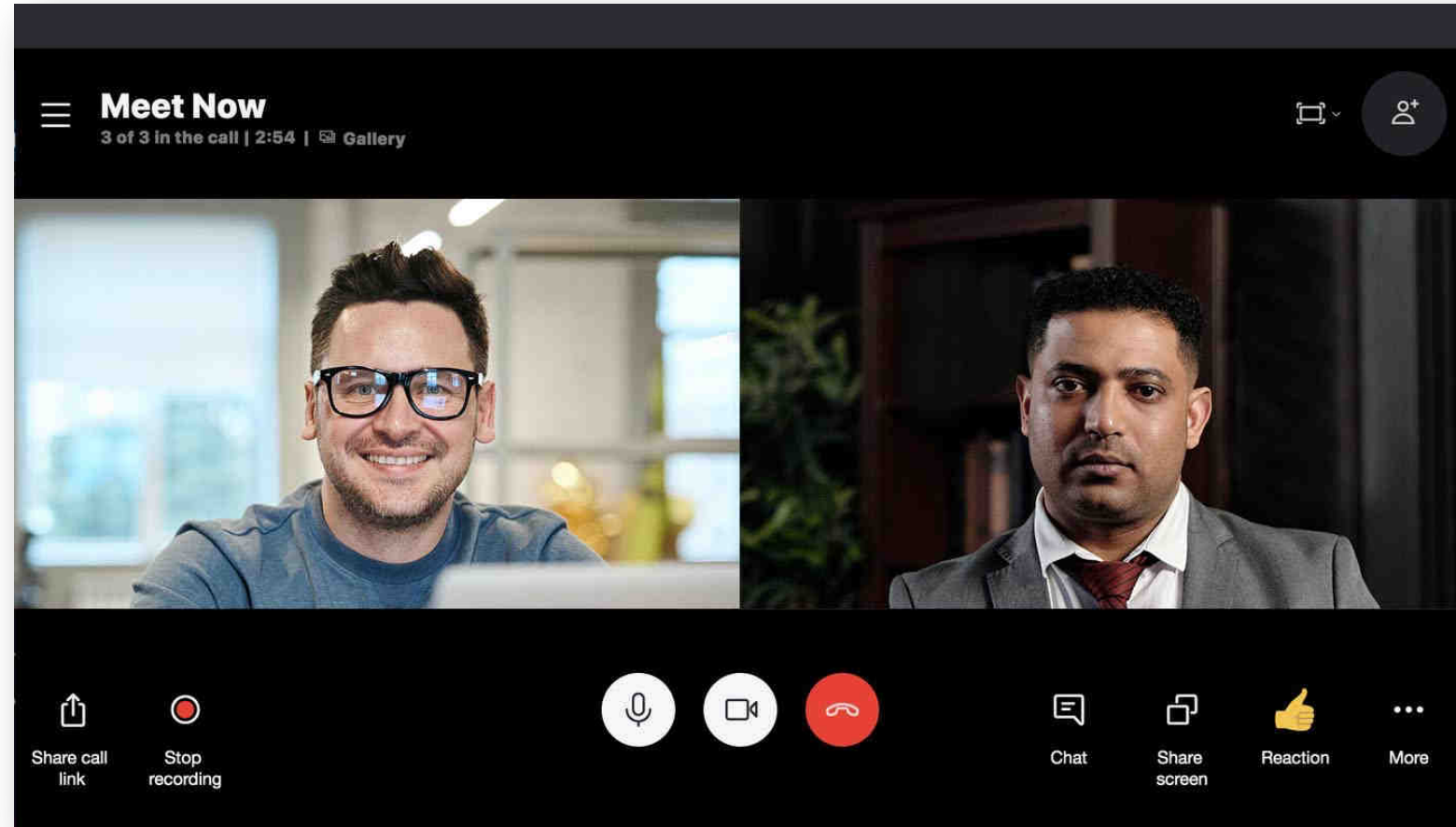
## Production Team

# White-Glove Service for All Executives

Greet and support executives through every step of the **presenter's experience**

