soundscommercial
your complete event partner

Digital Conferences

There is no substitute for Live Events, however during the current global climate we are committed to meeting your event needs. This document details Sounds Commercials' back-up option, if your event cannot go ahead in the traditional manner, as we know would be the preference.

This document explains the Digital Conference option as a way of holding conferences within your office/home/venue that your delegates attend remotely.

OVERVIEW

This documentation details an option for carrying out a digital conference through a webinar platform that Sounds Commercial will run and moderate as the technical supplier. This option will allow up to 500 attendees, panelists (speakers) and moderators/hosts to connect remotely with limited disruption. The conference can be hosted from any location, or even entirely isolated remotely; whilst maintaining a live event feel - that keeps the audience experience interesting. The conference will continue in the same way as traditional conferences, the following document will explain the experience and specifications for those who cannot attend in person, as we can facilitate their joining remotely.

SPECIFICATIONS

Registration

Attendees will be able to register ahead of the event, this can be via a link on your website, app, shared to social media or via email invite. We will be able to customize the registration form as required to collect as much or as little personal data as needed. The registration page will also have your branding/logo present (See below).
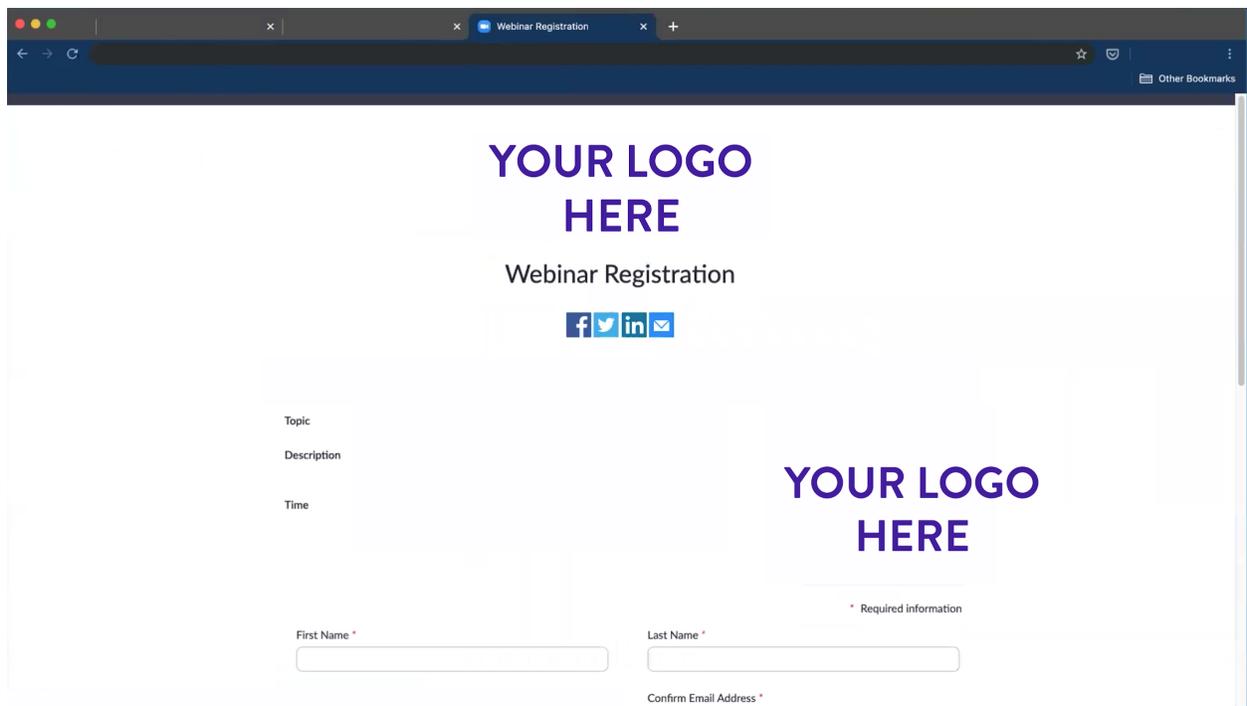
Technical Supplier

Sounds Commercial will set-up, host, and run the technical side including visual content. We will schedule and brand the registration page, then issue a link depending how you want to send out the invites to the conference. During the conference we will monitor panelists and attendees, retaining full control over when microphones and webcams go live for each panelist; this is to minimise confusion and mistakes. We will also run and display all visual content; each panelist's presentations must be received ahead of the conference so that they can be ordered and ready for the data technician to control. We will also be able to create polls in real-time which viewers can interact with, and can receive questions via text chat that can be passed on to the moderator to ask panelists during Q&A's.

