

Virtual Experiences

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Introduction.

We can create a holistic and integrated approach, combining the latest in technology, creativity and content development with high production values to deliver engaging virtual experiences, ranging from broadcasts, live streams, virtual exhibitions through to transforming real live events into fully virtual worlds.

There are several options when it comes to virtual events and webinars – but only one agency that uses 40 years of multichannel expertise. At DRPG, we combine our extensive experience with our talented in-house film, video, live events, digital, design and communications teams and their solutions to create incredible virtual experiences.

Over 20 years ago, DRPG was one of the first to combine video and 'down the line' communication, moving away from the use of expensive satellites to connect thousands of delegates across the globe in an efficient and cost-effective way. Whether that's a simple team meeting, a town hall broadcast, a networking event, conference, reward and recognition programme or interactive team engagement, we've got the expert, in-house teams and state of the art tools to make anything possible – even from the sofa or dining room table!

This brochure sets out a selection of our key services, all of which are scalable to suit your needs. They can also be used as standalone options or as part of a suite of solutions. No matter which option you choose, our virtual experiences are tailored to your brand and your audience.



Broadcasting.

Broadcasting is the perfect way to reach local and remote audiences both locally and globally.

Whether you're trying to communicate with a small team or several thousand delegates, our broadcasts stand out from the crowd, uniting our technical capabilities with our award-winning creative and content direction. We work with you to understand your messages and shape a broadcast that engages the audience and delivers results.

Broadcasts can be standalone, or part of a regular communications strategy.

We carefully structure the programme to take the audience on a journey that combines different styles of presentation and engagement. From on-the-sofa chat shows, business updates, team meetings, product launches, recognition or conferences, to fun-filled staff engagement updates, we can script and execute your brief from start to end.

Broadcasts can take place in one of our global studios, or link presenters from across the globe, but the structure remains the same to achieve a professional TV-style broadcast programme that can form part of a regular internal or external communication strategy.

All broadcasts are fully rehearsed and supported by our experienced producers, who will coach your presenters each step of the way.

Hosted on a branded portal, with access to live chat for help and support, your audience will log in securely to watch a live broadcast, interact through live Q&A, voting and polling and have access to support content as well as being able to watch the broadcast on-demand.





Creative content.

Our teams are ready to create unforgettable experiences that can be accessed anytime, anywhere.

Bringing all our experts together, we are well-placed to support you with producing stimulating graphics, videos, interactive experience, games and supporting articles and information.

We start off by understanding the audience, the presenter and, most of all, the message and overall narrative before working alongside you to bring your content to life in the most engaging way.

Content encompasses bespoke animations in 2D and 3D environments, carefully crafted visuals to support the narrative, augmented reality, virtual reality, long and short films, narrated graphical sequences and much more.

The key to a successful virtual experience that keeps your audience engaged is great content.



Our Worcestershire based Studio 212 complex is where the real magic of DRPG happens. Our 4.5 acre site is the largest corporate communication complex in Europe, with extensive studios, creative, production facilities and the majority of our 350 specialist team members all under one enormous roof.

Our studios.

Want to see more of our studios? drpgroup.com/studio212

On-demand platforms.

Following your broadcast, it's crucial that you maintain engagement to increase the longevity of your message, maximising your investment.

Post-event, the broadcast platform can transform into a cascade and feedback space. This provides a platform to reflect on the event and its key messages.

Key features include:

- On-demand stream
- Chapter links to time points in the stream
- Photo and video gallery for clips, VT's and animations played out within the broadcast
- Document/presentation download area
- Q&A from the event
- Feedback form (may include the pulse check to measure the shift in knowledge or opinion)



You don't have to be *there* to be *there*. Viewers engage in content-rich experiences through our virtual exhibition stands.

Virtual exhibitions.

A virtual exhibition has all the interaction, experience and engagement of the real thing. Your visitors will make their way through the virtual exhibition hall, browsing the stands and interacting with the exhibitors all in a virtual world.

Our virtual exhibition stands are designed and custom-built in the digital world by our team of creatives, designers, comms specialists and developers. These virtual environments offer fantastic forums where messages can be brought to life using a rich mix of content.