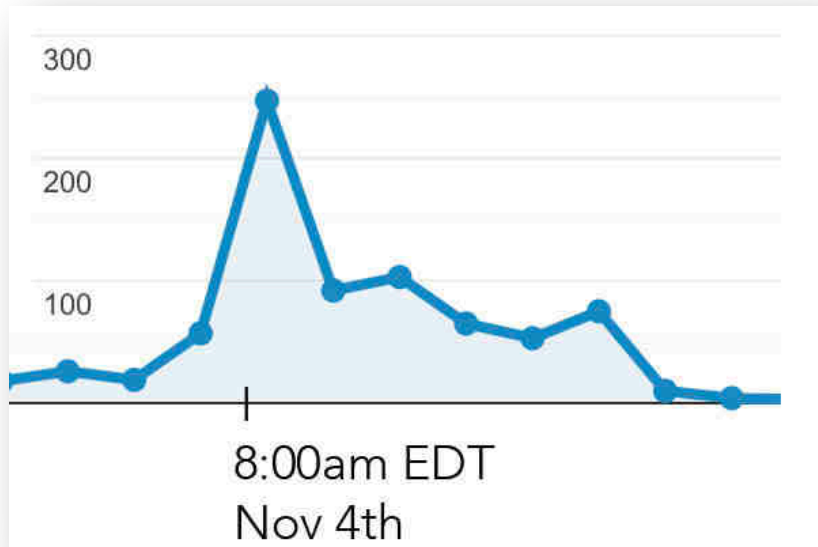
## White-Glove Service:

- Pre-Production tech evaluations
- Greeted upon first entry into the virtual production studio
- Virtually move presenters from entryway to green room to On-Air rooms by production team



Production Team

# Real-Time Virtual Rooms Monitoring



## National Presidents Council

Date: Nov 4, 2020

	Active Rooms	Unique Visitors
Auditorium	118	125
Lobby	13	128
Lounge	3	32
Coffee Shop	2	41
Help Desk	1	5

Accessible via secure mobile phone website  
by any authorized Production Team members



# Virtual Event Networking



Connect

Phyllis Diller

Connect

National Leadership Council Committee Chairwoman  
Alden Image Worldwide

Phyllis is responsible for the national relationships between Alden Image's major alliance partners and the independent retail broker networks, developing strategic engagement with each firm. Phyllis also leads Alden's National Leadership Council Committee, serving as the strategic leader and visionary for over a decade. Phyllis joined Alden from Tycotomy Enterprises for North America where she revolutionized sales and marketing strategy and tactics for the entire industry.



