



In these uncertain times, it's important to consider all your options.

We all put so much effort into organising our conferences, so how can we ensure that our time and money isn't wasted?

How can we do our best to ensure they still go ahead in some form and our delegates are still engaged?



WHAT TO DO



01 Check your conference contract – what does your policy say?



02 Hold a conference call with your presenters – what are their thoughts on travelling?



04 Look at all options – how can you deliver content online or via a hybrid event?



03 Contact your sponsors – would they be willing to sponsor an online event?



05 Put together a comms plan for delegates – whether you are going ahead or not, you must communicate your plan



06 Look at your budget – create a cost calculator so you can play around with numbers



07 Don't panic – things like this happen, and in the end, they always work out



HOW TO DO IT

The good news is there's always a solution. The options below allow you to stream your content online and let it live on through on-demand hosting.

RUN A REMOTE WEBINAR

When presenters and attendees are unable to make your conference, consider running a remote webinar. All content is delivered online and there is no need for travel. Presenters and facilitators can login from their home/office and appear on camera, move their slides and use interactive features through an online interface.

Always ensure you have completed thorough testing prior to running remote webinars and that you work with a partner who will support you and your online attendees technically.

HOST A STUDIO BROADCAST

If your presenters are still able to travel, consider using a broadcast studio to host online content. Broadcast Studios offer high definition video and audio capture, green screens and the ability choose your own seating layout. You can have presenters seated on a panel or connect them in from various locations.

Studio Broadcasts offer a 'TV on the internet' style and should be hosted by professional streaming producers.

OFFER A HYBRID EVENT

Hybrid Events provide you with the best of both worlds - the ability to create content from a physical conference and offer it online. This is a great option should your venue charge any cancellation penalties. Streaming your live content online also means your delegates (physical and online) can access it once your event is over.

Always ensure your streaming partner is in contact with your AV Supplier and Venue - it's important for all resources to work together to make this happen.

LOOKING TO FIND OUT MORE?

Contact Redback for more information.



1800 733 416