Virtual exhibitions can stand alone or form part of a much larger virtual experience, including a virtual congress, workshops and experiential engagement.



Gamification in the virtual world can be a great way of bringing content to life.

Whether you're launching a new brand or you want to change behaviours, an interactive learning experience can help do just that.

Gamification.

Awarded Digital Agency of the Year, our team are well-versed in creating award-winning games that not only entertain but achieve results.

From simple platform games to bespoke mixed-reality experiences using broadcasts, virtual events and exhibitions, or simply standalone games.

Our games work on multi-platform and, if required, can be downloadable from the App and Play Stores.



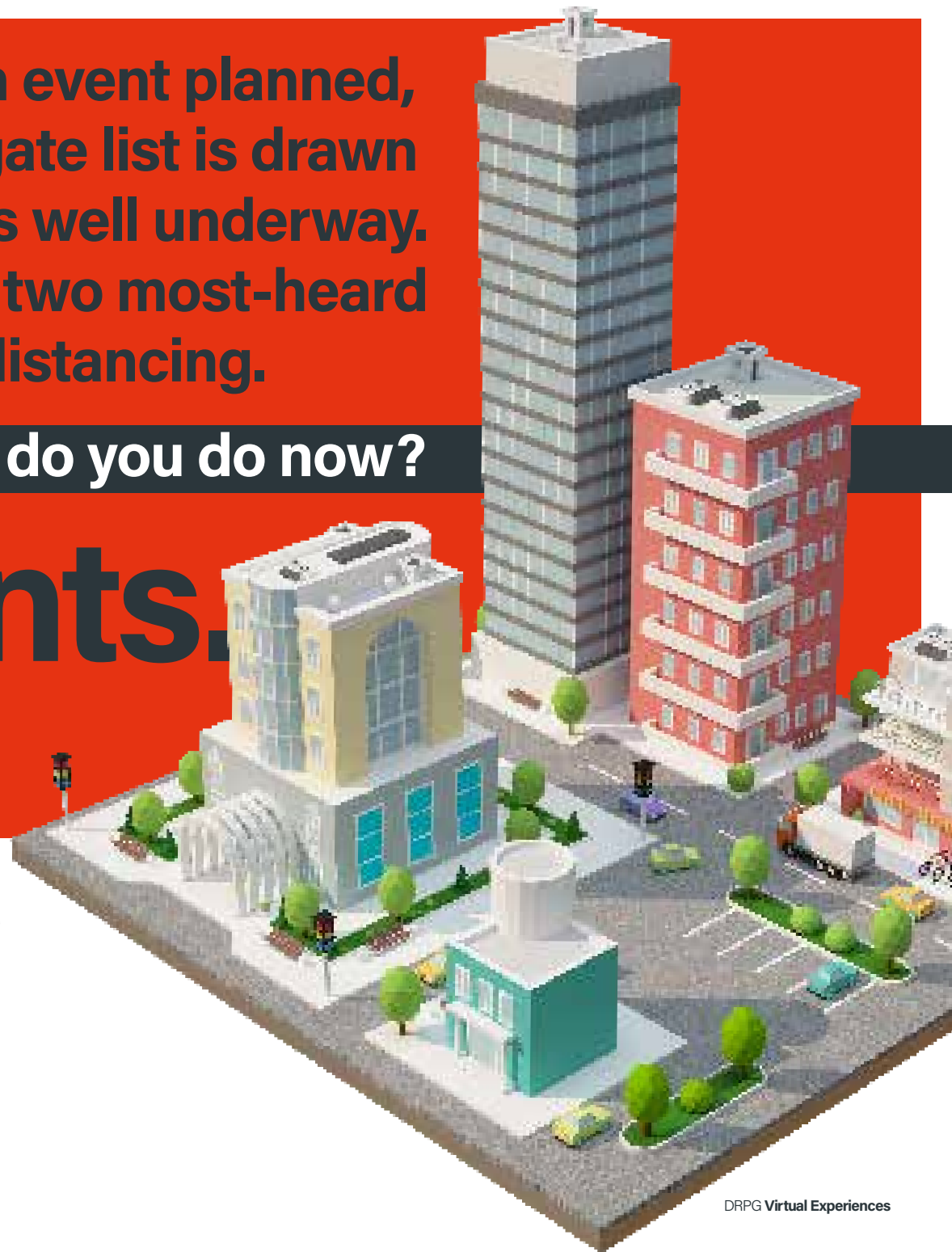
Picture the scene; you have an event planned, the venue is on hold, the delegate list is drawn up and content development is well underway. Then, it happens. You hear the two most-heard words in recent times: social distancing.