# Networking

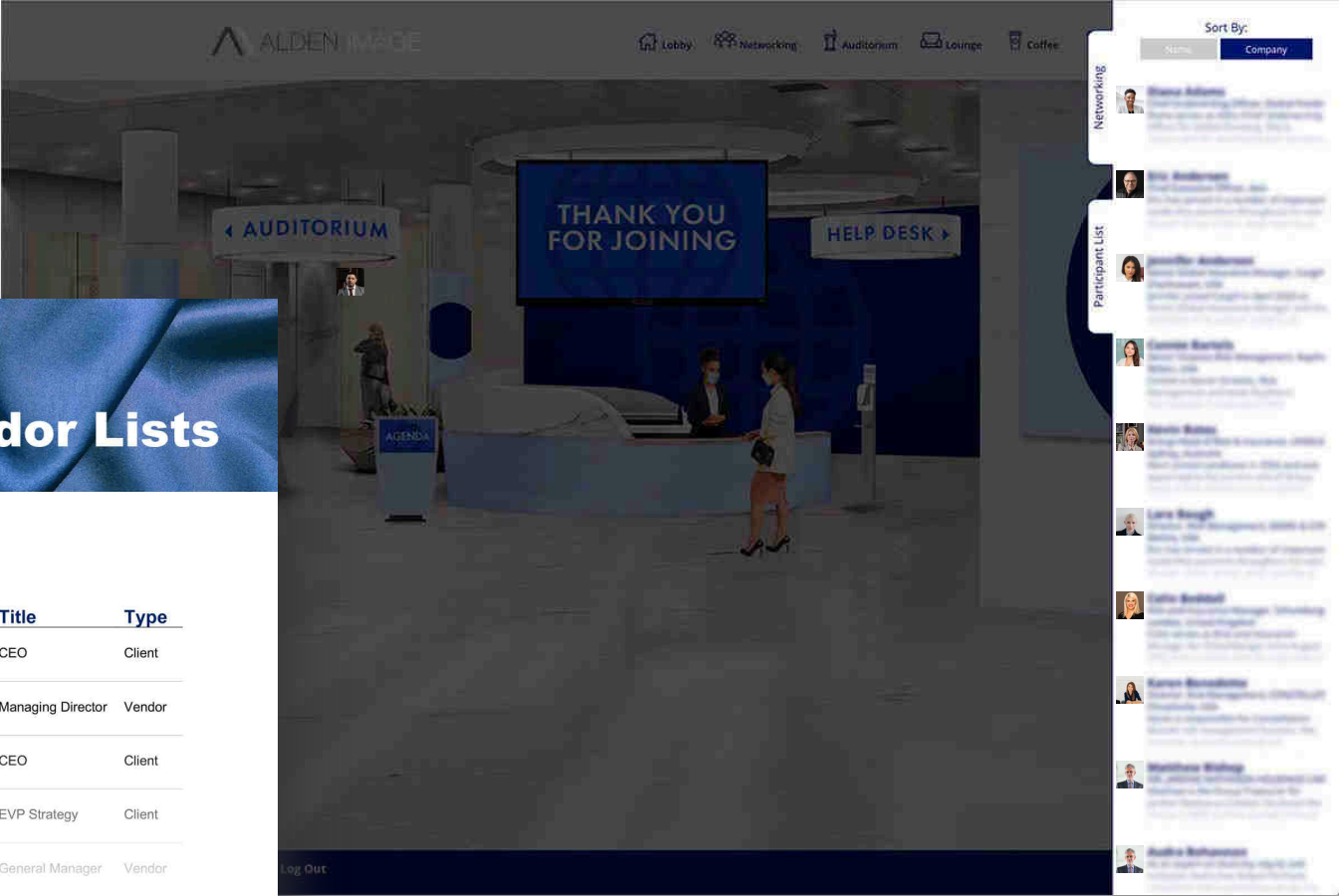
# Attendee Lookup and Search

Downloadable Versions For Off-Line Use



**ALDEN IMAGE**  
**Presidents Council Virtual Event**

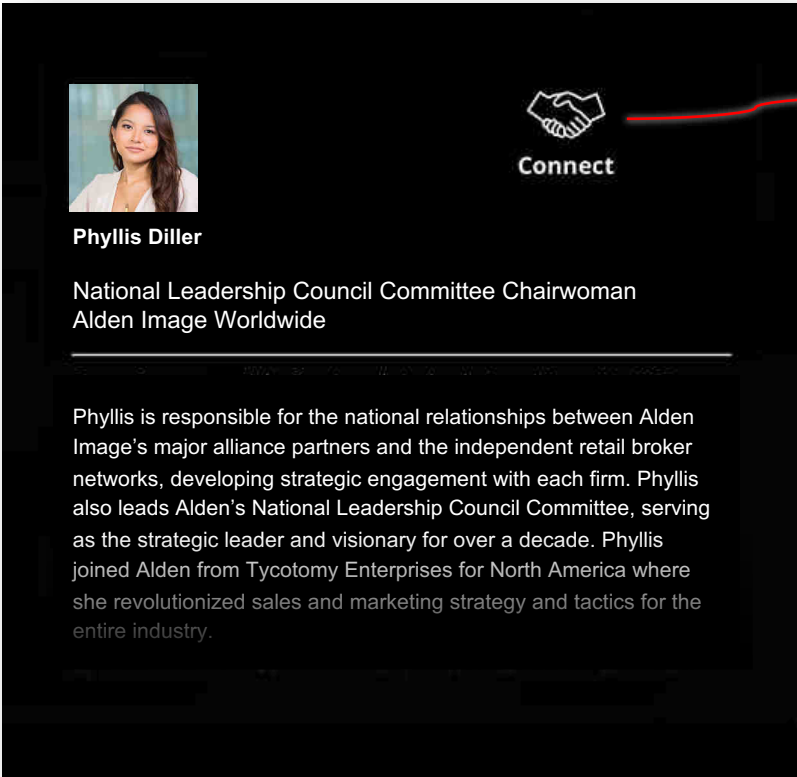
	Name	Company	City, State	Title	Type
	David Copperfield	Horizons Co	Las Vegas, NV	CEO	Client
	Jeremy Whitt	Alden Image	Kansas City, MO	Managing Director	Vendor
	Emma Amiri	Hotel of Today	Los Angeles, CA	CEO	Client
	Mindi Rogers	JMPforce	Louisville, KY	EVP Strategy	Client
	Jason Turner	Alden Image	Shelton, CT	General Manager	Vendor



