

The logo for Shocklogic, featuring the word "Shock" in a dark blue sans-serif font and "logic" in a white sans-serif font inside an orange oval. The background of the top right corner features abstract, flowing shapes in dark blue, light blue, and orange.

Shocklogic

Virtual and Hybrid Events: Production Team Services

The bottom half of the page features large, abstract, overlapping shapes in orange, dark blue, and light blue, creating a modern, dynamic background.

Virtual and Hybrid Events: Production Team Services

Shocklogic

Shocklogic provides powerful event management software for events, meetings, and members, but did you know that we also provide the people power that drives the success of your event?

Virtual events are not as easy as they seem, and most of the work happens behind the scenes.

In fact, organising virtual events is as complex and labour intensive as organising face-to-face ones.

Every event requires a full production team of dedicated staff to not only deliver the software and design, but also to look after your attendees, train your speakers, and make sure the event runs smoothly.

Our teams have been supporting our customers to make the transition to **online and hybrid events/conferences** for nearly 10 years, and our products and expertise allowed us to adapt quickly and seamlessly to the challenges of 2020.

In total, the Shocklogic team has delivered hundreds of online experiences for our clients.

We even coordinated an event that boasted an astonishing **30 parallel sessions** occurring simultaneously for several days running. The conference involved 44 members of our team, we trained 576 presenters, and over 1060 people attended a grand total of 346 virtual sessions.

ONLINE EVENT PRODUCTION PROCESS



Pre-event



Live event



Post-event



shocklogic.com



Pre-event production process



Virtual event production begins at least a month before the event is due to go live. As soon as your event is confirmed, we provide a dedicated event supervisor and technology specialist to coordinate the process of building your event.

- We begin by creating customised processes and run sheets based on your specific requirements.
- You can choose one of our pre-designed 2D or 3D templates to be modified with your own branding, or commission our team of designers to create a one-of-a-kind interface according to your unique specifications.
- We work with you to determine the types of data that will be collected during the event (e.g. demographics, attendance statistics, etc), and to customise your platform with the required modules and functionalities.
- We test your platform continuously to ensure that it meets your expectations and functions perfectly before going live.
- Constant communication between our team and yours, throughout the entire event process, ensures that all requirements are met, every detail is addressed, and your event is the best it can possibly be.



SPEAKER TRAINING

We also provide essential speaker training before the event to pre-empt difficulties and ensure that the client, moderator, and speakers are able to get the most out of both our platform and the online presentation experience.

In these trainings, we provide detailed instructions on using our platform, as well as recommendations on:

- What browser to use.
- Settings for your camera, microphone, and lighting.
- Avoiding background noise and internet connection issues.

In addition, we share tips on how to present and engage with your audience, for example through games, Q&As, or surveys.



Live event production process

- ⇒ While your virtual event is live, we provide the support of a full team of technology specialists and event professionals to help ensure that every aspect of your event is executed flawlessly.

Your team will include:

EVENT SUPERVISOR

- Your primary contact person, responsible for coordinating the rest of the team and communicating all updates and changes from the client.

SERVER/PLATFORM SUPERVISORS

- Our experienced tech team can solve any type of issue, from providing essential system maintenance to fixing bugs and optimising all aspects of your platform's functionality.

ROOMS COORDINATOR

- Manages all simultaneous sessions.
- Follows the client run sheet to ensure swift communication of all changes among the departments.
- Works with production coordinators to ensure all timelines are adhered to.

PRODUCTION COORDINATORS

- Provide pre-session speaker training.
- Ensure that the session starts on time and each element of the run sheet is adhered to.
- Liaise continuously between the client, speakers, and moderators in the chat/Q&A to ensure that each session runs smoothly.

PRODUCTION SUPPORT COORDINATORS

- Ensure that speakers, chairs, and moderators are connected to the platform and ready to deliver the session.
- Support the production coordinators in case of technical issues.

TECH SUPPORT CHAT COORDINATORS

- Ensure that all questions from attendees are answered promptly via email/chat.
- Provide 24/7 support in case of emergency.



24/7





Post-event production process



Our team continues providing support even after the live portion of your event is complete.

- We share all requested reports providing demographic information and other statistics, as agreed in the pre-event process.
- We upload, process, and share on-demand content to be available after event completion.
- We engage with all client and attendee questions and feedback.



Shocklogic

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