The Brave New World of Virtual Events

Presented by:

BOUNDLESS
an impact agency
Magen McRoberts
Founder & CEO
Pam Rosenthal
Chief Relationship Officer
Bulldog 100 Recipient
MY DISCLAIMERS
(WHY BOTHER?)
FREE AT LAST!
The Brave New World of Virtual Events
REMEMBER YOUR “WHY”
SO WHY GO VIRTUAL?

- Remain Relevant
- Enhanced Skillset
- Challenge Yourself
Why not?
YOU CAN DO THIS!
PREPARATION: Get Your Mind Right

- Prepare to be in a state of chaos
- Give yourself grace
- You’re not alone!
- Quiet Your Mind
- Try Headspace App
PREPARATION: Prepare to be Unprepared

• Pack your bags for a new adventure
• Trust yourself
• Believe that you’ll find your way
PREPARATION: Embrace The Fear

• You’ll probably do something wrong
• You’ll most likely forget something
• You may even downright FAIL
• So what!?
EDUCATION: Become the “Expert”

• Remain in a constant state of discovery
• Watch and learn from others
• Don’t be afraid to admit you don’t know it all
• Reference: Abra Annes on YouTube
EDUCATION: Virtual Event Terms

- Streaming Platforms
- Lag Time/Latency
- Chyrons/Lower Thirds
- Storyboarding
- Production Schedule
- Teleprompter Scripting
- Boom Mics vs Lavalier vs Handheld
- Floor Marks, Backdrops, and Lighting
- A-Roll, B-Roll, Subjects, and Raw Footage
- Post-Production and Editing
- Transitions
EDUCATION:
Become the Teacher

• Share your new knowledge
• Anticipate extra time
• Create a cheat sheet for clients with a Glossary of Terms
• Be prepared for hand-holding
• Be patient with them AND with yourself (imposter syndrome is OK!)
EDUCATION: Embracing Technology

- Google Suite (Drive, Docs, Sheets, Calendar all shared)
- Invest in a Project Management Tool
  - Basecamp, Monday, Asana
- Streaming Platforms
  - YouTube, FB Live, Vimeo, Streamyard, Demio, Gatherly, Zoom, DaCast
EDUCATION: Reassign Your Vendors

- AV Companies -> Live Streaming Staging, Lighting, Studio Space
- Caterers -> In-Home Deliveries
- Design/Décor -> Set design, Backdrops, Mailing Kits
- Bidding/Registration Tools-> Registration Portal, Gaming Tool
- Alcohol/Bar-> Delivered in Meal Kits
EDUCATION:
Sourcing New Vendors

• Filmmakers- professional storytellers
• Tech Support Agency- streaming and hotline support
• Entertainers fit for recording
• Text-to-Communicate software for broadcast messages
EDUCATION:
What’s a Reasonable Budget?

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filmmaker (per filming day)</td>
<td>$1,500-$3,500</td>
</tr>
<tr>
<td>Post-Production</td>
<td>$500-$3,500</td>
</tr>
<tr>
<td>Live Streaming/Broadcast (depends on type &amp; numb. of Cameras, studio space, etc.)</td>
<td>$3,500-$8,000</td>
</tr>
<tr>
<td>Collateral Design</td>
<td>$1,500-$2,500</td>
</tr>
<tr>
<td>Catering/Delivery Kits</td>
<td>$50-$250 / guest</td>
</tr>
<tr>
<td>Tech Support</td>
<td>$500-1,500</td>
</tr>
<tr>
<td>Software</td>
<td>$1,500-$5,000</td>
</tr>
<tr>
<td>Entertainment/Talent</td>
<td>$500-$10,000</td>
</tr>
<tr>
<td>Total</td>
<td>$10,500-$75,000</td>
</tr>
</tbody>
</table>
Timeline/Order of Events

