

# ADN

**P R O D U C T I O N S**

LiveEventsWorldwide

Virtually

# AS BUSINESSES EMBRACE VIRTUAL EVENTS

in these days of uncertainty, it's important to understand how they work and what's involved.



Whether you need to connect with global **TEAM MEMBERS**,  
**CUSTOMERS, OR PARTNERS**, there are many options available.

While it's unlikely virtual events will ever replace the need to meet in person, they are a **PRODUCTIVE** and **EFFECTIVE TOOL** for your communications team.

---

Here's how we can help you **produce successful virtual meetings.**

To begin, it's helpful to see the different ways you can **produce a virtual meeting.**



# LIVESTREAMING / VIRTUAL

This is a produced event experience ...  
either as a **real time or pre-recorded live event** with tangible staging and environments or virtually created environments.

This has the **EXCITEMENT & URGENCY** of a scheduled live event.



# LIVESTREAMING / VIRTUAL

- Accommodates multiple presenters, **live or remotely**
- Allows for **real-time responsiveness**
- **Interactive**, two-way communications
- **Audience intelligence gathering** through analytics
- Extends engagement with **content on demand** – allowing attendees to revisit, review and repeat
- Accommodates a wide range of **attendee time zones**



We all can agree, when it comes to USING the technology, **easier is better. Intuitive is even better than that.**

# **ADM DESIGNS INTERFACES THAT ARE BOTH.**

Plus, we run the interface on a platform that's **reliable & secure – password protected.**