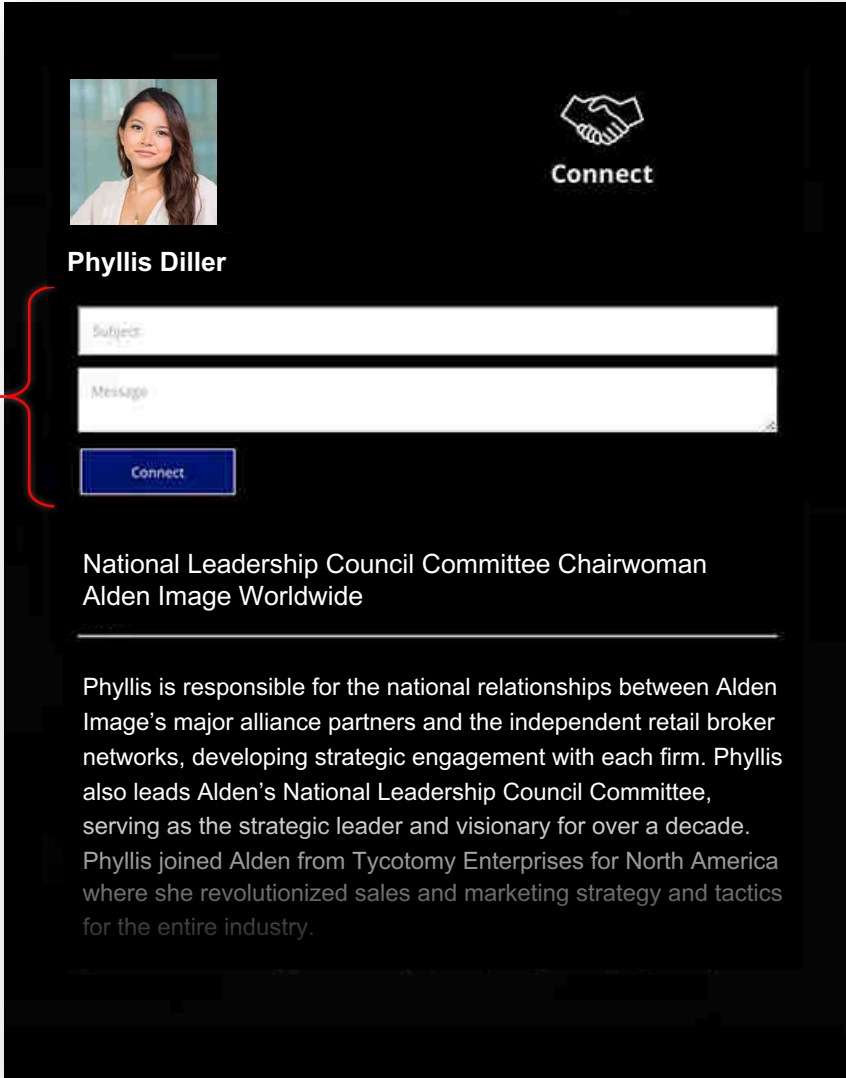
# Networking

## Making Connections

- Attendee profiles with photos and bios
- Contact info remains private until a connection request is accepted



A dark-themed profile card for Phyllis Diller. It features a small profile picture of her, a white handshake icon, and the word "Connect" in white. Below the name, her title "National Leadership Council Committee Chairwoman" and "Alden Image Worldwide" are listed. A bio paragraph follows, describing her role in connecting Alden with retail broker networks. A red line from the "Connect" button on this card points to the expanded form on the right.

