



EVENT
AND
MORE

Online & More

Complex online Event-solutions



Market vision – preserving the experience

- The online solutions come into view everywhere in the current situation.
- In the medium term, online solutions will coexist with offline solutions.
- The quality online content delivery goes beyond an online meeting and requires professional solutions.
- The task of event management is not different in the case of online and offline events: to help attract and maintain attention
- **Online events & more:** the key to successful online events is the added value in content, visual solutions and user experience.

What do we offer solutions for?

Different online solutions are ideal for each type of event

Online services never offer complete solutions.

Integration into corporate communications is not resolved

Online contents require high quality visual environment as well as offline ones

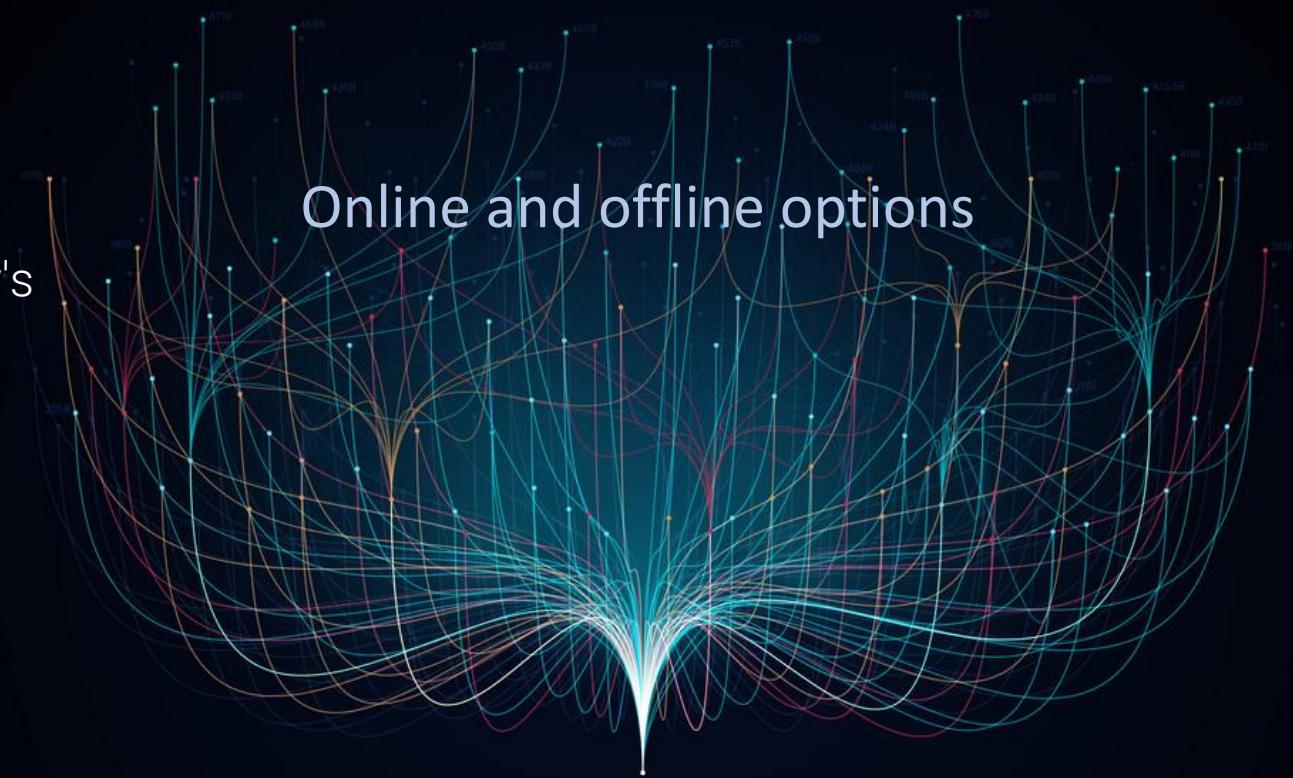
Gamification and content development are necessary

Online and offline event items have to be integrated

For communication, for putting informations into experience.

