Build a Webinar Strategy that Delivers Results

with Virtual Approval Professional Production and Management

VIRTUAL APPROVAL

Why Host Webinars?

Webinars have surged in popularity, becoming indispensable tools in the marketing arsenal of companies across industries. Their appeal lies in their ability to engage audiences in a personalised, interactive manner while conveying valuable information or showcasing products and services. According to a study by InsideSales.com, webinars are the second most effective content format for B2B marketers, with 73% of marketing and sales leaders considering them to be one of the best ways to generate quality leads.

Lead Generation
Webinars are highly effective in generating quality leads for businesses.

Cost-Effectiveness
Compared to traditional marketing channels, webinars offer a cost-effective solution for disseminating information.

Global Reach
Webinars have the potential to reach a global audience, transcending geographical boundaries.

Thought Leadership
Hosting webinars establishes you as a thought leader in its industry, enhancing credibility and trust.

Lead Nurturing
Webinars facilitate lead nurturing by providing valuable information and fostering ongoing engagement with prospects.

Audience Engagement
Enabling personalised and interactive engagement with audiences, fostering stronger connections.

Conversion Driver
Webinars have proven to be effective in driving conversions, whether it's sales, sign-ups, or other desired actions.

Analytics and Insights
They provide valuable analytics and insights into audience behaviour and preferences, enabling data-driven marketing strategies.

Content Repurposing
Webinar content can be repurposed into other marketing materials such as blog posts, social media posts, or white papers, maximising its value.