Your plans are in tatters. What do you do now?

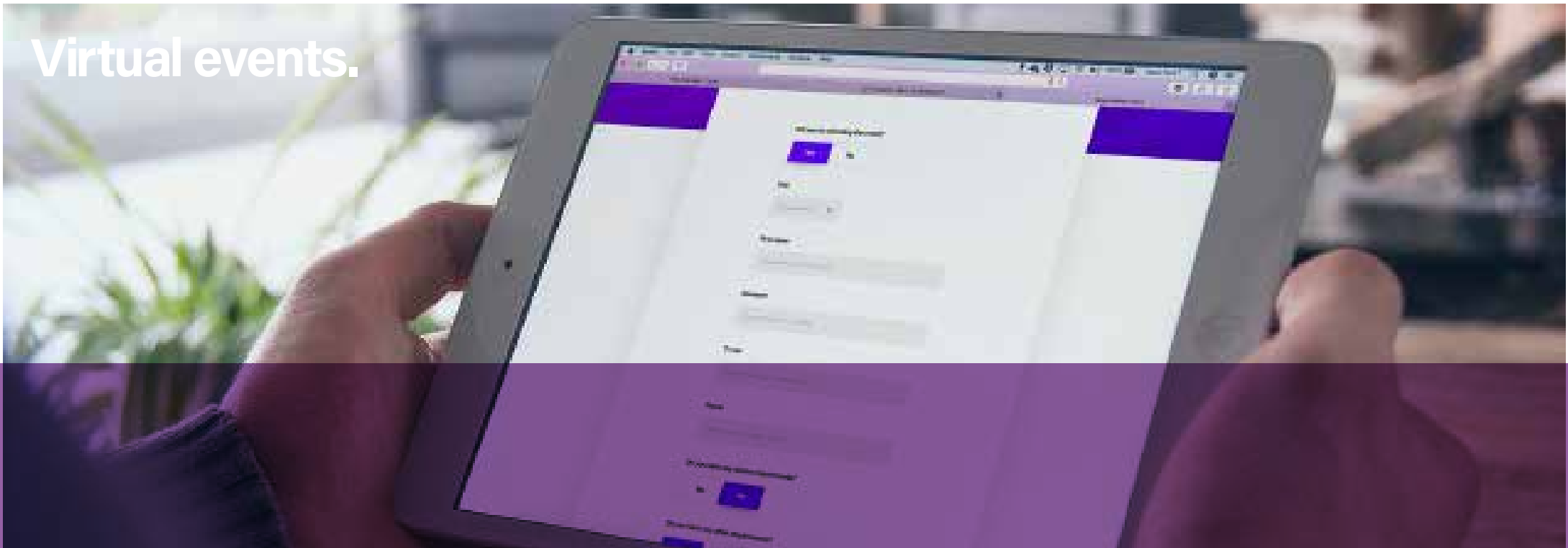
Virtual events.

Whether you have a leadership event, reward and recognition event or a highly interactive conference with exhibitions, breakouts and team building, a virtual event can still provide the interactions you'd expect at a 'real world' event. Our virtual events move away from the commonly used and limited two-dimensional video streams to create an exciting and engaging multi-dimensional communication tool which has all the functionality and features of a real live event.

It's about creating a virtual space that allows your audience to interact, even if they're not physically there!



Virtual events.



Pre-event

As with a real-world event, delegates register their details via a dedicated website and get all of the information they need. This is also the opportunity for them to engage with the event before it has begun, with gamification, teasers and other supporting interactions.