Integrated online solutions

- Creating a frame for the necessary tools
 - With integrated usage of communication tools
 - Making the online solution part of the company's existing communication and / or events
- Provide additional value:
 - To create the necessary integration between certain software solutions, to form them into a unified online solution
 - To provide the appropriate visual and formal solutions and design



Online and offline options

Integrated
solution

COMPLEX ONLINE SERVICES



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Range of Services

Communication

Multistage communication in a unified form:

- DM part, eye-catching contents
- Registration website
- Website development to frame the proper functions
- Evolving feedback channels
- Making extra contents available: interviews, downloads
- Creating contents that can be used in post-communication: podcasts, videos, etc.

Online architecture

- Develop a web solution that integrates the necessary features into one interface:
 - Registration interface and administration panel
 - Integration of stream / conference-softwares
 - Creation of topic-related online spaces / rooms for transparent content
 - Providing other downloadable content: gamification tools, apps, etc.
 - Necessary image design, personalization



Visual environment



- Professional management of online tools
 - Proper use of brandable surfaces
 - Creating elements that enhance the user experience:
content that can be projected during breaks
- Broadcast quality recording and broadcasting
 - Professional camera-team, lighting, microphones and editing
 - Evolving the decoration and visual environment matching the content
 - Usage of visual bumpers, effects, inserts

Content development

- Consider which content is needed to be **live** and which can be recorded
- **Coaching** of speakers, providing a moderator
- **Development of presentation contents**, image care, reworking
- Inclusion of **interactive, activating elements** (polls, feedback options, etc.)
- Usage of **gamification** items (quizzes, search for hidden items, etc.)
- Production of **additional content**: short films, animations, plays

Online – offline connection

- Offering online solutions for offline events as well

- Stream solutions
- Making available online extra contents
- Providing follow-up online content to the participants

- Implementation of hybrid events

- Providing home delivered items for online workshops and other events (gifts, meals, etc.)

- Mixed online and offline events
 - Combining online lectures and offline workshop occasions at a conference
 - Combining online professional content, offline networking event

References for online solutions

Services with references



Communication

- Educatio Online Expo 2021 – MBMH round table discussions

Online architecture

- Brain Bar 2020 – Reboot Days
- Tranzit Garage Discussions
- VEEAM on Tour Hungary 2020

Visual environment

- Brain Bar 2020 – Reboot Days
- Tranzit Garage Discussions
- Cisco Online Christmas 2020
- VEEAM on Tour Hungary 2020
- Educatio Online Expo 2021 – MBMH round table discussions
- Highlights of Hungary 2021

Content development

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Online – offline connection

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Brain Bar 2020 – Reboot Days

Task: Due to the COVID-19 pandemic we had to **move the futuristic festival to an online space** in record time and figure out the technical and design details quickly.

Solution: With the experience of the previous years we have planned out spectacular spaces that not only look fresh and interesting in an online space but also have great functionality so the viewers on Facebook Live can have the same, high quality experience as they had in the past years live events.



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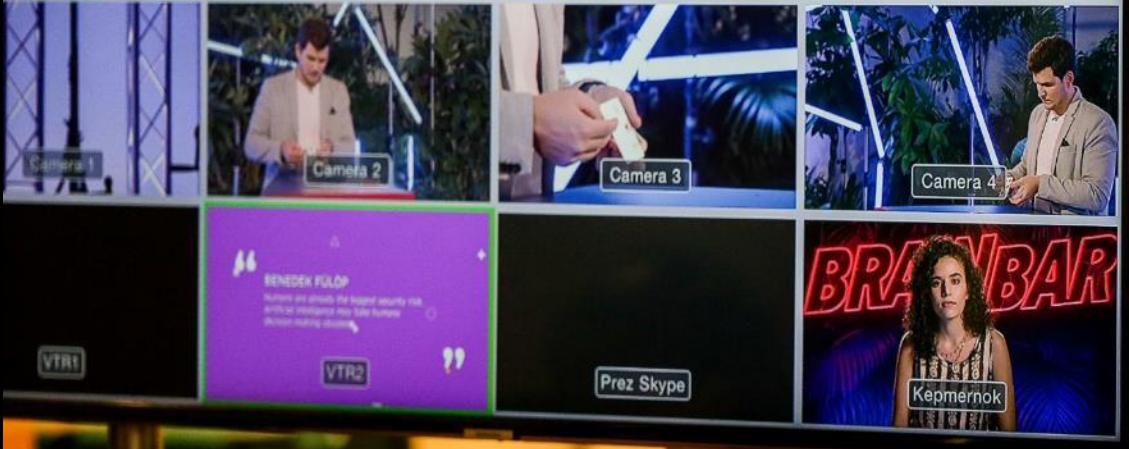
BENEDEK FÜLÖP