Moderator

The moderator/host is responsible for introducing panelists and facilitating the event. The moderator will work alongside Sounds Commercial, following the event schedule, and also be the sole individual who can interact verbally with the panelists within the digital conference, to ask questions during Q&A's. The moderator will require a hardwired internet connection to insure quality.

Panelists

Panelists will receive unique invites to the conference, which will give them permissions to use their microphones and webcams (if required). They will not need to share or control their own presentation or content, but will need to specify when they would like the slide moved on. Any attendees can be promoted to a panelist during the conference if required. The panelists will require a hardwired internet connection to insure quality.

Attendees

Attendees will only be able to view the conference, and interact with live polls and submit questions via chat. There are a number of ways in which attendees can join, either by following the invite and viewing the conference within their internet browser, by downloading the conference software, installing the conference application on their smartphones or by dialling in via telephone (attendees will not be able to view the visual content or participate in live polls when dialling in).

Pre-Recording Presentations

The most risk averse option would be to pre-record all presentations, documentation will be provided detailing the process, and presentations will be synched up in the studio alongside any media content. This will mean the highest video and audio quality, limit internet connections issues and also give the chance for content to be checked and reviewed before the conference goes ahead. This also means live polls can be pre-decided ahead of time, and actioned by the visual technician at the correct time during the presentation.

During the conference, each pre-recorded presentation can be introduced by the moderator, and then initiated by the visual technician. The panelist will be present during their presentation but with the microphone muted. When the presentation ends, we will then activate the panelist's microphone, and the moderator and panelist will then have a Q&A session, where the moderator asks questions which have been sent in via the text chat function. At the end of the Q&A session, the moderator then introduces the next panelist, which will be the cue for the visual technician to initiate the next pre-recorded presentation.

By following this process, we limit the technical issues that could occur where panelists' internet connections are not strong enough, or the visual content is advanced out of time with the panelists audio.

We will require the panelists to record their presentations; which can be done in a variety of ways. This will be determined per requirements. We provide documentation explaining how to do this, which keeps all presentations to the same format. Strict deadlines will need to be put in place for this in order to compile all content. This also gives us a chance to check the audio is sufficient, and ask the panelist to re-record if required.

It will be the responsibility of the organiser to ensure the audio is recorded, collected and forwarded on to Sounds Commercial to an acceptable quality and to the predetermined deadlines.

Live Presentations

For live presentations, from a technical point of view and to ensure the smooth running of your conference, the safest option is for all presentations to be sent in advance so that they can be checked and compiled. The presentations will be controlled by the data technician at Sounds Commercial. The panelists will advance their presentations with verbal cues. We do this to guarantee high quality onscreen content, even if panelists' internet connections are weak.

As a last resort, there is an option for the panelists to display their own presentations on screen. This approach holds the most risk, not only from a technical point of view, but also the displaying of confidential data which is out of Sounds Commercials control. This option can be discussed but requires considerations.

Notes

It will be the responsibility of the organiser to ensure remote panelists have sufficient internet connections, microphones and webcams where required. Sounds Commercial can work with the organiser to facilitate these requirements.

Conference

Before the conference all panelists and attendees will have registered, they will receive email reminders which can be customised to specific timings (1 week reminder, 1 day reminder etc).

Panelists will be invited to join the conference one hour before the attendees can join, which will give a chance to answer any technical questions and check everything is running smoothly.

Panelists will also be in communication via a separate line with the event manager who will issue cues and keep everyone informed.

The conference will go live 15 mins ahead of the official start time, which will allow attendees time to join. There will be a branded holding slide displayed during this period (motion graphics can be incorporated also).

The conference will be recorded and can be made available for distribution following the event.

Rehearsal

Ahead of the conference, we will schedule a testing stage where all panelists are invited and a technical rehearsal can be completed; which will enable us to iron out any potential issues ahead of time.

Additional Add-ons

- Broadcast across social channels with Facebook Live and Youtube
- Option for us to work with your app developer to embed the conference into your app
- Profile and information for up to three panelists

Should you have any questions, please don't hesitate to contact us.

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