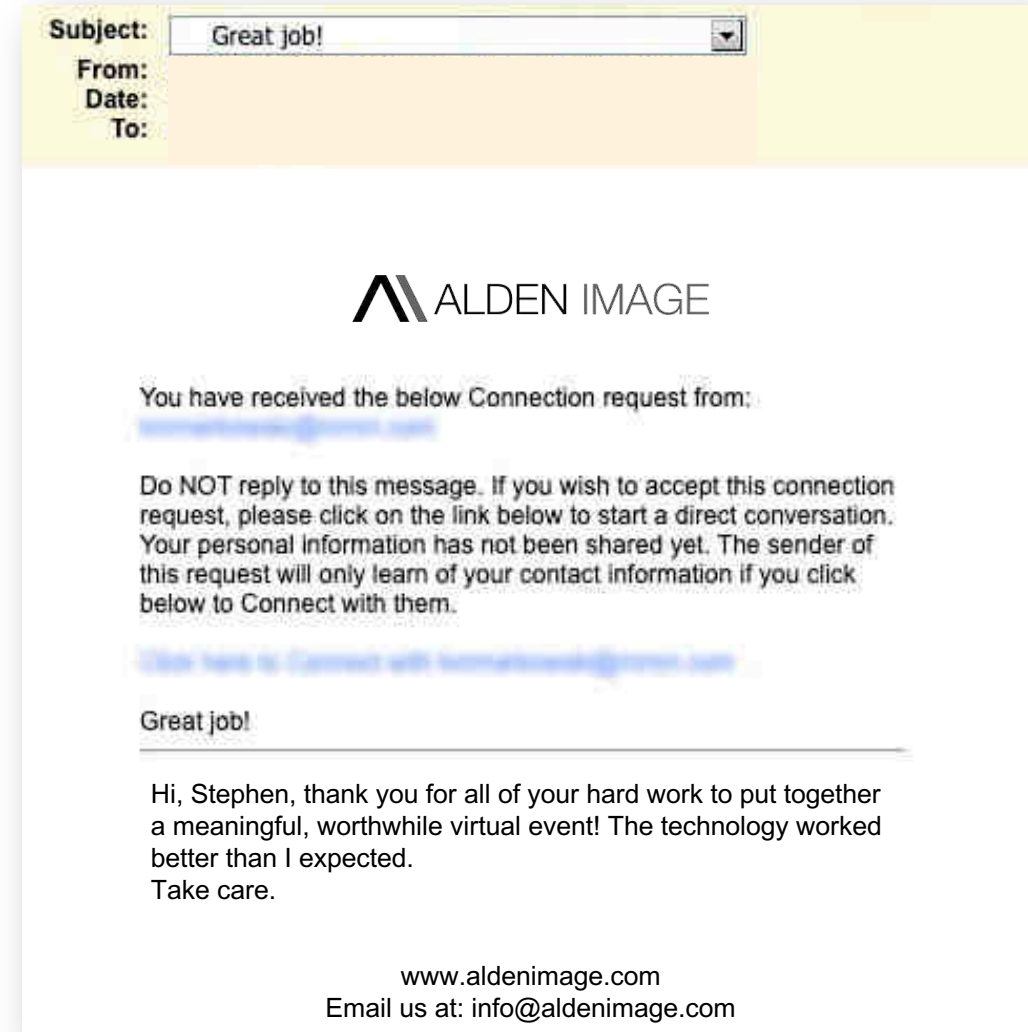


An expanded version of the connection form. It shows the profile picture and name "Phyllis Diller" at the top. Below is a "Subject" text input field, a "Message" text input field, and a blue "Connect" button. Underneath the form, her title and bio are repeated. A red bracket on the left side of the form indicates that this is the expanded view of the "Connect" button from the profile card.

## Networking

# Privacy Protected Connecting

- Private personal information is not shared unless the recipient chooses to respond to the connection request
- Connection requests are screened by the Production Team to prevent abuse or inappropriate content







# Post Event Support & Case Studies



## Post Event

# Feedback and Analytics

- Event videos transcribing and editing
- Participant feedback
  - Survey content development
  - Survey creative design templates
  - Survey deployment and management using your existing registration platform (e.g. Cvent)
- Branded post-event email follow-up
  - Creative design templates
  - Related content, announcements, surveys
  - Related or useful links
  - Other calls to action
- Access to on-demand playback website of recorded live content
- Comprehensive event analytics reports, insights, and benchmarks





# Case Study

## Global Client Meeting

*“I am 100% certain this event would not have happened without your dedication, unbelievable intelligence when it comes to digital and production, patience, due diligence, and last, but certainly not least, your unwavering customer service. Thank you both from the bottom of my heart for everything you did to ensure our first virtual event was a success. You just killed it!”*

**– Executive, Head of Events**





## Case Study

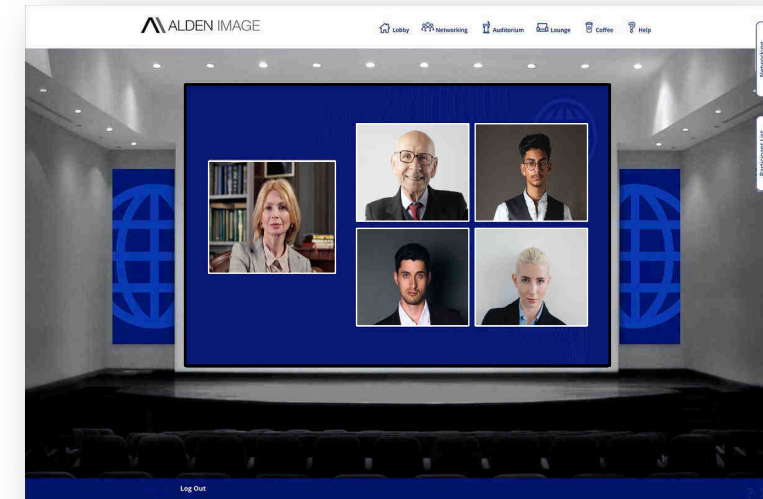
# Global Client Meeting

### Event Overview

- High-level, customer facing event for top Global clients
- The premier virtual event for this client
- 2-day event began at 8am EST and viewed live Globally from over 10 different countries

