

Post-lockdown



experiences



Event solutions for a  
changing world

**Live  
Union**



In the past few months, to continue meeting with customers and employees, businesses have pivoted to online experiences. Many have rapidly deployed existing video conferencing technologies or virtual conference platforms. Speakers have learnt to present whilst being interrupted by their kids.

As the lockdown eases and audiences' expectations for better virtual experiences grow, we share solutions for a fast changing event world.



## What's next?

As some travel, initially just by speakers, becomes possible and people plan for events in Q4 and beyond, what will the hybrid solutions be that limit travel whilst maximising engagement?

How will events morph and innovate in response not just to the pandemic, but to the travel constraints brought by climate change and financial uncertainty?

Below we share the solutions being offered by **Live Union**.

## Solutions designed to:



Give event organisers flexible responses to a changing world



Help audiences gain a sense of presence and excitement at being part of a group



Create better collaborative learning experiences



Help presenters build empathy and engagement with the audience



# Scenario One

**Presenters able to travel.  
Audiences not meeting together.**

## 1. Live Union broadcast studio

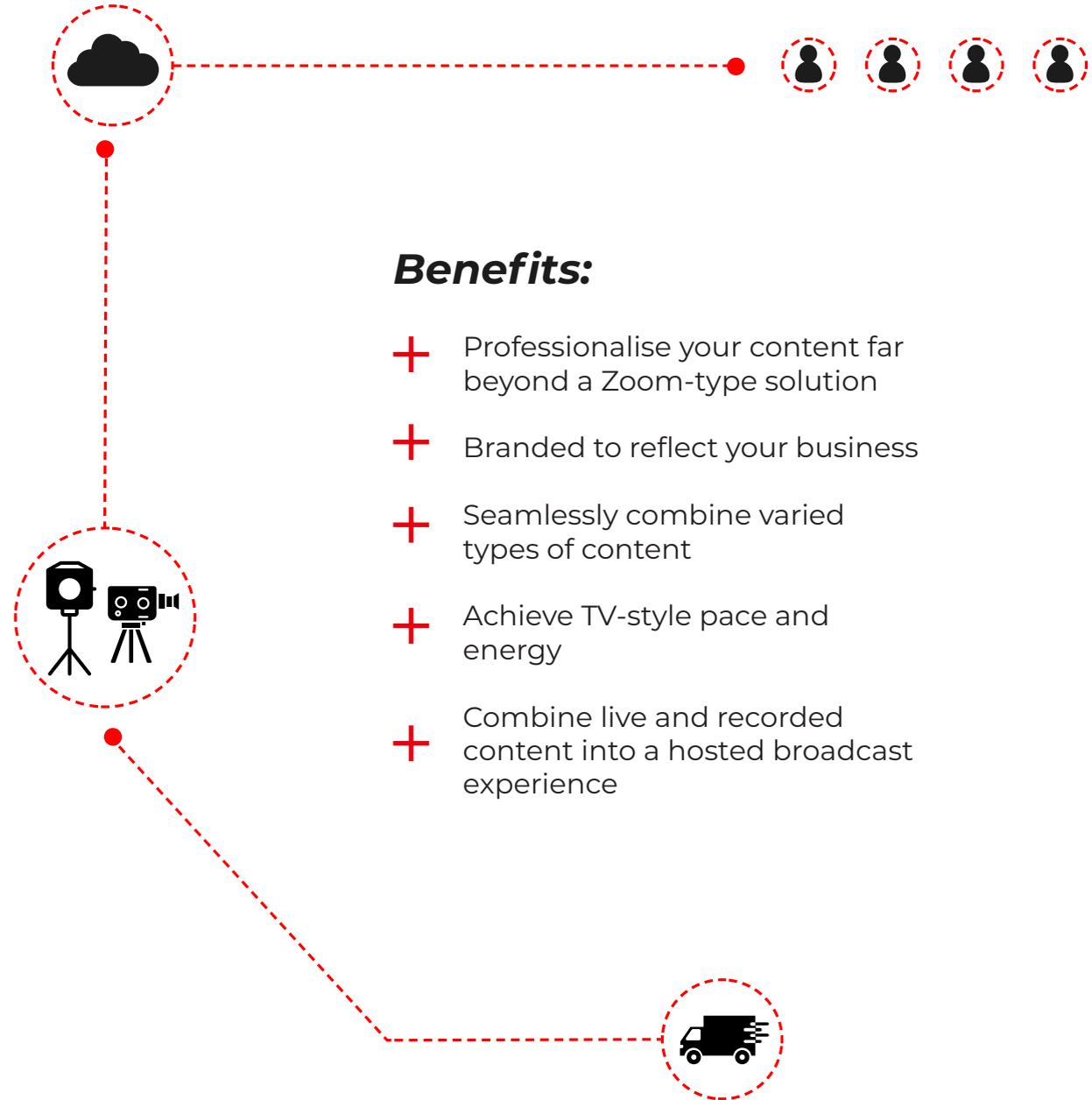
A fully operational broadcast studio designed specifically for broadcasting event content. Easily accessed from central London.