Humans are already the biggest security risk.
Artificial intelligence may take humane
decision-making obsolete.



ROBOTS WITH A SMILE
CAN AI HELP US TO LIVE MORE MEANINGFUL LIVES?
WITH DR. SARA POLAK AND ZOLTAN SZOLECZKI
ME 1 PGM

otpbank



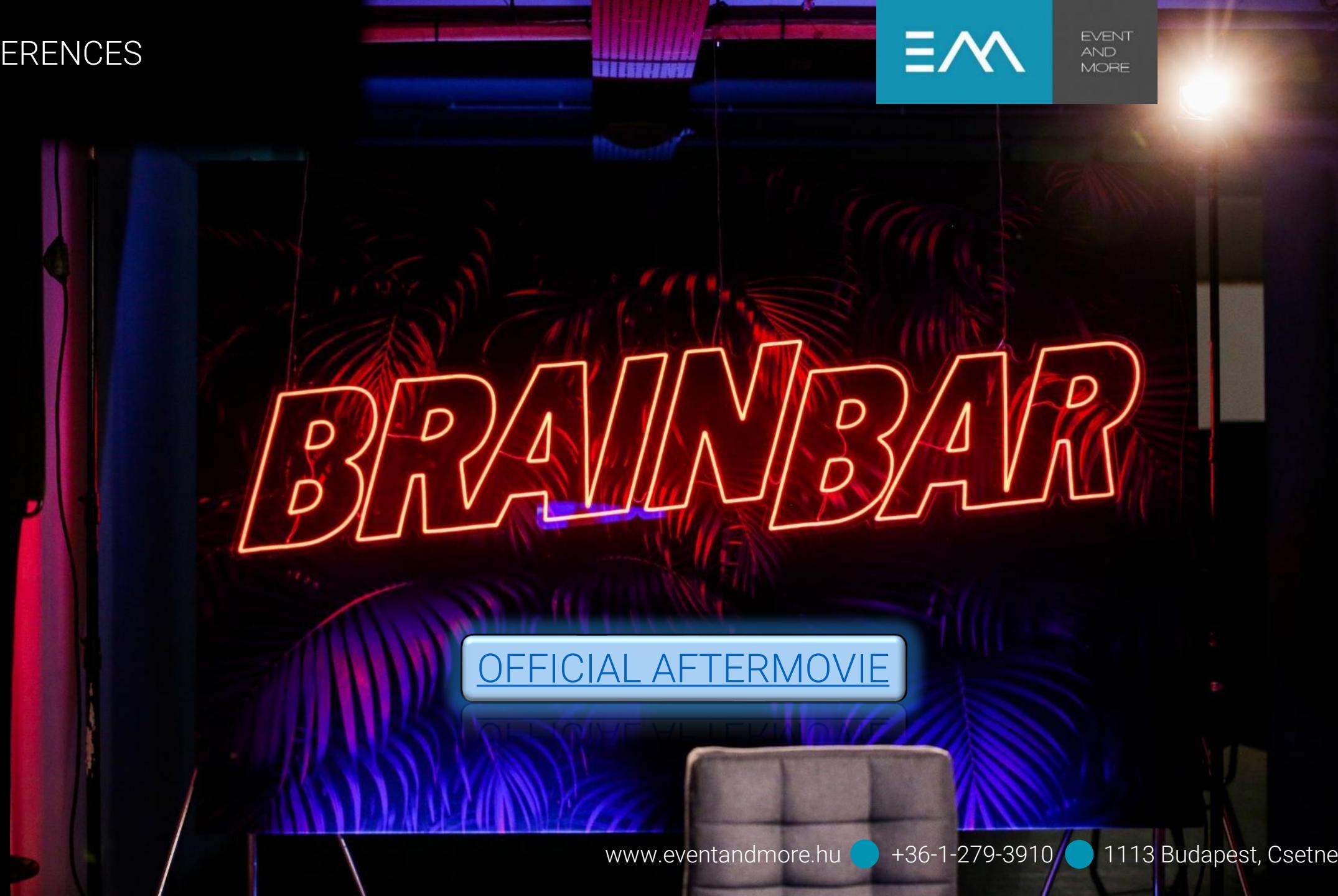
REFERENCES



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Tranzit Garage Discussions

Task: As a hybrid event we had to provide the venue and all the other necessities for **both an online and a live public debate event.**

Solution: It was crucial to find a fast, cost-effective and high quality solution for the broadcasting of this event. For this reason the whole creative concept and production was made in-house. Just in 3 weeks we made the creative plan, casted the film crew, created the stage and shoot the intro.



The first episode was not only one of the most viewed online event of 2020 with **over 200 000 views**, but it had such a great quality that one of the biggest TV channel of Hungary called **HírTV** broadcasted it nationally without any editing. We achieved this with a fraction of the budget of a proper television broadcast.



Communication



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Online - offline connection

REFERENCES



29 September 2020 – Judit Varga vs. Anna Donáth

- 50 person in attendance
- 110 000 live viewers, the uploaded version received 200 000+ views
- You can watch the stream [HERE!](#)

REFERENCES



03 November 2020 – Csaba Dömötör vs. István Ujhelyi

- 50 person in attendance
- 7000 live viewers, the uploaded version received **40 000** views
- [You can watch the stream HERE!](#)

REFERENCES



09 December 2020 – István Hollik vs. Bence Tordai

- Only the debaters, the organizers and the technical crew were in attendance
- 5000 live viewers, the uploaded version received 30 000 views
- [You can watch the stream HERE!](#)

REFERENCES

Cisco Online Christmas 2020

Task: The renewal of the traditional **company Christmas dinner** in an online form due to the pandemic situation **with the inclusion of teambuilding elements and promoting togetherness.**