### Production Summary

- 3 months of dedicated pre-production
- Transformed the annual in-person event into an engaging virtual experience



## Case Study

# Global Client Meeting

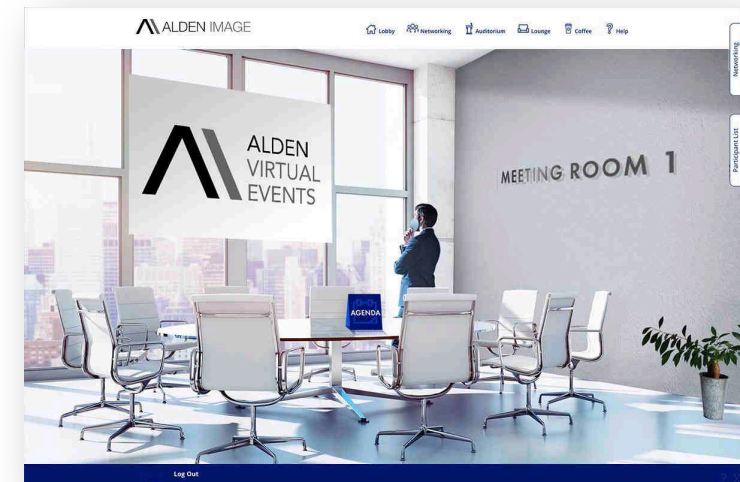
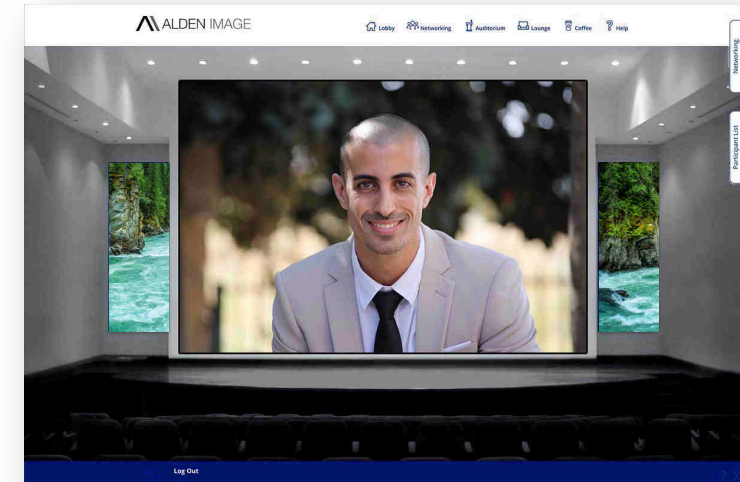
## Production Summary (continued):

### CHALLENGES

- Platform created by original vendor used proprietary software that resulted in software glitches and insurmountable technical challenges for executives and external presenters
- Even initial technical rehearsals were unproductive as participants could not log onto the service due to technology compatibility issues
- Client made executive decision that changes had to be made to the technology solution of the virtual event

### SOLUTIONS

- Within 24 hours Alden created a proven solution that met all of the client's virtual event production requirements eliminating all of the technology platform's glitches and technical issues
- Executed technical run-throughs with key players in the weeks leading up to the meeting, then rehearsed with presenters before going live to ensure a smooth event
- Enhanced the user experience beyond the client's original expectations and vision, supported by overwhelmingly positive participant feedback



## Case Study

# Global Client Meeting

### GLOBAL VIRTUAL EVENT

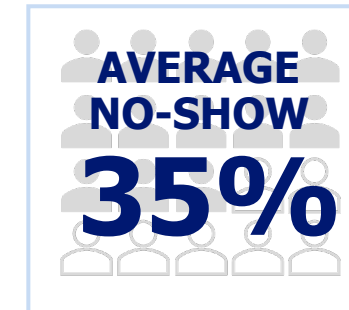


Country	Visitors
United States	61.2%
United Kingdom	10.4%
Netherlands	5.8%
France	5.5%
Germany	3.7%
Finland	3.7%
Other	9.8%

