

INSIGHT
MARKETING DESIGN

The show must go on... virtually

Events • Conferences • Meetings

For many businesses and organizations, live events, conferences and annual meetings were a vital tool for growing their business, building teams and reaching new customers. Due to the pandemic, most of these events have been cancelled or tentatively rescheduled for a future date.

First, a couple of stats: *

69%

of marketers say switching in-person events to virtual events is a top challenge

40%

of marketers are already planning to move events to a virtual/online format

* LinkedIn Survey



At Insight Marketing Design we understand that the present uncertainty about when live events will again be viable, and people's concerns about traveling, create a need for new options to ensure present and future business success.

Professionally produced, virtual presentations can fill that gap until face-to-face events resume.

With Insight Marketing Design's virtual presentation services, you can be confident that your online meetings and presentations do not appear awkward, unorganized or unproductive. With our expertise and resources, virtual gatherings can be as effective as live events and truly reflect you and your organization.

More than the basic Zoom or Go-to-Meeting faces you see on a screen, these types of events often feature a Master of Ceremonies, pre-produced video segments and professionally designed graphics. Companies can be confident that their online meetings and presentations are secure and do not appear awkward, unorganized or unproductive.

Virtual gatherings can be as effective as live events and can truly reflect the person or organization who is hosting the event. With our expertise in proper planning and executions, Insight Marketing Design can plan, coordinate and produce a virtual event that shines a positive light on an organization.

Fill the venue, virtually...



Professionally produced, virtual presentations are ideal for:

- Annual membership meetings
- Sales presentations
- Keynote speeches
- Product introductions & demonstrations
- Round table discussions
- Industry presentations
- Educational seminars
- Lunch and learns
- Employee education & team building
- Award shows
- Stockholder meetings
- Charity events



Insight Marketing Design virtual presentation services offer:

- Secure access
- Variety of meeting formats
- Embedded video and graphics
- Seamless integration of graphic elements
- Audience capacity up to 600
- Recording capabilities for future use
- Audience interaction options and controls
- National and international reach



Event/meeting production capability options include:

- Single or multiple cameras
- Lighting
- Scripting
- Audio (Live and recorded)
- Set design and construction
- Green screen backgrounds
- Hair and makeup
- On location or on set
- Multiple location integration
- Multimedia production
(pre-produced video & graphics)
- Props



Seminar and event promotion services include:

- Event planning and Theme development
- Print invitations (mailed) and/or Digital invitations
- Reminder notices
- Promotional graphics
- Virtual handouts and/or Printed handouts (mailed)
- Social media promotion
- Event digital marketing
- Event traditional media advertising
- Promotional item design and fulfillment
- Event website development
- Public relations outreach



Just like the pre-COVID “live” events, virtual events take planning, preparation and proficiency. From sales meetings to award shows, virtual events start with clear goals and objectives. Define who the audience is, who the presenting team includes and what the message or theme will be. Then, let your imagination go!

Virtual meetings can go places that a “brick-and-mortar” meeting can’t go.

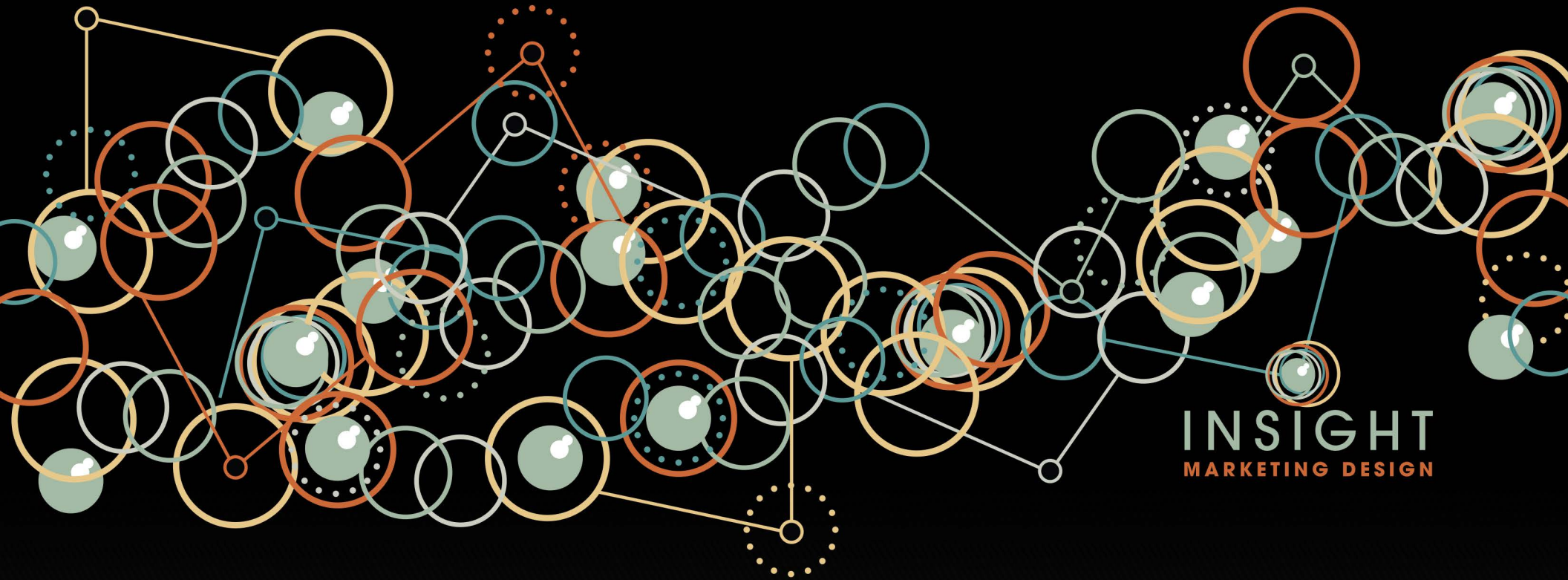


Want to learn more?

Give Insight Marketing Design a call or send us an email.

605-275-0011 • info@insightmarketingdesign.com

We're ready to discuss
your presentation or meeting needs.



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Thank You!