



# Exploring a New Ecosystem of Service Options for Events

## Digital Experiences with Riverview Systems Group, Inc.



An interactive version of this guide is available on our website: [www.riverview.com](http://www.riverview.com)

### The Winning Formula

Riverview Systems Group is uniquely positioned to help evolve your traditional events into powerful digital experiences. How does traditional production and technology influence the process of taking your message digital? What does content creation look like and how can you best utilize your existing marketing tools? Our one-of-a-kind blend of production, technology, content creation, and marketing advice, all under one roof, is key to unlocking a digital experience you can be proud of.

#### Production & Technology

Most everything you rely on Riverview to support your live events also extends into the virtual world on a variety of levels and scales. Personnel, equipment, and systems allocation – we’ve got you covered.

#### Content & Marketing

When the entire world is streaming, content, and marketing are more paramount than ever. Our in-house Design Services team has a firm understanding of what virtual success looks and feels like. Whether we’re creating it or helping your understanding of what’s needed – we’re ready.

## Choosing A Digital Strategy

Understandably, there are now many options to bring traditionally physical live events into the digital world. As this new frontier continues to rapidly evolve, we believe that this presents a unique opportunity to pause and reflect on the objectives of your live events. Comprehension of these objectives is key to determining which digital strategy best aligns with your needs.



### Solo Video Stream

A specific, time-bound moment or message that you'd like to showcase with your audience. Your message easily resonates with this audience en masse and can stand on its own. Your content is a single, produced video or live stream.

- ✓ Product Announcements
- ✓ Company-Wide Meetings
- ✓ Executive Messages



### Streaming Series

If your objectives are less time-bound and more seasonal than annual, a virtual streaming series can be considered. Your content may be cumulative in nature and could serve as a valuable reference for your audience in the future via an on-demand library.

- ✓ Sales Training
- ✓ Certifications
- ✓ Leadership Development



### Virtual Events

A tiered experience that is designed to mirror our well-known physical conferences. Programming frequently includes powerful whole group experiences (General Session) and supporting targeted sessions. (Breakouts)

- ✓ User Conference
- ✓ State of the Company
- ✓ Trade Shows

## Digital Syndication

It's important to understand the nuances in how digital content is delivered to various audiences, large and small. Whether public, private, or both, syndication decisions should be considered first as they have a cascading influence on each important step thereafter. There are predominantly two types of digital experiences.



### Open Experience

Popular for expanding brand awareness or targeting large existing communities.


















### Gated Experience

A more common style with a curated audience and more targeted experience.

## Virtual Event Features

Once you've selected your initial Digital Strategy and syndication, it's time to begin exploring popular features and functions. Which of the following is an important part of your digital experience? These choices help guide our platform and delivery selection.

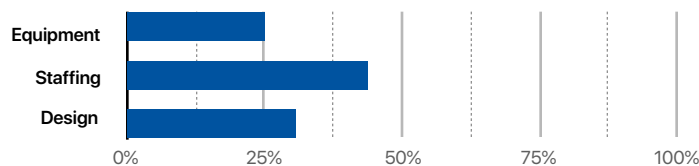
 <p><b>Delivery Styles</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Live</li> <li><input type="checkbox"/> Simulated Live</li> <li><input type="checkbox"/> On-Demand</li> <li><input type="checkbox"/> Dial-In</li> </ul>	 <p><b>AccessPoint</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Desktop</li> <li><input type="checkbox"/> Mobile</li> <li><input type="checkbox"/> Dual</li> </ul>	 <p><b>Registration</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Integrations</li> <li><input type="checkbox"/> Templates</li> <li><input type="checkbox"/> Customizable</li> </ul>	 <p><b>Hosting</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Private</li> <li><input type="checkbox"/> Public</li> <li><input type="checkbox"/> Social Media</li> </ul>
 <p><b>Audio Sources</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Computer Audio</li> <li><input type="checkbox"/> Dial-In</li> <li><input type="checkbox"/> Headphones</li> </ul>	 <p><b>Video Sources</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Webcam</li> <li><input type="checkbox"/> Encoders</li> <li><input type="checkbox"/> Conference Units</li> <li><input type="checkbox"/> Satellite Feeds</li> </ul>	 <p><b>Graphics</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Logos</li> <li><input type="checkbox"/> Custom Branding</li> <li><input type="checkbox"/> Lower Thirds</li> <li><input type="checkbox"/> Sponsors</li> </ul>	 <p><b>Presentations</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Powerpoint</li> <li><input type="checkbox"/> Keynote</li> <li><input type="checkbox"/> Screen Sharing</li> <li><input type="checkbox"/> Pre-Made Video</li> </ul>
 <p><b>Presenter Setup</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> PIP</li> <li><input type="checkbox"/> Panel Grid</li> <li><input type="checkbox"/> Interview Style</li> </ul>	 <p><b>Engagement</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Group Chat</li> <li><input type="checkbox"/> Polling</li> <li><input type="checkbox"/> Message Boards</li> <li><input type="checkbox"/> Q&amp;A</li> </ul>	 <p><b>Resources</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Materials</li> <li><input type="checkbox"/> Handouts</li> <li><input type="checkbox"/> Notes</li> </ul>	 <p><b>Administration</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Rehearsals</li> <li><input type="checkbox"/> Cues</li> <li><input type="checkbox"/> Notes</li> <li><input type="checkbox"/> Attendee Access</li> </ul>
 <p><b>Surveys</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Feedback</li> <li><input type="checkbox"/> Tests</li> <li><input type="checkbox"/> Certification</li> </ul>	 <p><b>Translation</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Realtime</li> <li><input type="checkbox"/> On-Demand</li> <li><input type="checkbox"/> Multi-Language</li> </ul>	 <p><b>Closed Captioning</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Live</li> <li><input type="checkbox"/> On-Demand</li> </ul>	<p>+</p>