A bit about us

We are a creative agency that specialise in events - virtual, hybrid and live. Our global team of multiskilled professionals pride ourselves on our people focused approach. Guaranteeing that audience experience is at the heart of any event we deliver. Partnering technology, interactivity, accessibility and creativity to deliver experiences with added sparkle.
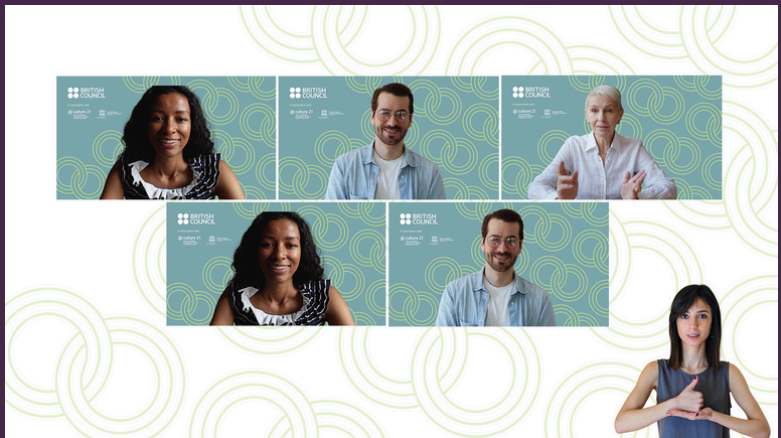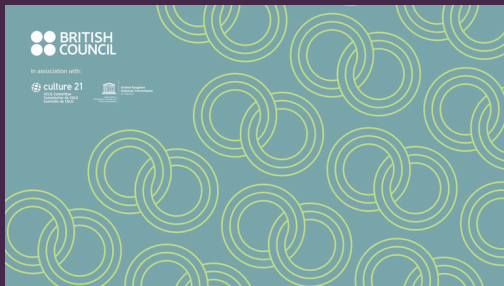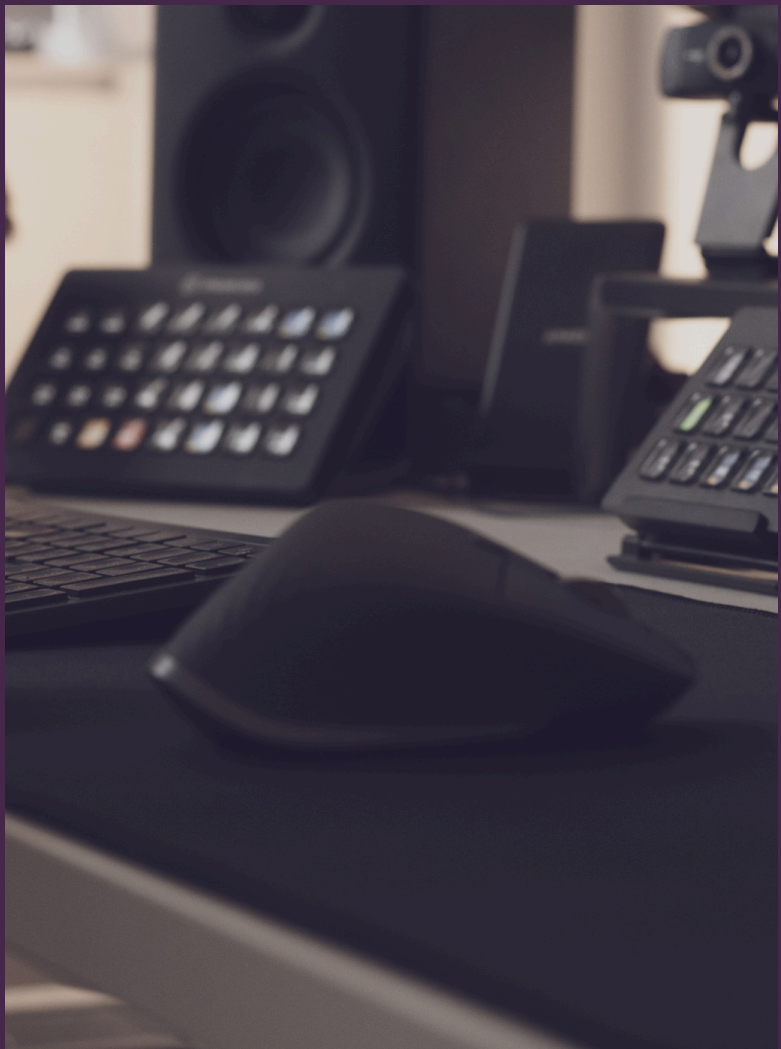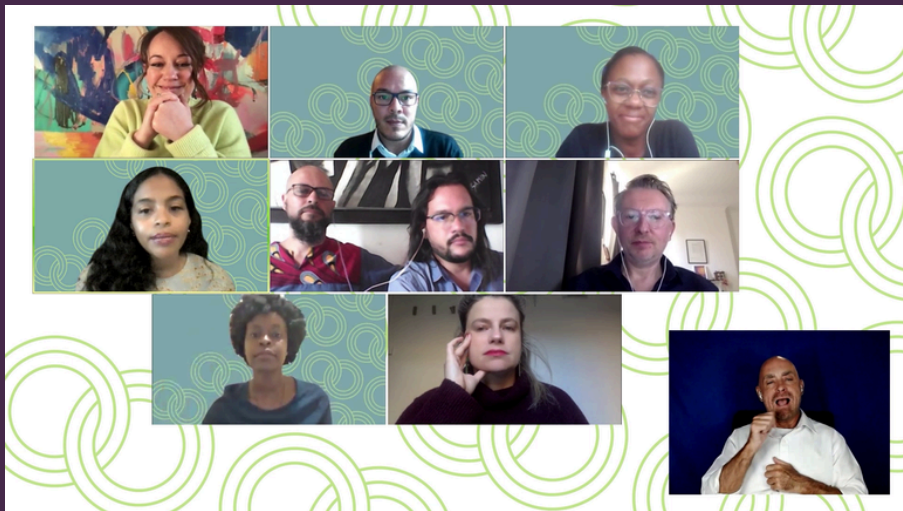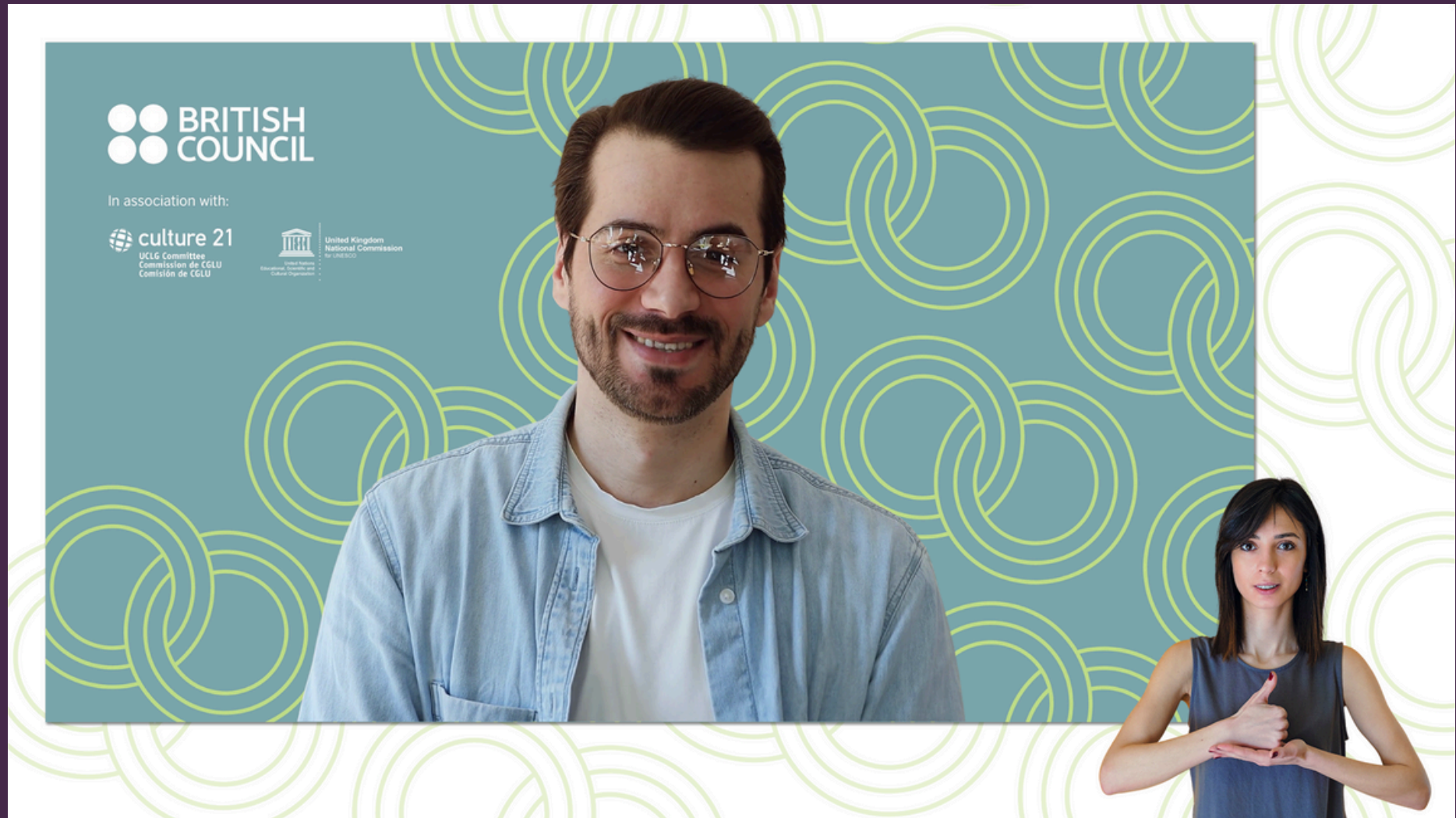
Our Mission