**LIVE Q & A WITH OUR EXPERTS**



**PIXMA TR8520**  
**PIXMA FEATURES & BENEFITS**



**STRAIGHT FROM THE NEWS ROOM**



**CHECK OUT OUR PIXMA DEMO**



**LEARN OUR TIPS & TRICKS**



**LIVE Q & A WITH OUR EXPERTS**

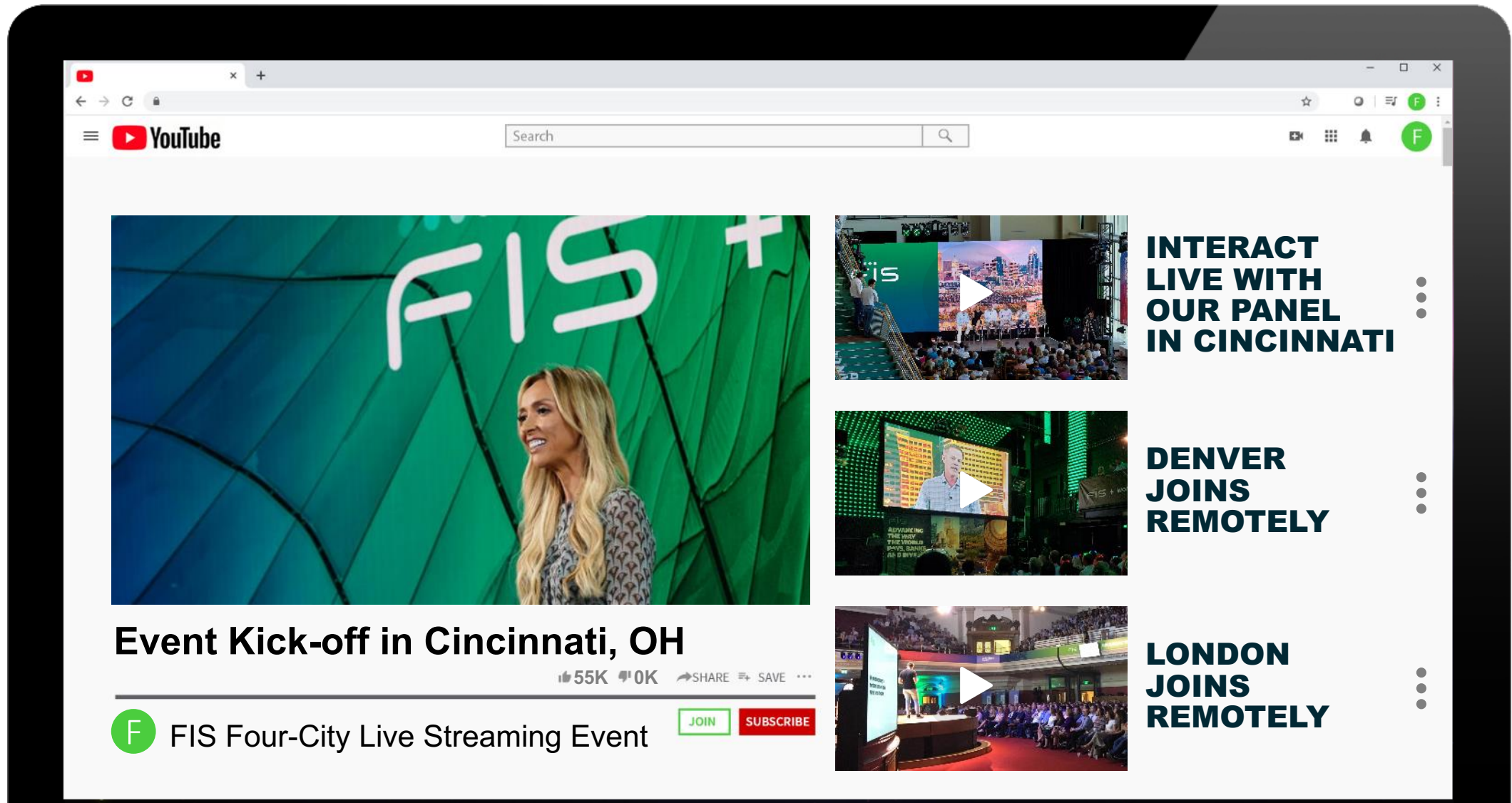


**PIXMA TR8520**  
**PIXMA FEATURES & BENEFITS**



# PANELS ∴ REMOTE DISCUSSIONS ∴ BREAKOUTS

Anything you'd want to see in a live event, but virtually.



The image shows a screenshot of a YouTube event page. The browser address bar shows the YouTube URL. The page features a main video player on the left with a woman speaking in front of a green background with the FIS logo. Below the video, the title "Event Kick-off in Cincinnati, OH" is displayed, along with 55K likes and 10K comments. To the right of the main video are three smaller video thumbnails, each with a play button icon. To the right of each thumbnail is a text box with a three-dot menu icon. The text boxes contain the following text: "INTERACT LIVE WITH OUR PANEL IN CINCINNATI", "DENVER JOINS REMOTELY", and "LONDON JOINS REMOTELY". At the bottom of the page, there is a channel name "FIS Four-City Live Streaming Event" with a green "JOIN" button and a red "SUBSCRIBE" button.