- Discovery/ Launch
- Storyboarding
- Sponsor/Benefits Development
- Registration Portal Setup
- Communications Plan/Content Calendar
- Production Schedule
- Filming Commences
- Post-Production
- Stream

“It’s less about the amount of time you have to plan and more about following the sequence of events”
Where to Begin

- Start with Discovery
- Understand their needs/goals/desires in the virtual space
- Ask questions on top of questions
- Listen first, then talk
- Determine if you are a good fit, set expectations clearly
Launch the Project

• Schedule Launch Meeting
• Review timeline/scope of work
• Review everyone’s roles (your responsibilities vs. audience/client/team)
• Set Meeting Cadence (time saver)
• Map your timeline
Host a Storyboarding Session

• Deep Dive Brainstorm Ideas
• 5 W’s
• What’s different about this year (not just COVID-related)?
• What’s the most important story we can tell right now?
• Branding/Theme integration throughout the presentation
Who do you Serve?
Middle and high school students attending title one schools
Living in generational poverty
Support to families
Parenting strategies
Identifying risky behaviors for students
Schools
Low performing feeder schools
Academic and social/emotional support

What do you Do?
Provides afterschool programming to provide academic, social/emotional support to students
As primary service provider but acting as bridge to resources
“Second family”
Providing resources in virtual environment
Healthy meals/meal delivery during covid

Why does your organization/event matter to our community?
Two schools of thought:
Leveling the playing field for students and their ability to have personal success in adulthood
Intellect sitting in our community sitting untapped

Where your organization/mission going?
Getting Bigger!
For the next 5 years is all about focusing on systems, onboarding, team structure/knowledge
Focus on wellness/culture/training/staff development
Systems in place that improves our programs
Webinar health series
Interviewing doctors in Spanish about parenting, emotional health, COVID-19, mask wearing
Partnership with a woman at Northside Cancer Institute
Monitor the number of views for these videos
Being distributed around to other partners in the community

What do we need to think about differently
• Digital divide (basic computer literacy)
  • Language barriers to the digital assets
• Creating work for people who’ve lost income
  • Sewing masks
  • Growing lawn care business
    • Need equipment to take on more clients

Education
• Home life is not conducive for positive learning
• Language barriers
• Fall through the gaps
• I.e. didn’t learn how to read, didn’t learn how the basics so they end up dropping out, getting into trouble, and falling through the cracks. Get trapped in the system of low-wage and no way to evolve out of the poverty cycle

Food and resources
• 30,000 lbs of food has been donated
  • Giveaway days at the center (300 families in the community
  • 40-50 giveaway days to date
    • Reference spreadsheet
    • Donations from individuals, churches, partnerships,

Storyboard Brainstorm Example
Creating A Storyboard

• Captures vibe/feel of event
• Uses imagery to tell the story
• Describes the goals
• Presents the name/title/theme of the event
• Presentation format to be shared with all key players (collateral design, filmmakers, speakers, etc.)
Virtual Experience

Live Broadcast Event
- Develop rich and meaningful content
- Share the impact of COVID on organization
- Provide a unique event experience during these times

Unique Activations
- Customized experiences for ticket holders/sponsors
- Link guests together in small groups
- Weave guest comments, donations, and shout-outs throughout the event

Mission Integration
- Enriched storytelling with mission integration
- Surprise elements and guest appearances
- Emotional appeal video followed by a meaningful fundraising segment
Build the Production Elements

• Think “run of show”, but on screen
• What Story are we trying to tell?
• What elements are needed?
• Who are your presenters?
• What’s the best flow for the program?
## Example Run of Show

