

How to Channel Your Inner TV Producer

For Virtual Meetings, Events, and Conferences



COVID-19 has made a monumental global impact. From how we buy groceries, to meetings and events, our current normal is often virtual. MIG offers virtual event and streaming services for many of our clients, allowing their audiences to learn and connect remotely. How do you shift from in-person meetings to virtual?

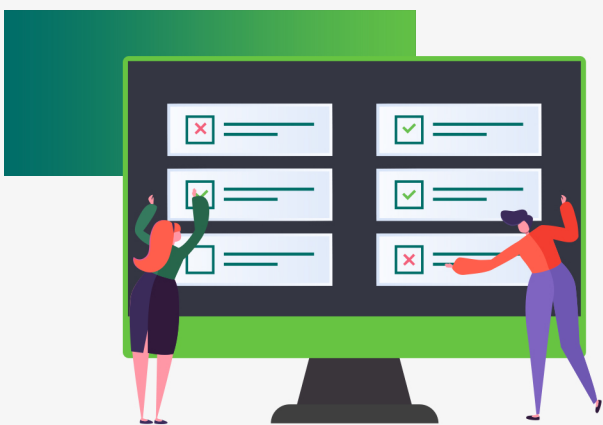


NIX TRADITIONAL TIMING

Think 60-90-minute sessions, and 30-minute breakouts. You can also host shorter sessions over multiple days or weeks.

INTERACTIVE ENGAGEMENT

Your audience is no longer captive in a ballroom, which means you have to think of participatory ways to keep them engaged such as using a live host, polling, Q&A, gamification, and virtual game shows.



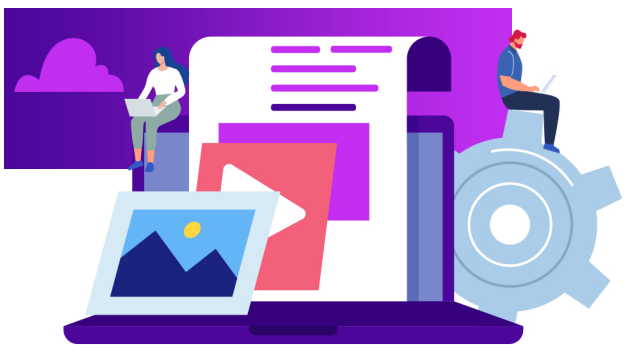
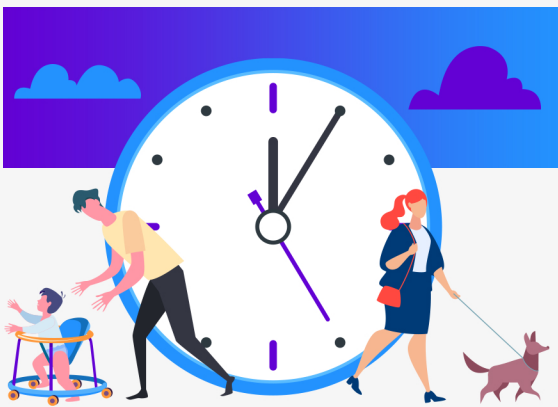
FOLLOW THE TED TALKS RULES

MIG recommends 10-18 minutes max—and the presentations to be as visual and dimensional as possible (think imagery, stories and media clips). Don't be afraid to go there with 2D and 3D-treated content.



ALLOT BREAKS

Give your audiences 5-minute breaks to use the bathroom, check on their kids, pets and deliveries, or simply give their eyes a rest from the computer screen.

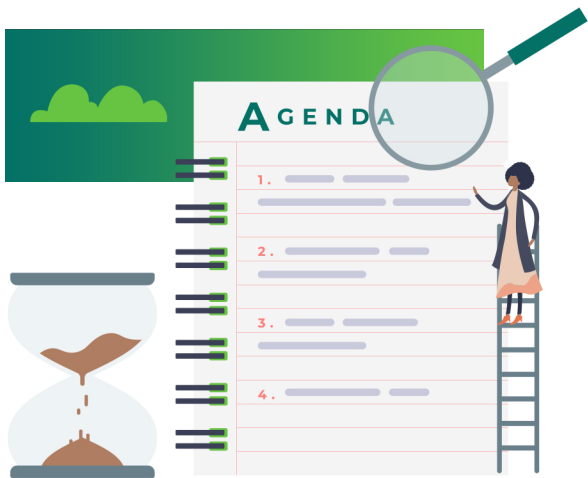
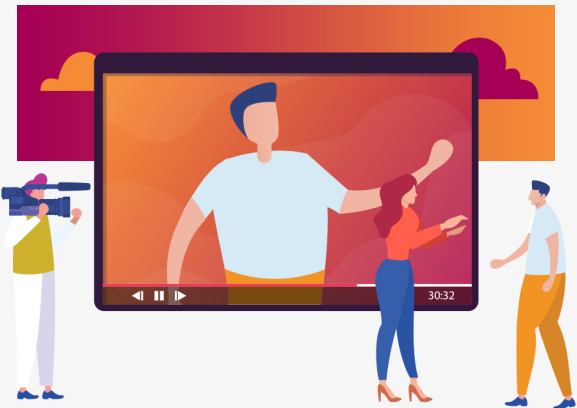


USE “BROADCAST” ELEMENTS

Think lower thirds, animated logos and chat streams, 2D and 3D motion graphics, visual media, and content and branding engagements disguised as entertaining commercials.

PRE-RECORD

Presentations, panels, entertainment, keynote speakers, breakouts, can be pre-recorded and made to appear as though they are live. We recommend at least 80% of your virtual experiences be pre-recorded ones. Save live for interactions like Q&A, remote check-ins and polling.



RETHINK YOUR STRUCTURE

Consider broadcast friendly formats like talk shows, news reports, variety shows. While it may sound obvious, it's important to manage participants' expectations about what the virtual event will entail. Be specific about the meeting's objectives, what will be discussed, including the timing, and how the meeting will be conducted.

No matter what's going on in the world, MIG can help you engage your audience in virtual ways that move hearts, change minds, and drive results.

WHEN SHOULD WE BEGIN?

