

# The Brave New World of Virtual Events

Presented by:





Magen McRoberts  
Founder & CEO





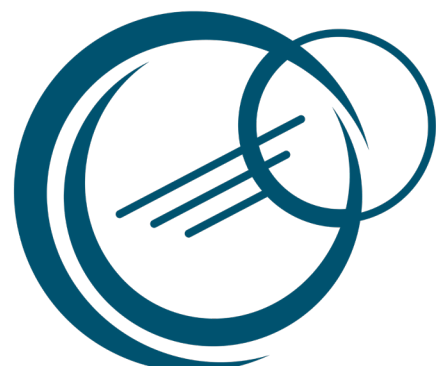


Pam Rosenthal  
Chief Relationship Officer  
Bulldog 100 Recipient





AUCTION  
Eventworks



BOUNDLESS  
an impact agency



# MY DISCLAIMERS







(WHY BOTHER?)



**FREE AT LAST!**



# The Brave New World of Virtual Events





# REMEMBER YOUR “WHY”





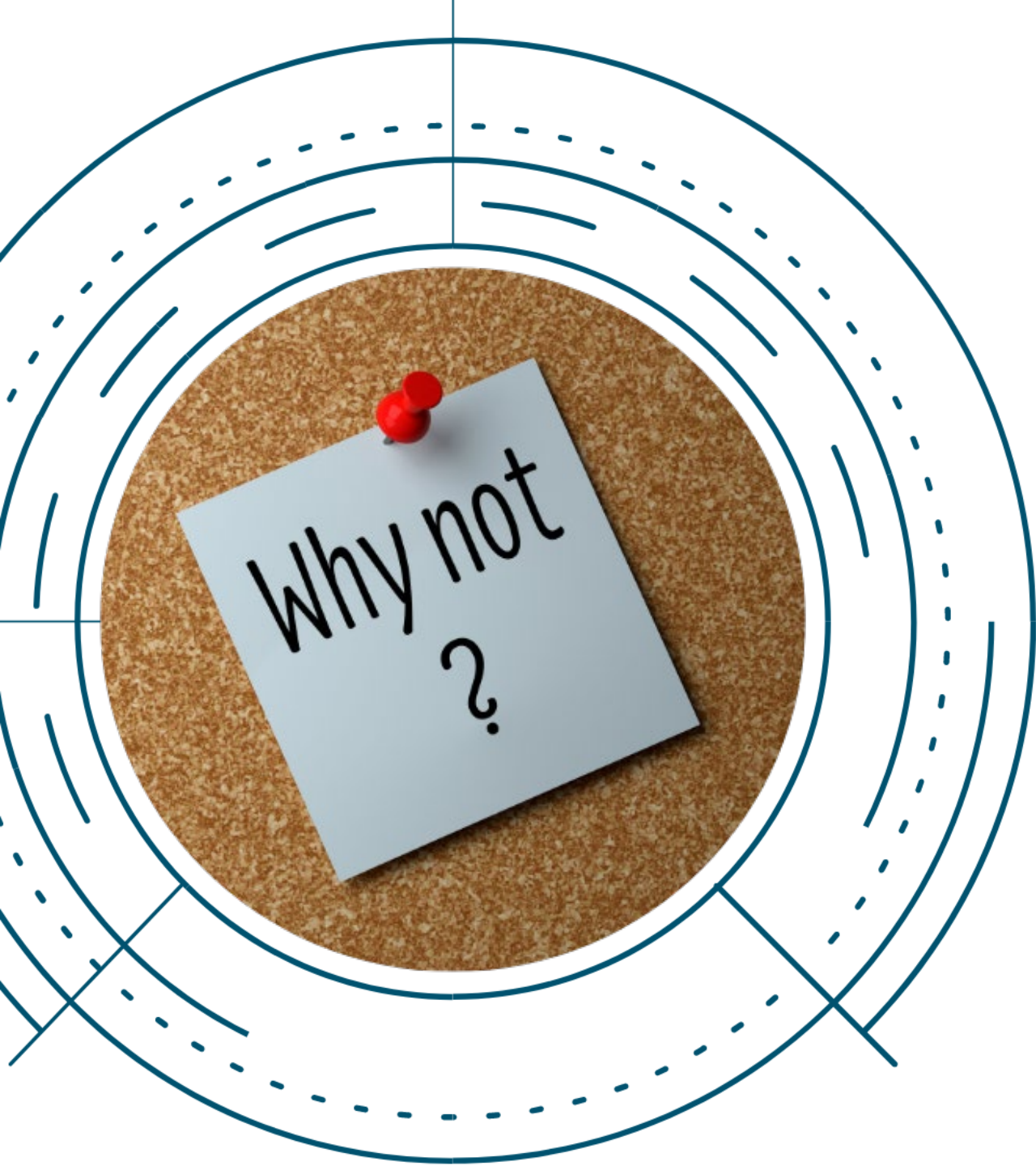
# SO WHY GO VIRTUAL?