The studio can be fully branded, creating a professional environment for presenters, interviews, panel sessions and participants joining remotely. A host can combine all this content with pre-recorded segments, video and animation, as well as audience questions and feedback.

The professionally mixed output can be streamed through your Cisco / Webex platform or via our secure HD streaming service.

## 2. Live Union mobile studio

A transportable studio that can be deployed in your offices or other locations. The mobile equivalent of the Live Union Broadcast Studio, with exactly the same functionality, it makes things incredibly convenient for your presenters, both for rehearsing and on the event day.



### **Benefits:**

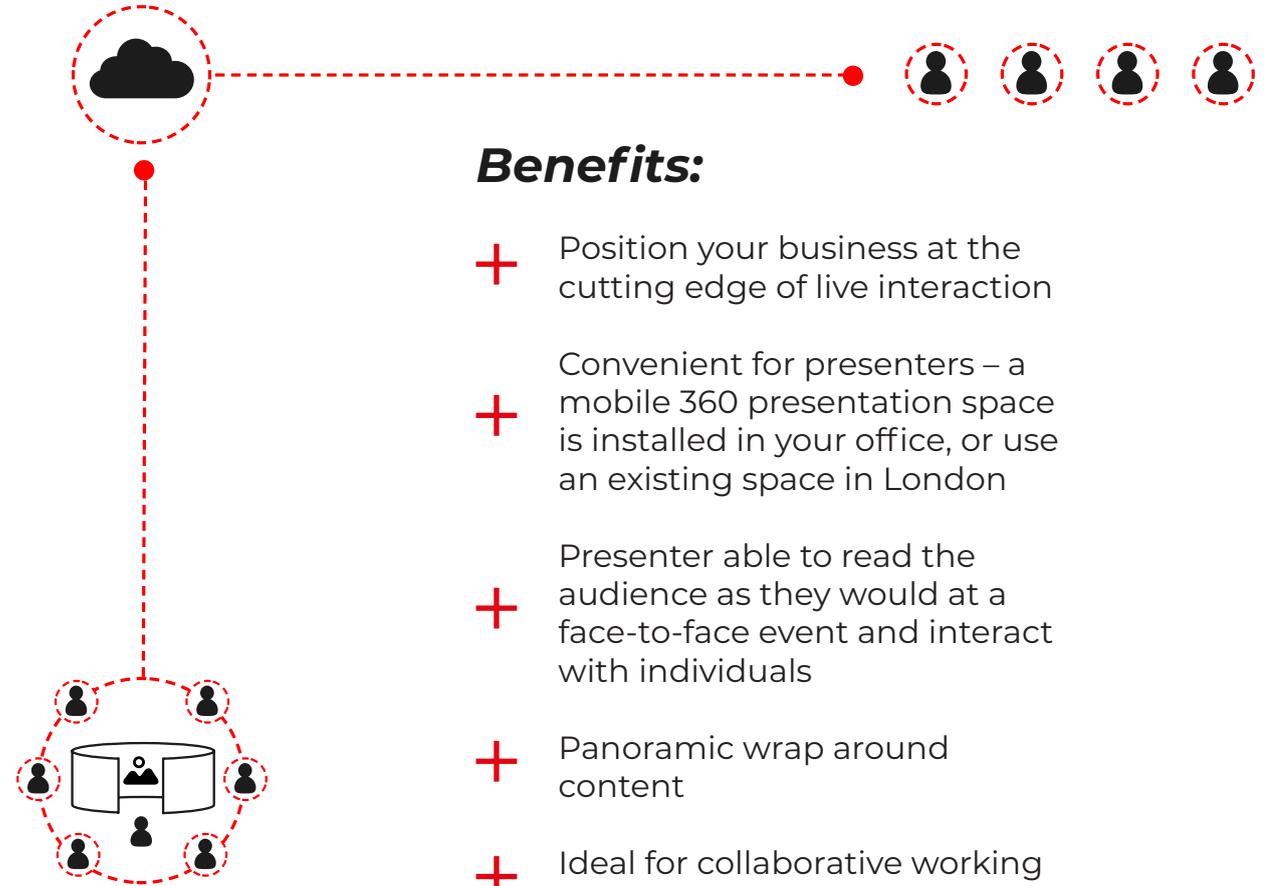
- + Professionalise your content far beyond a Zoom-type solution
- + Branded to reflect your business
- + Seamlessly combine varied types of content
- + Achieve TV-style pace and energy
- + Combine live and recorded content into a hosted broadcast experience