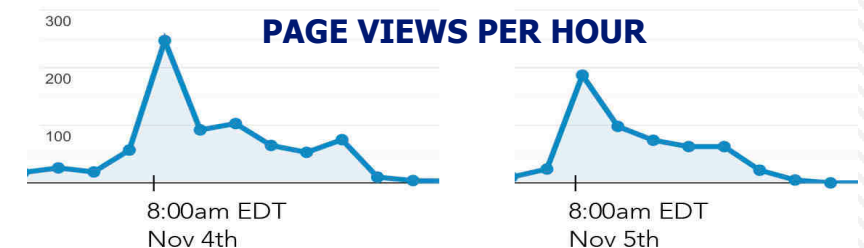
### Virtual Event Production Highlights

- Customized event website
- Contemporary designs branded with client logo and imagery
- Networking features
- Interactive themed Lounge and Coffee Shop for dynamic attendee discussions
- Auditorium page for the live streamed video
- Video switched through production control featuring customized backgrounds, lower thirds and video roll-ins
- Dedicated team available 24/7 for production design, technical support, consultation, programming and rehearsals
- Post-event data analytics

### AVERAGE NO-SHOW FOR VIRTUAL EVENTS IN 2020



Source: Markletic.com



# Case Study

## Global Risk Management Company

*“Once again you knocked it out of the park!!! Thank you, thank you, THANK YOU for all your hard work and the long hours to make our virtual event such a success! You are invaluable and we love having you as part of our team!”*

**– Director, Global Events**





## Case Study

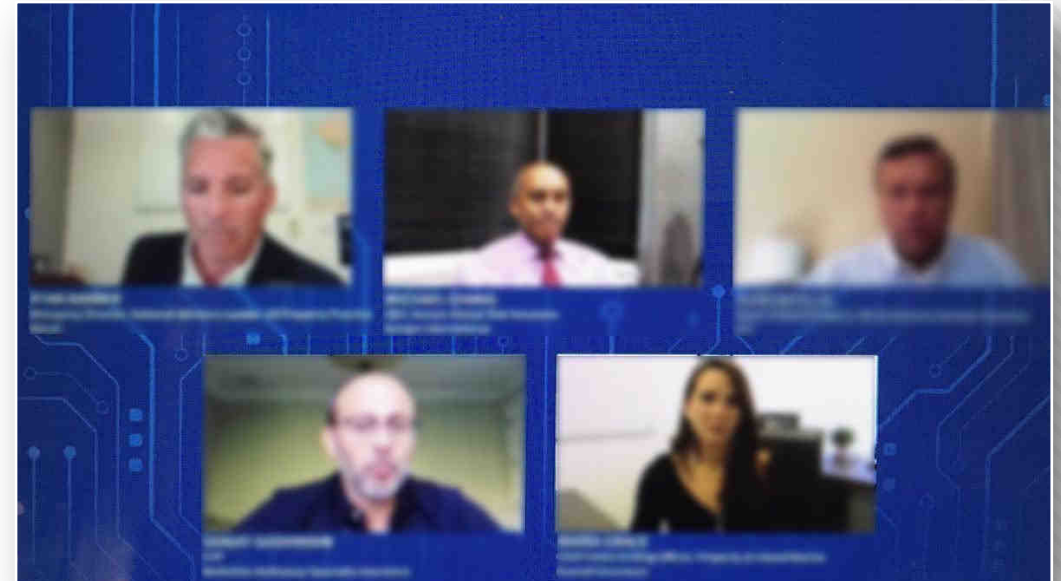
# Global Risk Management Company

### Event Overview

- High-level, customer facing event for top Global clients within a specific industry vertical
- Client's first virtual event to incorporate production control and multimedia content to elevate the experience for both the attendees and the audience

### Production Summary

- Alden has a successful history with the client working on this annual meeting as an in-person event for 6 years
- Transforming this meeting into the virtual realm is an ideal example of how the Alden team customizes services to meet the existing needs of the client



