

## **Extend Capacity, Raise Attendance, Ensure Quoracy with a PCM Remote Access Solution.**

“My secret weapon to delivering a seamless extended audience experience? - prior to the onset of Covid19” says PCM’s Caron Lyon, is - “A person or team representing the online audience’s interests, addressing their attention ‘on the ground’.” PCM can produce on-site OR facilitate this host role from a remote location. The pivotal component is a digital event organiser and host. By providing a physical connection to the venue, studio, meeting or performance this creates a continuity bridge between the physical mechanic of the event and those attending remotely. Facilitating participation is the goal.

It also provides the team working on the physical event ‘on the ground’ peace of mind that the attendees ‘in the cloud’ are being looked after while they go about the day to day physical event tasks required to look after the physical attendees with or without a digital extension to the capacity of the event.

### **Consideration and Provision of Remote Access Solutions**

- Engagement can be rich and nuanced with audience Q&A and polling. Individuals can have a voice with on-screen hot seats where the digital audience member can activate WebCam and Mic to be on screen.
- Events can be public, private, open, ticketed, paid, password-protected, recorded, open space, small groups or high capacity.
- Events can be a single location or multi-platform. Can Accommodate keynote speakers, panel discussions, breakouts, multi-track content, networking and masterminding.

### **An exceptional keynote is still exceptional**

Using a remote video option to host an event should not be seen as a demotion or lesser opportunity to event attendees. Bonus is you are in the comfort of your own home or office.

### **Is it technically complicated? Will I have more software to install?**

If you can watch Youtube or Netflix, listen to Spotify or BBC Sound and have made voice calls using Skype, WhatsApp or Facebook you can comfortably attend and participate remotely if the event has adequate provision by the host company to engage with the digital audience.

Chairing an inclusive digitally augmented meeting or hosting an online conference experience is easier than you’d imagine. PCM creative will produce for you or work with your existing event team and technical department.

### **Think outside the box**

Consider multiple locations enabling satellite groups where people still using local venues can connect. Breakout video rooms with 10 groups can deliver 120 participants.

### **Say No to isolation when self-isolating!**

Case study for remote access provided to EquityUK’s West of England Variety Branch  
PDF LINK <http://bit.ly/wevb-casestudy> *\*Price point and technology provision stage example*

<https://www.pcmcreative.com/extendtheaudience.html>

<https://www.pcmcreative.com/high-growth-summit-2016.html>

<http://www.pcmcreativeevents.co.uk/hqs17.html>

<http://www.audienceurope.com/media-legacy-library.html>

## ROOM / EVENT SCALING & PRICE POINTS

Digital Format	Capacity & Technology Solution Stages (OTG) On The Ground   (ITC) In the Cloud	Type of Physical Event
Interviews Meetings	Go Solo / Remote Working 1 OTG   1 ITC (no venue audience)	Jobs Interviews, Hearings, Consultancy, Diagnostics, Help Desk, Customer Service, Coaching, Mentoring, Networking, Briefings.
Meetings	Keep Wheels in Motion 1-10 OTG   1-10 ITC (no venue audience)	Board, Stakeholders, Exec, Heads of Dept Team, Inter-Departmental Leadership, Regional Organisers, Planning, Small Meeting, Rehearsal, Focus Group
* <b>Meetings</b> <b>Workshops</b> <b>Presentations</b>	<b>Decision Making and Social Gathering</b> <b>4-50 OTG   1-10 ITC</b> <b>(small audience in the venue)</b>	<b>Department, Committee, Branch, Town Council, Large Meeting, Small Conference, Small Congregations, Fringe Performance, Comedy Nights, Open Mic</b>
Conference Seminars Lectures	Occasions of Merit & Democracy  1-6 Presenting OTG   10 - Many ITC (small audience in the venue)  Q&A and Polling participation	Hustings, Conference, Award Ceremonies, Launches, AGM,
Webcast	Impact Mindsets - Go Global  1-6 Presenting OTG   10 - Many ITC (no audience in the venue)  Q&A and Polling participation	Conference Seminars Lectures Presentations Performances

Webinar Event Next Wednesday - <http://bit.ly/emb-pivot2virtual>

## PIVOT TO VIRTUAL - a TWO-HOUR SPECIAL ONLINE EVENT

Coronavirus has taken the event industry by storm. Many events have been cancelled and sponsors are pulling out of their commitments. Is the cancellation the only option? No. Events should avoid cancellation wherever possible. They should move online.

**Pivot to Virtual** will be a two-hour dive into the key challenges, crisis management strategies, and solutions needed for meetings and events, featuring EventMB editors in conversation with leaders in the event industry.

Join eight industry experts to navigate through these turbulent times. This is what you'll learn:

- What the WHO and CDC are asking planners to do to keep attendees safe
- How to decide to cancel and what to tell your attendees
- How to manage the virtual experience from a production perspective
- How to make money with digital events from a case study
- How to use event apps for online event engagement