**Remain  
Relevant**

**Enhanced  
Skillset**

**Challenge  
Yourself**



# The Better Question



**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

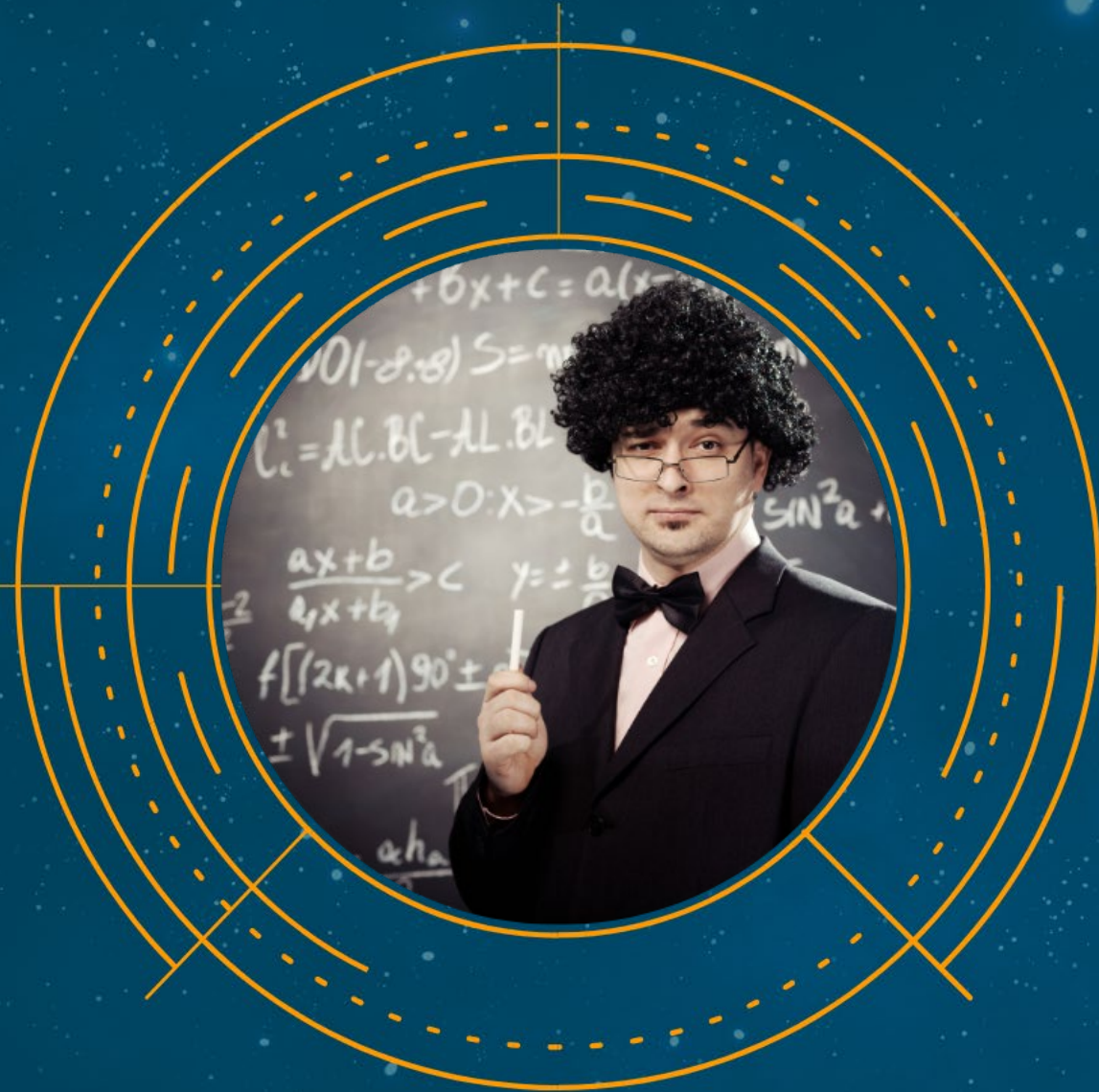


- Streaming Platforms
- Lag Time/Latency
- Chyrons/Lower Thirds
- Storyboarding
- Production Schedule
- Teleprompter Scripting
- Boom Mics vs Lavalier vs Handheld
- Floor Marks, Backdrops, and Lighting
- A-Roll, B-Roll, Subjects, and Raw Footage
- Post-Production and Editing
- Transitions



# 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?



Vendor	Cost
Filmmaker (per filming day)	\$1,500-\$3,500
Post-Production	\$500-\$3,500
Live Streaming/Broadcast (depends on type & numb. of Cameras, studio space, etc.)	\$3,500- \$8,000
Collateral Design	\$1,500-\$2,500
Catering/Delivery Kits	\$50-\$250 / guest
Tech Support	\$500-1,500
Software	\$1,500- \$5,000
Entertainment/Talent	\$500- \$10,000
Total	\$10,500-\$75,000



## 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





# Storyboard Brainstorm Example

- What do you Do?
  - Provides afterschool programing 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
- 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
- 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
- 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

# Storyboard Brainstorm Example

## 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,

## 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



## 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





ey Longville.  
r park (GR  
map, "GP"  
of these and  
ascend the  
meet a sign  
half right,  
(in quick  
n and over  
o:



tell the class  
your story



# PRODUCTION

## 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

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

# PRODUCTION

## 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!!!**



PRODUCTION

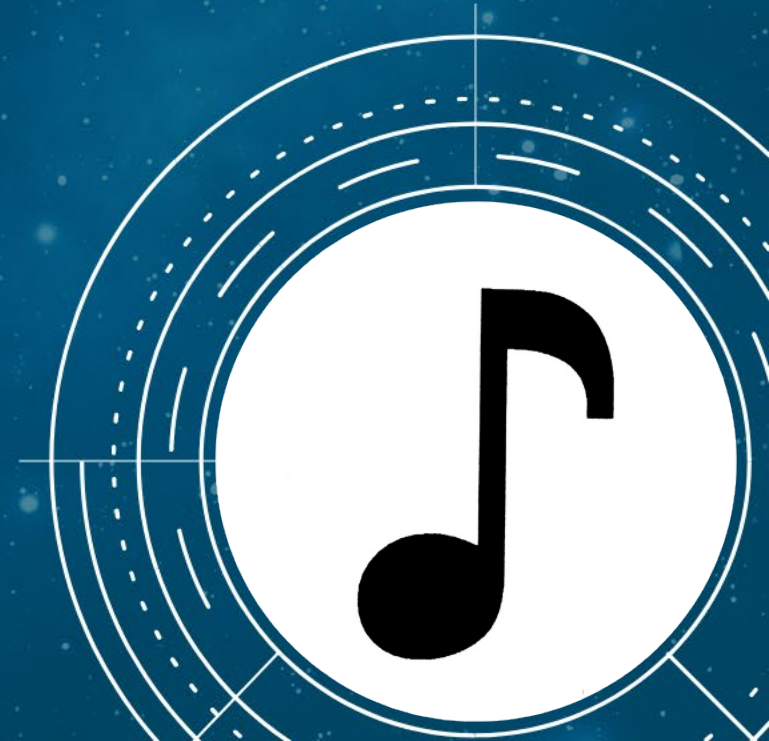
**THE POWER OF HAIRSPRAY!!!!**





## 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”

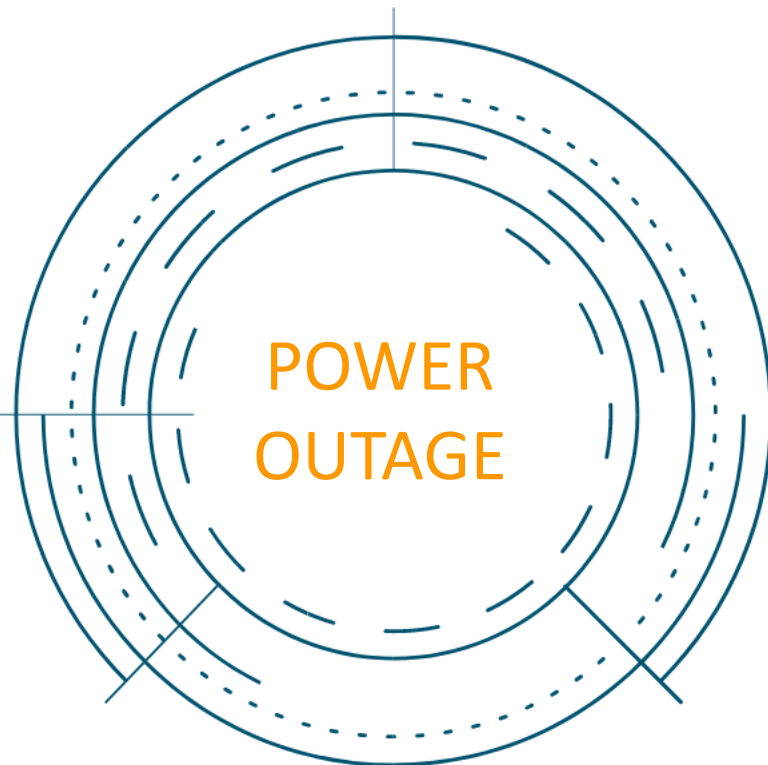
## Crew

- 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



A target diagram consisting of three concentric circles. The innermost circle is solid, the middle circle is dashed, and the outermost circle is solid. A horizontal line and a vertical line intersect at the center. Two diagonal lines cross the target from the bottom-left to the top-right.

DIRECTOR  
FAINTED



A target diagram consisting of three concentric circles. The innermost circle is solid, the middle circle is dashed, and the outermost circle is solid. A horizontal line and a vertical line intersect at the center. Two diagonal lines cross the target from the bottom-left to the top-right.

VENUE  
DAMAGED



A target diagram consisting of three concentric circles. The innermost circle is solid, the middle circle is dashed, and the outermost circle is solid. A horizontal line and a vertical line intersect at the center. Two diagonal lines cross the target from the bottom-left to the top-right.

WEATHER  
ISSUES



# THE FUTURE OF EVENTS





**BOUNDLESS**  
an impact agency

**Magen McRoberts**

magen@auctioneventworks.com

770-862-2933

**Pam Rosenthal**

pam@auctioneventworks.com

404-316-6948

[www.auctioneventworks.com](http://www.auctioneventworks.com)

1-855-882-8826

# 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





Q&A