### 3. Immersive 360 virtual experience

Live Union have teamed up with our friends at **Igloo Vision** to deliver a highly immersive 360 engagement space. Inspired by topflight universities' remote learning facilities, the experience replicates a face-to-face presentation space. By bringing the audience, presenter and content into a single space, we achieve the instinctive interaction and intimacy missing from a normal online event.

**Presenter:** The wraparound 360 screen means they see the audience in front of them and have content behind them, they're able to freely move around. They can run polls and interactive whiteboard sessions and put questions to individuals in the audience.

**Audience:** Vision mixed content gives them views of the wider audience as well as the presenter and content. They're able to ask both audio and text questions.



#### Benefits:

- + Position your business at the cutting edge of live interaction
- + Convenient for presenters – a mobile 360 presentation space is installed in your office, or use an existing space in London
- + Presenter able to read the audience as they would at a face-to-face event and interact with individuals
- + Panoramic wrap around content
- + Ideal for collaborative working and whiteboarding

#### Virtual Event Platform

Whichever broadcast solution is right for your situation, you'll want to control how the stream is shared with your audience. Live Union's Virtual Event Platform lets you tailor your own online branded environment. It also allows you to build in additional audience engagement functionality, removing the need for third party apps.



# Scenario Two

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**Presenters able to travel.  
Audiences meet under restricted conditions.**  
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# Scenario Three

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**Full integration of virtual  
platforms into live events.**

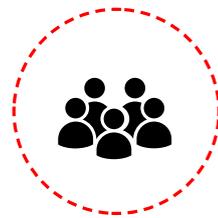
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## Hybrid experiences

Periods of change accelerate innovation and alter behaviours. Going forward, audiences will expect your event to have a virtual offering. They'll be comfortable joining virtually and will want the choice to attend in person or online.

They'll also be more demanding of virtual experiences. Simply live streaming a face-to-face event has never been a good solution, at Live Union we design very different experiences for live and virtual audiences.

The effective integration of virtual and face-to-face will ensure events remain at the heart of business communication.



### Benefits:

- + Opportunity for increased overall attendance
- + Higher calibre speakers as you include those presenting remotely
- + More targeted engagement as you offer both live and virtual sessions
- + Better networking solutions embracing face-to-face and digital options
- + Sustainability benefits - reduced travel leading to reduced carbon footprints



## ***Supporting you***

In uncertain times for planning events, Live Union will support you with flexible solutions that respond to changing advice and restrictions on travel.

As well as helping you choose the right platform, we'll help you create powerful content, supporting your speakers and facilitators to achieve powerful engagement.

At the heart of all our solutions is a commitment to maximising the audience experience and ultimately business value.

**If you're interested in having  
a chat about going virtual:**

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'That's interesting' are two words you hear  
a lot in the Live Union office.

Once a month we share the most  
interesting and useful event things we've  
come across.

Click **Here** to receive 'That's interesting'.