Getting virtual ready

Your delegates' virtual experience can be expanded beyond the screen, with a pack that can be posted to them in time for the event. Giving delegates a pack makes the event feel more familiar and real. This may include the kit needed to make any virtual experience work, like VR (virtual reality) headsets, or triggers for AR (Augmented Reality), supporting materials and of course the fun stuff, like snacks, pens and pads, tea or coffee and of course a mug!



Virtual events.

The big event

Once it's time for the event itself, delegates enter a secure portal that transports them to our digital world full of immersive and exciting experiences. This can be as simple as a digital 'auditorium' that provides a platform for presentations, or an entire virtual world that can be as in-depth and creative as you need it to be, playing host to exhibitions, breakout rooms and interactive content.

Whether it's a small conference or an entire exhibition that caters for a global audience, we can build worlds that have the capacity and capabilities to share the same level of detail as you'd see it in the real world. It can be as big or as small as you need.

By creating an entire world, delegates can go beyond a webinar or video feed, diving deep into the content and sharing their experiences with other delegates using our events technology.



Virtual events.



Exhibitions

Exhibitions are a great way of getting hands-on. Our virtual exhibitions can provide the same experience, allowing delegates to interact with the stand through gamification, video, content, and live streamed content.

Virtual exhibitions also provide a great opportunity to include sponsors and partners in your event.



Breakouts

Breakouts, syndicate sessions or campfires are opportunities to bring smaller groups of people together. It's the same in a virtual world; we create spaces for smaller groups to meet up, interact with each other, take part in activities and experiences. From team building through to discussion groups, it's all possible in our world.



Virtual events.



Team building

And yes! We can even incorporate team building and engagement. Whether an ice breaker or fully immersive team exercise, we have tried and tested solutions to just have fun or drive feedback and creative thinking just like in the real world.



Taking a break

Unlike real-world events, attention spans can be shortened when attending remotely (especially at home when the kids interrupt!). It's important to change the agenda to incorporate shorter, punchier sessions and incorporate more regular breaks. Our virtual networking spaces provide opportunities for networking, discussion groups, live chat, interactivity and competitions.

Delegates can of course enjoy the tea or coffee provided to them, and why not include some origami, colouring bookings or mindfulness tools in their event pack!



Virtual events.

After the event

Just because the event is over doesn't mean that the experience can't continue. From post-event packs to news stories and updates, audiences can continue the journey in the weeks, months and even years that follow.



Analytics and measurement.

How do we measure the success of any communication? How do we know we have made a difference and the audience will act on the message we deliver to them? Anecdotal evidence is fine, but we need to see undisputed facts and figures.

Communication is about creating behavioural change and the real beauty of virtual solutions is the ability to measure the success of the audience engagement against the desired outcome.

Our comms and digital team will work with you on ascertaining what we can measure by setting benchmarks based on clear objectives.

We can build a series of digital analytics into the systems that will reveal the ROI and subsequent success of the virtual comms solution.

Navigating the IT requirements of any virtual activity can be daunting, don't worry we've got you covered.

Our experts will work with your experts to ensure everything is compliant and accessible to meet your specific security requirements.

Security.

Security and data protection

Our team comply with the most stringent security and data protection requirements:

- Data streams are encrypted in transit
- All remote interaction is also encrypted and locked behind robust infrastructure
- We have robust policies for data destruction and disaster recovery
- Our applications and hosting environments are penetration tested on a regular basis
- We continually invest in our internal network infrastructure upgrades to improve security
- Regular auditing is carried out by security partners on our infrastructure, achieving accreditations including ISO27001 and Cyber Essentials

We're events experts

As one of the UK's leading event agencies we create award-winning awesome and audacious interactive events of all types and sizes. We know how to engage audiences in both live environments and virtual worlds.

We're (recognised) creative geniuses

Whether it's winning digital agency of the year or collecting kudos from our clients, more than a few people have remarked on our out-of-this-world ideas.

We've got the teams

Creating entire virtual worlds goes way beyond what many events companies can offer. Our in-house creative, communications, events, design, digital and video teams can cover anything and everything, meaning you only have to deal with one supplier for all your virtual event needs.

Why DRPG?



Get in touch to start your audience's next virtual journey
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