



# In-Person & Virtual Hybrid Events

Broadcasting &  
Live Streaming Services

Provided By:



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# Corporate Hybrid Event | Overview

Connect with an unlimited number of employees, partners, or customers via livestream. Allow us to produce an engaging virtual experience for your virtual or hybrid event. These services enhance the in-person experience with IMAG, allow you to record content, and bring in remote presenters. Livestream is available using any platform, including your corporate website. Broadcasting directly to your site creates an on-brand experience, allows you to stream in true high-definition, and generates a detailed analytics report on viewer engagement.





# Corporate Hybrid Event Services

- **Multi-camera broadcasting** | Live switching between cameras in true high-definition
- **Recording** | Receive a full HD recording of your event
- **Multiple room broadcasting destinations** | Broadcast from one main room and instantly show that broadcast in different event rooms throughout the venue
- **Hub & Spoke** | Broadcast to remote groups watching live from various locations
- **Concurrent Broadcasts** | Have up to three different broadcasts at the same time
- **Branded Group Calls** | Transform a normal video conference into a branded experience
- **Virtual Presenters** | Bring in remote presenters to your broadcast and in-person space
- **Virtual Game Show** | Entertain virtual guests with interactive games guided by our hosts
- **Platform Compatibility** | Broadcast to your website or platform of your choice
- **Virtual Event Coaching** | Receive guidance to create a successful virtual experience
- **Analytics Reporting** | Receive a detailed virtual attendee report
- **Virtual Vendor Tables** | In-person guests can visit booths to chat with remote vendors
- **Simulated Live** | We pre-record your content and broadcast it as though it were live





## Additional Services: Virtual Sponsor Booths

Virtual sponsor booths allow guests a real-time video conversation with a company representative. The remote sponsor can share content on the video monitor and ask your guests to input their contact information for follow-up. This virtual option increases sponsor participation, as your sponsors can represent themselves remotely while providing marketing signage and handouts (brochures, business cards, etc.) for guests.





# Branded Group Calls

Skip routine Zoom meetings by using branded group calls.

Include up to eight remote presenters and choose the text, logo, colors, format, and background.





# Virtual Game Shows

Provide a fun, competitive component to your virtual event with video-chat game shows. Each group of players has a dedicated game show host to ensure a smooth and memorable experience. Our hosts lead the entire group through the chosen games.





# Definitions

- **Presenters, Attendees, Audience**
  - **Presenter:** Is an individual presenting content to attendees or an audience
  - **Attendee:** Individuals attending an event as an ACTIVE participant with two-way communication to the presenter(s).
  - **Audience:** Individuals attending an event as PASSIVE participants receiving communication from the speaker but are unable to communicate back (One-way communication).
- **Hub & Spoke**
  - A multi-venue event often with one central location connecting virtually with other sites.
- **Platform**
  - A generic term used to describe where people will access the virtual event. Often the customer's website, a custom website, Zoom, WebEx, YouTube, etc.





# Definitions

**Hybrid Event** | An event solution that combines both virtual and in-person elements

**Broadcast** | A live video streamed to an audience who cannot communicate back (one-way)

**Meeting** | A live video streamed to attendees who can respond and interact with the speaker  
(two-way)

