

PURPOSE-BUILT VIDEO FOR LIVE BROADCAST & VIRTUAL EVENTS





Binary Pulse Studios provides a comprehensive spectrum of production services supporting live broadcasts and virtual events. Our integrated offering—spanning strategy, content and delivery—helps you get the most return on your live or virtual event initiatives.

STRATEGY

From small VIP gatherings to large international conferences, we have you covered.

While the dynamics of a virtual event may be unique, the fundamental tenet that any event should be in alignment to your business goals is not. Part of this alignment results from understanding your target audience. Knowing your audience's needs, objectives and expectations for a virtual event is an essential step in planning a purpose-built solution.

Are we replacing an event that was previously in-person or is this an entirely new experience for participants?

Through deliberate, insightful strategic and technical discovery, we will create the reliable blueprint for a successful event.

We'll discuss your thoughts and plans around:

- Audience(s)
- Event theme
- Types of presenter/attendee interaction
- Scheduling
- Geographic regions and time zones
- Attendee recruitment
- Goals and measuring success

CONTENT

**Audiences come for the content;
they stay for the interaction.**

Whether you're looking to deliver a one-hour product demo or a three-day user conference, your content needs to be carefully planned to maintain your audience's engagement. An effective content plan should include not only the content you intend to deliver and who'll create it (and by when), but the way in which that content should best be presented.

Live and virtual events provide an exciting way to engage users using online tools that help attendees enjoy unique, informative and memorable experiences.

We'll help review and refine your content strategy, including:

- Content authors
- Sessions/curriculum
- Presentation materials
- Professional talent—speakers, trainers, or entertainment
- Media requirements for the event and each session
- Pre-recorded video to complement live broadcast
- Pre- or post-event physical items to complement the event



DELIVERY

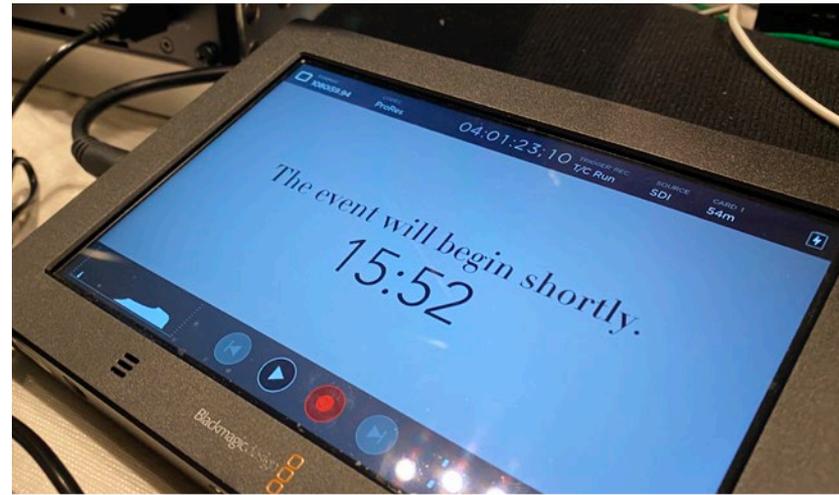
Don't just replace an in-person meeting, rethink it.

Live and virtual events rely heavily on the integrity of the technology that delivers them. We leverage enterprise-grade platforms to deliver engaging interactive virtual experiences. We can even work with your established platforms including YouTube, Teams, Zoom, WebEx and others.

Beyond systems, we'll coordinate with your technical teams to institute workflows and safety-minded redundancies that help your event perform at its best.

We'll help develop a best-practices delivery plan including:

- Event management and video broadcast platforms
- Bandwidth projection
- Video production staffing
- Onsite or remote video direction
- Online Q&A moderation
- CRM system integration
- Closed captioning



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S T U D I O S

For more information on how we can help reinvent your events, contact us today at timhowell@binarypulse.com or call us at 949-336-7400.

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