We are your technical partners, operating the hardware and software components of any meeting, workshop or event. Freeing you and your delegates up to enjoy the experience, engage and interact; without worry and with ultimate confidence the technology will shine.

VIRTUAL APPROVAL

Virtual Event Control Room 2021

British Council
Virtual Event
2022

Our Five Pillars

Creativity

Building exciting, innovative concepts to wow audiences. Every event element is considered with the 'why' at the forefront, to ensure the whole experience reflects your purpose and brand. We deliver exceptional design-led solutions with creativity and flair.

Reliability

Encompassing the technology, we deploy and the quality of the communication channels we use. We research and test all our technical solutions, installing backups for power, connectivity, and many eventualities for ultimate peace of mind. We utilise the highest trained teams of event and professional broadcast technicians to cover all bases because we know your big moments' importance. We deliver exceptional reliability, so your delegates experience an unforgettable event that reflects positively on your brand.

Accessibility

Enabling you to share your message to a local, national, or global audience. There are no boundaries to your event reach! Whether virtual, hybrid or live, we regularly incorporate key accessibility components such as simultaneous language interpretation, live captioning, audio description, large format text and more. Employing the inclusivity and technology needed to deliver events to keep you and your entire audience connected in the room, or across the world.

Engagement

The dictionary definition of an event is "a thing that happens or takes place, especially one of importance". With this in mind, nobody wants to attend a boring event – and we don't want to produce one. We leave no stone unturned to ensure your event stands out from the crowd – from speaker selection to venue sourcing, set design and beyond – wow your audience and the buzz will last way beyond the closing remarks. We deliver creativity and flair combined with the best technology to maximise event participation and an enhanced audience experience.

Interactivity

Leveraging the best tools and software to take your delegates on a journey. As humans, we all enjoy and learn to our potential when we're part of that journey. Our mission is to ensure you meet your event objectives by providing an immersive experience to maximise audience engagement.

Case Study: Bio-Rad Webinar Series

In a project with global medical provider Bio-Rad, we were instructed to design, produce and manage an interactive webinar series. We created a fully custom layout and design based on their brand guidelines. In total there were 8 webinars, attended by 600 - 900 attendees each. Every webinar had a different topic, colour scheme and image overlay, but followed a uniform design style for continuity.

