

A woman with dark hair, wearing a black headset with a microphone, is smiling and looking down. She is wearing a dark blue polka-dot shirt. The background is a blurred office setting with a lamp and shelves.

Rillahan Online Event Solutions

For Hybrid or Stand-Alone Online Meetings

If you are searching for a virtual event partner that can help you connect with your customers or employees, Rillahan & Associates is ready to assist.

Whether you want to elevate an ordinary Zoom call with the assistance of a technical host; or are looking to share a television broadcast experience complete with animation, music, professional emcee's and more, we have a solution that can fit your needs and budget.

What is a Virtual Event?

A virtual event takes place over the Internet rather than in person. Event speakers give their presentations from their remote locations, or are brought together in a studio or small event venue. Attendees tune-in to a live-stream webcast, watch pre-recorded segments from an on-demand library, or a combination of these two platforms.

Like many event staging companies, Rillahan & Associates has been offering virtual event elements for our clients for several years. This has included remote presenters being "piped-in" to a live meeting, and real-time simulcasting of an event to a remote audience.

In 2020, virtual events have become one of the few ways for companies and organizations to reach their audience, and Rillahan & Associates has produced several virtual-only programs for our clients. We are also in the planning stages of several Hybrid programs, where a live event will be held for a smaller in-person audience with a virtual component added for remote presenters and attendees.

Key Elements of a Virtual Event

There are many elements to consider when planning a virtual event; most are very similar to planning a live event.

Registration and Marketing

How are you planning on marketing your event? What online event registration system will you use? Once you have finalized your virtual event dates, getting the word out as quickly as possible is very important. Plan on providing consistent updates to your audience about keynote and special presentations to help drive registration.

Event Design

How much audience interaction do you want during your virtual event? Have you considered how many hours of live content you want to produce, and over how many days? Do you have marketing collateral elements that can be used to customize the online experience? The Rillahan team can work with you to set up live Q+A, chat and even live polling. We can also work with you to develop the best schedule for your presenters and audience.

Event Content

Will all of your speakers present "live," sharing their PowerPoint or Keynote content? Will your presenters submit pre-recorded videos of their presentations? How do you want to handle segues between segments? Your Rillahan producer is ready to share best-practices with you, based on our experiences, and the knowledge you share about your presenters and audience.

Event Production

How big is your audience? How many speakers are part of your program, and over how many days? Do you want VOGs and music "stingers" for each presenter's introduction? Do you need an On-Demand Video Library for your event? Rillahan & Associates offers three distinct virtual meeting solutions, so we can tailor the virtual event to your specific needs.

Virtual Meeting Options

Rillahan & Associates offers three distinct virtual meeting solutions, and each can be tailored to your organization's unique needs.

For smaller audiences and fewer presenters, our **Platform Technical Host** option may be just what you are looking for. We provide live, in-Platform management and assistance to handle the technical aspects of presentation and video playback for you.

Rillahan's enhanced solution, **Virtual Studio**, provides a custom-branded look for your web meeting regardless of the platform you use. Managed audience polling, Q&A, and video playback increase engagement and enhance the web meeting experience.

The **Rillahan Broadcast Center** includes all of the equipment and technical support necessary to deliver a true broadcast production for your event. From planning to rehearsals, state-of-the-art motion graphics and audience metrics, we're with you every step of the way. This premium solution is perfect for your Plenary-level presenters and attendees.

MODERATORS AND PRESENTERS	Platform Tech Host	Virtual Studio	Broadcast Center
Speakers present to your attendees via Zoom or another platform. Our broadcast center allows for multiple virtual "stages," ensuring seamless transitions between sessions. Virtual Studio also allows for presenters to join direct, without the need for Zoom, Webex or Skype.	●	●	●
Rillahan can work with your team to set-up and lead individual or group rehearsals for your virtual presenters.	●	●	●
You provide Rillahan with all PowerPoint presentations, and we launch them for each "live" presenter. This eliminates "share screen" confusion, and allows animations and embedded videos to play more smoothly, as we are not relying on spotty presenter WIFI connectivity.	●	●	●
You provide Rillahan with pre-recorded video presentations, and we play them back according to the event script and moderator cues. This can include opening videos, coffee break videos or other video content.	●	●	●
Want to increase audience participation? Try adding polls to your sessions with integrated, real-time polling and results.		●	●
ATTENDEES			
Attendees type their questions into an integrated Q+A window. Event moderators and presenters can view the Q+A window, allowing them to respond to the questions in real-time, or during specific Q+A segments.	●	●	●
Attendee Chat can be set up and integrated with the Q+A window. Event moderators and presenters can also participate in chat conversations.		●	●
The attendee site can be customized to include your branded background graphic, with the availability to add hyperlinks to additional content, such as exhibitor and sponsor microsites.		●	●
Attendees access the live event with a dedicated URL embedded on your home page or any event page you design.		●	●
EVENT PRODUCTION			
Rillahan provides Livestream monitoring and tech support during the event.		●	●
Rillahan provides multiple "looks" with graphic, video playback and web camera windows.		●	●
Enhanced video switching in our Broadcast Center allows our video engineer to easily change between looks. Animations and additional content such as presenter names can be keyed over the background graphic, for an extremely professional web broadcast.			●
The addition of a speaker timer clock helps moderators keep sessions on time. Our Broadcast Center will also feed pre-recorded video presentations back into Zoom calls, so that moderators and presenters can follow along during each talk.			●
Enhanced audio mixing capabilities allow for VOG introductions, music stingers during presenter introductions, and walk-in and walk-out music. VOG introductions and announcements can also be made live at any time.			●

Want to Get Started?

Rillahan's online event solutions can be used for stand-alone, web-only conferences, or in conjunction with a live event. There are many items to consider before getting started, so contact your Rillahan representative today, or email us at virtual@rillahan.com for more information and a custom virtual event quote.

Your Vision, Seen and Heard

Rillahan & Associates, Inc. is an event staging and audio/visual company, working with clients across the country and around the world to design and manage executive conferences, association meetings, road shows, and more.



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