**Event Kick-off in Cincinnati, OH**  
55K likes 10K comments

**INTERACT LIVE WITH OUR PANEL IN CINCINNATI**

**DENVER JOINS REMOTELY**


**LONDON JOINS REMOTELY**

**FIS Four-City Live Streaming Event** [JOIN](#) [SUBSCRIBE](#)

# LIVE STREAM

Log in Watch  **GOODYEAR**



07:20 / 10:25 1080p  



**LEADING THE INDUSTRY**

**ADDRESSING THE TEAM**

**OUR CORE STRATEGIES**

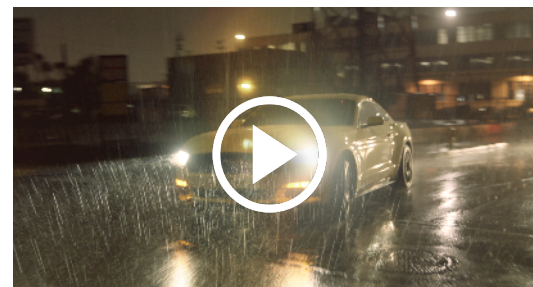
**OUR NEWEST TIRE INNOVATION**

## VIEW VIDEOS



**CONSUMER TARGET: SAVVY DRIVER**

- DRIVES PRIMARY FAMILY VEHICLE
- BUSINESS TRAVEL
- EXPECTS QUALITY & LONG-LASTING VALUE
- NEEDS ALL-SEASON RELIABILITY

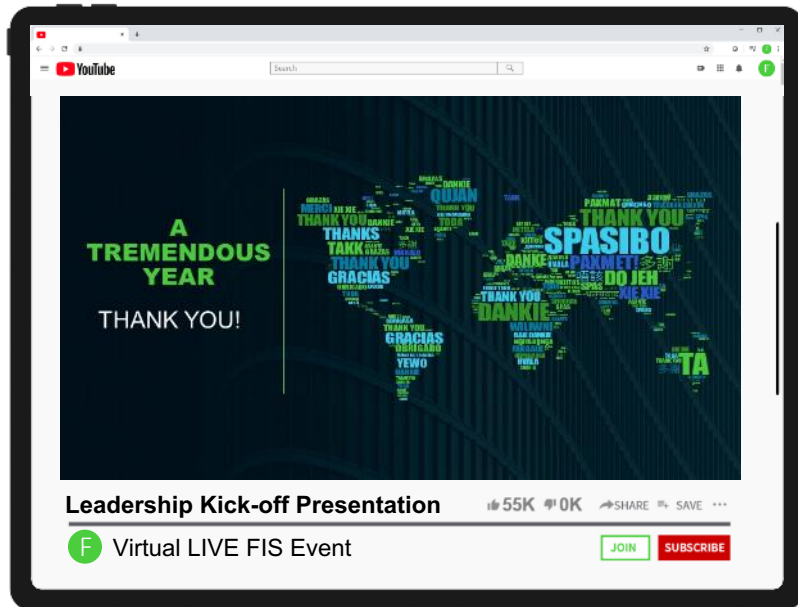


## CATEGORY NAME



Here's more good news: Much of the process of producing a **VIRTUAL EVENT** is the same as producing a live event ...

- **THEMING**
- **CONTENT / MESSAGING DEVELOPMENT**
- **CREATIVE SUPPORT DESIGN / DELIVERY**
- **TIMELINE / PRODUCTION MANAGEMENT**
- **ASSET MANAGEMENT**

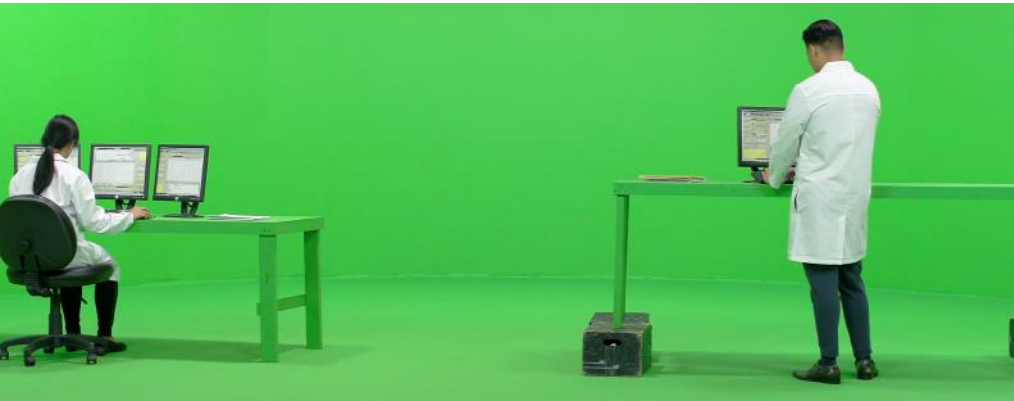


# YOU CAN COME TO US. OR WE CAN COME TO YOU.

When it comes to the actual production, we can accommodate up to 120 people in our **state-of-the-art broadcast studio**.

Or, we can come to your location, with a small, efficient and **experienced crew**.

Either way, our process is the same. And your **results** will be, too.





**WE**  
**PRODUCE**  
**RESULTS.**

**A PLATFORM**  
that's **reliable** and **secure**.

**AN INTERFACE**  
that's **versatile** and **intuitive**.

**AN AUDIENCE**  
that's **active** and **engaged**.



# ADN

PRODUCTIONS

LiveEventsWorldwide

Virtually