The sessions were a combination of pre-recorded and edited presentations, live presentations, panel discussion and live Q&A.

In addition to the webinar layout we also created animated video stings with session title an logos between each speaker and lower 3rds to display presenters' names and titles for optimum production quality.

We configured a post - event survey to automatically launch at the end of each session and collect feedback data.

Interactivity is key.

All our virtual events incorporate elements of interactivity. To ensure that audience engagement is at the forefront at everything we do. From simple Q&A, to polling, quizzes, role plays, chat and interactive games / activities our team are on hand to recommend what's best for your event and your audience.

#bodyshopawards

Case Study: Barton Legal Webinars

For over 3 years we have been producing monthly webinars for construction law firm Barton Legal, which are attended by 200 - 400 live participants each time and many more watch the recorded content on YouTube. Registrants take part from over 60 different countries.

The webinars feature guest speakers from a range of specialisms within the construction law field, they deliver presentations, take part in panel discussions and always answer live questions from the audience, making it very engaging and worthwhile for attendees.

The content is recorded and shared via YouTube, resulting in huge positive impact on the firm's lead generation and establishing Director Bill Barton as an industry thought leader.

- Delegate Networking
- Live Q & A
- Data Analytics
- Video Editing
- Interactive Quiz

Finalist: BixZ Awards 2023
for "Best Marketing Campaign"

Meet (some of) the team behind the scenes

Rachel Director & Founder

Chris Project Manager

Gayle Tech Producer

Mark Tech Producer

Yasmin Tech Producer

Yolanda Tech Producer

Chad Video & Design

Leema Tech Producer

Catherine Events Co-Ordinator
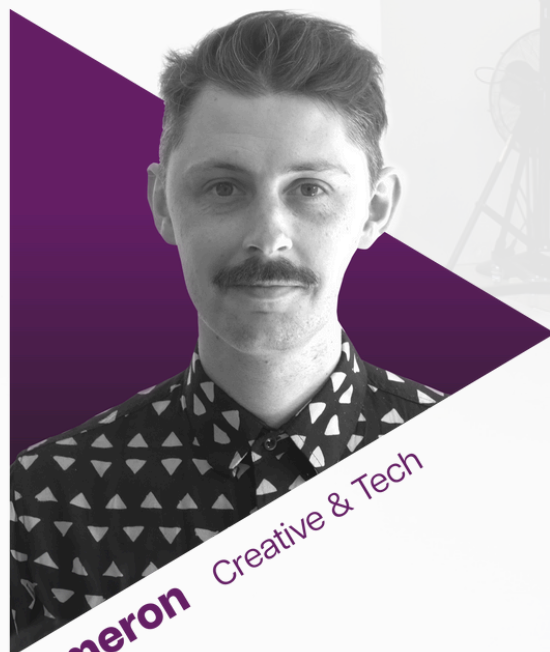
Cameron Creative & Tech
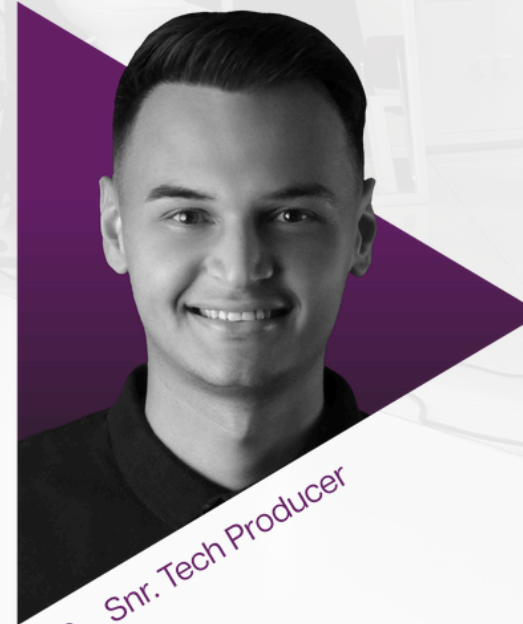
Ian Snr. Tech Producer

Elliot Tech Producer

Green Room Experience

Just like in a live production, all of our webinars are produced with a backstage environment running alongside the main stage, this means that the presenters can prepare in privacy, practice presentations, perfect their audio / lighting etc before going live. It's also a great place for moderators to confer with one another and for the host and presenters to debrief after the event.