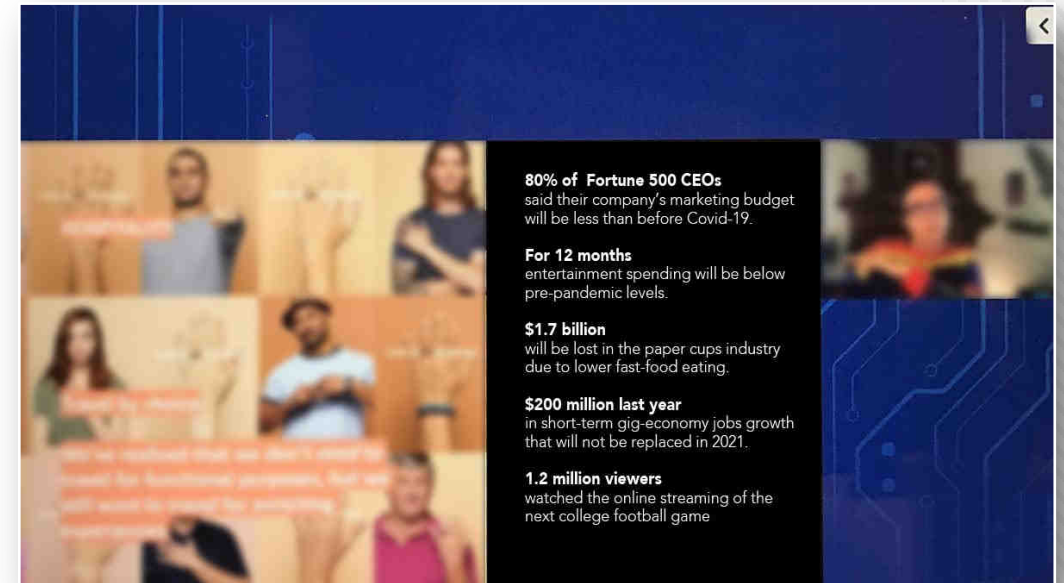
## Case Study

# Global Risk Management Company

## Production Summary (continued):

### FOCUS

- The client incorporated a third-party technology platform
- Alden focused on production control and creating a customized experience for the presenters and attendees for the live streamed general sessions
- Alden managed how presenters virtually transitioned from stand-by to live — making their experience from logging in to presentation smooth and professional
- Through production control we were able to send the presenters whatever they needed to support their presentation including a speaker timer, notes, and program feed of their PowerPoint slides



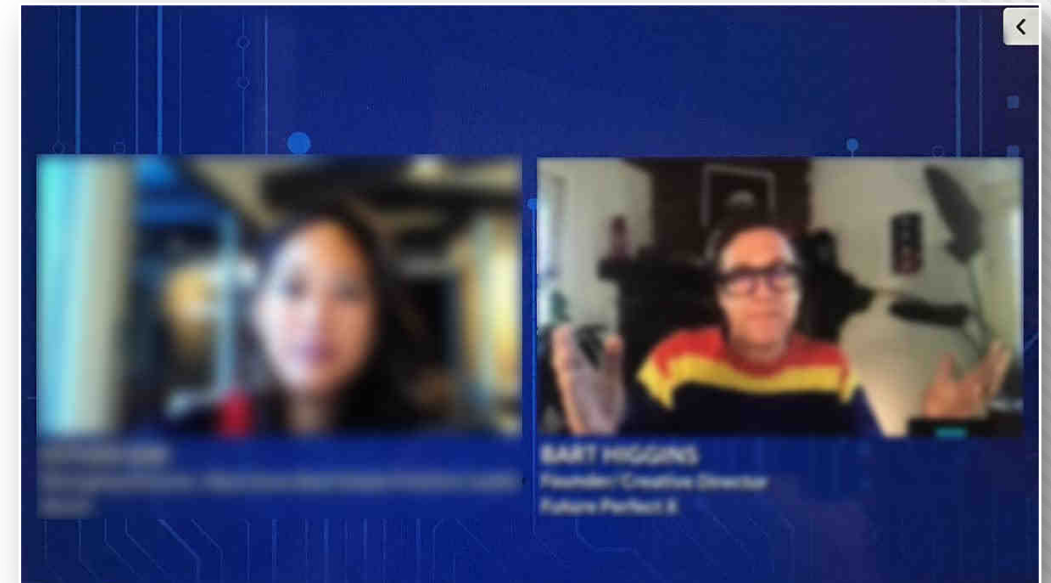
## Case Study

# Global Risk Management Company

## Production Summary (continued):

### MANAGEMENT

- The client designed numerous videos for opening segments, informational content, and visual transitions
- During the event Alden production control managed all media playback including customized playlists, lower-thirds, and backgrounds for a dynamic and seamless program
- Alden's support also included technical evaluations, presenter rehearsals, team meetings and consultation, creating Run of Show documents, and verbal and technical rehearsals with the client and crew





# Your Virtual Events Partner

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# Thank You!