Solution: We integrated the event on Cisco's own online platform. We sent out packages for the attendees that contained the required games, drinks, etc. before the occasion. The event started with a guided 1,5 hour program where the attendees played quizzes, made cocktails, and solved logic games with previously. After that the attendees finished the event with a 1,5 hour informal online after party.



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VEEAM on Tour Hungary 2020

Task: Introduce the newest technical advances **trough online lectures and conferences ending with a Q&A.**

Solution: First we solved the required registration of the attendees before the event. Then we recorded the lectures and the round table discussions in a green box studio. We streamed the lecture trough a subscription based platform (Hopin). For the live Q&A session we turned our own office into an ad-hoc studio and provided high quality technical background for the live stream.



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Educatio Online Expo 2021 – MBMH round table discussions

Task: The organizers of the Educatio relocated the event to online space. For this reason we had to **provide a digital solution for our clients.**

Solution: We positioned the Mercedes-Benz Manufacturing Hungary both as a workplace and also as an vocational education center. Rather than making a virtual „stand” we organized lectures and round table discussions for streaming. The studio was made with cost-effectiveness in mind and we built it with MBMH’s own furniture, displays, etc.

The stream was created with 3 cameras and an on-site editing crew, which made it possible to have an edited version of the stream up on the factory’s Facebook page on the same day.

<https://fb.watch/5zsn2bluEk/>



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Highlights of Hungary 2021

Task: The popular award show was re-established in 2020, and we had to make sure the event is on the next level in 2021. The implementation was a great challenge due to the pandemic.

Solution: We planned this hybrid event at the extraordinary Eiffel Art Studios, the scenery was created by the well known video clip director and visual designer Miki357. The final look was spectacular both at the live event and online.

<https://fb.watch/5oFigEdI5X/> and <https://www.youtube.com/watch?v=yKaz9CpaJSA>



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Any questions? Here we are!

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