

Virtual Event 360



Virtual events might already be a part of your overall events program or you may be like many who have recently discovered how powerful they are in accomplishing your event goals. They build awareness, engage new and potential customers, and generate revenue if done well. Our Virtual Event 360 services provide additional support in planning and executing an impactful virtual event. Our team will tailor an approach that best fits your needs to ensure your event is polished and professional. Our Virtual Event 360 services include:

Project Management

When it comes to creating and setting up your virtual events, there are some key differences from in-person events that are important to consider. To make sure that you are well-prepared, our team of experts offers services to help you set up and configure your virtual events, including:

- Virtual Event Strategy Creation
- Event Build
- Exhibitor and Sponsor Management
- Virtual Session Creation
- Implementation of Client-Provided Graphics
- Daily and Post-Event Reporting

Webcast Support

To ensure a smooth event that wows attendees, we offer support for each stage of the webcast planning and execution process. Rest assured knowing you'll be well-prepared to execute an interactive event that keeps audiences engaged and leaves them impressed.

- Pre-Event Audio and Visual Checks
- Speaker Best Practices Documentation
- Speaker Green Room
- Attendee "Know-Before-You-Go" Emails
- Moderator Training
- Session Monitoring (with Live Polling and Q&A)
- Session Content Management
- Event and Attendee Technical Support
- Post-Event Reporting

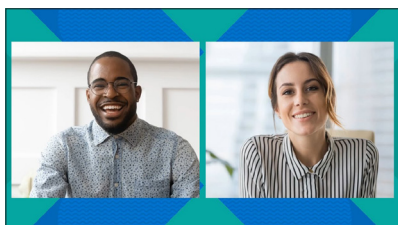
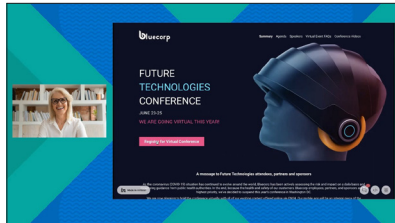
Video and Content Production

When an event is virtual, it is especially important to ensure your attendees are engaged and focused on the content you're delivering. Often, this means really enhancing the production quality and value of your sessions. We have two options to help you do just that, and our team will work with you to decide which is the best fit based on your needs and goals.

Advanced Production

With our Advanced Production services, we'll provide the session support and guidance that you need, so you can focus on executing a great event. Our team of experts can help with:

- Session Producer
- Production Strategy
- Custom Graphics and Overlays
- Video Layout Configuration
- Content Capture and Casting



Video Editing

If you'll be pre-recording video content instead and need post-production editing help, our team can step in with our Video Editing services. We can help with:

- Video and audio editing
- Intros and outros
- Static or animated transitions and overlays
- Addition of media files
- Merging of video files
- Color correction and grading



Virtual Event 360 Packages

We offer the following packages to support your virtual events. We'll work together to determine the right fit and can also scope out a custom package depending on your needs:

	Express	Professional	Premium
Project Management	•	•	•
Project Playbook	•	•	•
Advanced Production Sessions	0	3	6
Session Configuration	10	20	30
Exhibitor Configuration	20	60	80
Survey/Feedback Configuration	2	2	2
Graphics Upload	•	•	•
Speaker and Exhibitor Training	2 Hours	4 Hours	4 Hours
Webcast and Speaker Support	Add-On	Add-On	Add-On
Video Editing	Add-On	Add-On	Add-On

"We were able to really control the production of the content and make any edits that we needed to, and Cvent's advanced production team was really the linchpin in this process. The most important person on this entire team was our Virtual Event 360 Project Manager."

- Kristin Huben, Account Director

Learn more about Mary O'Connor & Company's success story»