Webinar Production - Essentials

These are the essential components of a functioning webinar

Infrastructure & Software

- Zoom Enterprise HD Event License (Webinar / Sessions) with capacity up to 1000 attendees (higher capacity available on request). Branded for your event, fully secure.
- Remote production studio hire
- 2 x High Speed Fibre Connections
- Pro interactivity software for branded polling, word clouds, quizzes and engagement
- Music library
- Camera overlay software for PIP display, countdown timers

Preparation & Project Management

- Assigned VA Project Manager to oversee preparation.
- Set up confirmation emails and reminder email series to automate via Zoom
- Technical testing with presenters
- Issuing backstage links for presenters with calendar integration.
- Project tracker with deadlines for key deliverables on each webinar cycle.
- Integration with Eventbrite page for wider registration pool.

Production

- 1 x Virtual Event Technician (up to half day)
- 1 hour rehearsal / briefing
- 30 minute overrun / debrief
- Virtual production tools, Remote Clicker

The Tech Producer is responsible for all live event production such as video playback, music, dynamic spotlighting, managing breakout rooms, operating Miro boards, tech support etc.

Platform & Content

- Registration page design with banners, speaker bios, event blurb, data capture fields.
- Design session branding including lower thirds, background, stage backdrop - utilising your brand colours and logo.
- Checking & amalgamating slide decks
- Music selection
- Preparing interactivity tools
- Programming event survey
- Presenter coaching for online delivery
- Set up source tracking to see where registrants clicked through from (LinkedIn, email etc)

Post Production

- Provide event recording video, basic edit, branding and tidy included. Can be uploaded to online library / YouTube.
- Provide event reports and analytics (attendance list, Q&A report, registration data).
- Chat transcript
- Full event transcript
- Survey response report, plus poll / quiz reports if applicable

Webinar Production Add - Ons

These are the additoinal services we provide to enhace the experience for the attendees or ease for you as the organiser.

Pre- Recording

- Pre - recording segments of your webinar using remote recording studio and professional editing suite.

$95 / hour of recording and editing

VMIX Production / VR / AR

- Professional broadcast suite with 2 - 3 technicians, custom built virtual stage, transitions, live animations.
- Want to take it up a notch with an immersive extended reality environment? - we can do that too.

From $1,995 per webinar

Event Management

- Content research
- Speaker briefing
- Sponsor Management
- Virtual exhibition build
- Agenda planning

$95 / hour

Professional Host / Facilitator

- We have tried and tested hosts, experienced across a range of industries and subject matters if you would like specialist trainers or host to really amplify the learning environment.

From $200 / event

Event Microsite

Want a mini website just for your event?? We can build a site on a dedicated URL. Want to showcase your exhibitors in a virtual reality expo hall? This is for you.

From $2,595

Virtual Whiteboard Design

Our workshop design team will build a canvas for your activities, using tools like Miro or Mural, alll branded and built just for you and your delegates with the learning objective front and centre.

From $95 / webinar

Webinar Promotional Add-Ons

Ensuring your webinar reaches the right audience to educate and inspire, requires exposure via an omni channel communication strategy to facilitate it's organic reach and growth. We have experience in creating the campaign assets that will digitally engage.

Graphic Design

- Social media graphics to showcase featured speakers, topics and upcoming content.
- Thumbnails for YouTube, Spotify, website with clickable hook titles
- Email signature banners with hyperlinks to register for upcoming webinars.

From $95 per graphic

Video Trailers

- Short clips with highlights or conversation hooks to encourage click throughs for registration and / or on demand viewing from LinkedIn newsfeed.
- Complete with subtitles and graphic overlays for statistics etc.

From $195 per video

Mailers

- Design, copywriting and build of mailers to promote upcoming webinar topics, feature on demand library.
- Sending software and retargeting available, ask for details

From $225 per mailer

Podcasts

- Convert webinar recordings into podcast content, optimised for audio consumption.
- Podcast graphics
- Audio jingle
- Podcast channel hosting

From $225 for channel set up and launch asses.
From $95 per episode production.
Licensing paid separately

Custom Virtual Stage

Click here for more examples

BrandGym Webinar - 2023

Next Steps...

Time to discuss your project and design the right level of support for your unique webinar series. Whether you need production for a one off event or ongoing webinar management, Virtual Approval are your perfect partners.

Book a call here: https://go.oncehub.com/RachelLocke

For more information about our services visit:

www.virtualapproval.com

Terms
This estimate is based on the current brief and final costs may differ based on the final event specifications.
All additional costs will be agreed ahead of project delivery

- Deposit of 50% required for all new clients
- Deposit of 50% required for all projects with a value over £8k
- All costs exclusive of VAT
- Travel expenses charged at 45ppm where applicable

Full Ts & Cs available to review here