<table>
<thead>
<tr>
<th>5 Minutes</th>
<th>Opening from host w/ housekeeping</th>
<th>Host Live or PR?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-3 min</td>
<td>Montage Video of ‘Who We Are’,</td>
<td>Video: PR</td>
</tr>
<tr>
<td>2 min</td>
<td>Welcome from “Storyteller”</td>
<td>Video: PR</td>
</tr>
<tr>
<td></td>
<td>Prominent Person to the event/organization/partner</td>
<td></td>
</tr>
<tr>
<td>3-4 min</td>
<td>Mission Address: Board Member? Board Chair?</td>
<td>Video: PR</td>
</tr>
<tr>
<td>4-5 min</td>
<td>Host talks about the impact of the past year on the organization “Brought to you by: &lt;sponsor name&gt;”</td>
<td>Host Live or PR?</td>
</tr>
<tr>
<td>3-5 min</td>
<td>‘COVID Response’ Video</td>
<td>Video: PR</td>
</tr>
<tr>
<td>5 mins</td>
<td>Q&amp;A with Author</td>
<td>Video: PR</td>
</tr>
<tr>
<td>3 min</td>
<td>Emotional Appeal: (video)</td>
<td>Video: PR</td>
</tr>
<tr>
<td>2 min</td>
<td>Awards, Recognitions etc. (if applicable)</td>
<td>Suggested PR</td>
</tr>
<tr>
<td>3 min</td>
<td>Thank you and Goodnight</td>
<td>Video: PR</td>
</tr>
</tbody>
</table>
Build the Production Schedule

- Number of filming days/locations
- Stacking your subjects
- Creating scenes/sets
- A-Roll vs. B-Roll
- Outreach and setting expectations
Prepare for Filming Day

• Health and Safety protocols
• Template for interview questions
• Send out any scripts ahead of time
• Planning for teleprompter if needed
• “Filming In Progress”
• CHECK YOUR SUBJECTS!!!
Post-Production Notes

- Tone of each segment
- Key statements/quotes
- Relevant B-Roll Footage
- Musical Direction
- Post-Production Revisions
- Lower Thirds (Chyrons)
- Transitions
Live Streaming: Key Initiatives

**Platform**
- Is live streaming even necessary??
- When Lag Time Matters
- Professional vs. DIY
- Pros and Cons of each
- Embedding the feed

**Tech Support**
- Call line before and during
- Hire an agency or build your own team (I USE GA TECH STUDENTS!!!)
- Training, preparation, and communication throughout event

**Back-Up Plan**
- The Back-up to the back-up
- Every element pre-recorded if possible (JIC)
- Streaming on a back up site
- Broadcast Communication tool
Live Streaming: Event Day

Location
• Access to hard-wire internet
• Noise control
• Ample arrival time
• Equipment Load-In
• Setup of Live Stream
• “Filming in Progress”

Crew
• Director/Producer/Film Crew
• Teleprompter
• Script Caller (?)
• Talent
• Tech Support Lead
• Production Manager (you)

Considerations
• Feeding/Drinking your crew
• Health & Safety Measures
• Full Practice Run
• Transitions of pre-recorded elements
HARD LESSONS LEARNED

POWER OUTAGE

YOUTUBE OUTAGE

PLATFORM DOWN
HARD LESSONS LEARNED

DIRECTOR Fainted

VENUE DAMAGED

WEATHER ISSUES
THE FUTURE OF EVENTS
Recent Events Produced by Boundless/Auction
Eventworks

Boys and Girls Clubs of Metro Atlanta event, Youth of the Year
Check out the Boys and Girls Clubs of Metro Atlanta YouTube page to view the event!

Purple Pansies, Seed to Harvest
Check out the Purple Pansies Pancreatic Cancer Organization YouTube page to view the event!

Prevent Blindness Georgia, Night for Sight
Check out the Prevent Blindness Georgia YouTube page to view the event!

Friends School 30th Anniversary Event
Check out the Friend's School of Atlanta YouTube page to view the event!

Gateway Center's Gala, Human Clay
Check out the Gateway Center Digital YouTube page to view the event!

Mercy Care's Gala, Wings of Mercy Ball
Check out the Mercy Care YouTube page to view the event!
The Brave New World of Virtual Events

Presented by: Magen McRoberts