## Production Support

Based on your objectives and budget, we can produce a digital experience with just a few resources or by using a full, multi-person crew. While no two experiences are the same, the production of most digital deliverables can be broken down into three fluid categories.

### Basic

There are many options that require lower levels of support but still have impact. You can distribute a produced video or stream live with one presenter or many using computer webcams. Our producers and design team will assist in building a show flow with supporting content. This route is a cost-effective route for those who may need to move quickly.

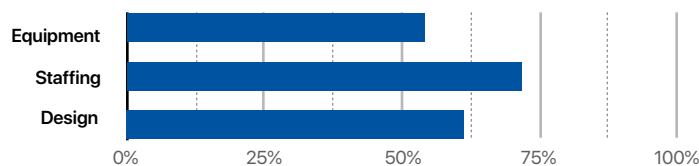


#### Staffing Snapshot:

- ✓ Account Manager
- ✓ Technical Director
- ✓ Producer
- ✓ Platform Engineer

### Advanced

This option encompasses many deliverables that may include a small production crew of professional operators, producers, and/or hosts. Utilizing a production crew is ideal for elevating production value and delivering an experience in line with what your audience has come to expect.



#### Staffing Snapshot:

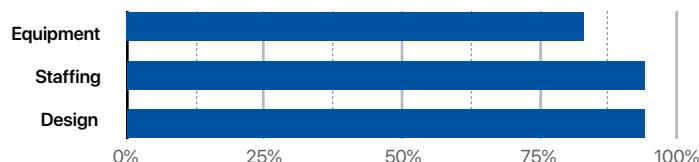
##### Basic +

- ✓ Lighting Director
- ✓ Audio Engineer
- ✓ Presentation Operator
- ✓ Show Runner
- ✓ Teleprompter Monitor



### Premium

A full professional production may include many professional operators and producers, at multiple sites, to manage live interviews, panels, and conversations. A hybrid of live and pre-produced content delivers a very familiar experience. Going this route is best for highly produced, multi-day experiences.



#### Staffing Snapshot:

##### Advanced +

- ✓ Broadcast Developer
- ✓ Hair & Makeup Stylist
- ✓ Multi-Site Streaming Engineer

# Familiar production deliverables that track to digital experiences at every scale.

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→ **Show Flow**

Producers determine the schedule of presenters, sessions, and any coordinating media. Identify opportunities to weave in audience participation and mapping out talking points.

→ **Rehearsals**

Important time for our presenters and executives to familiarize themselves with the technology and cadence of presenting. This applies to all digital strategies.

→ **Content Management**

Whether directly creating assets or working in tandem with your existing agency, we have a unique understanding of how to best translate your brand into various digital containers.

→ **Internet & Bandwidth**

Working with respective event management and technology teams to drill down dedicated line, file types, etc.

→ **Production Crew**

Riverview will handle staffing the supplemental crew needed for all elements of production. This varies based on the level of support needed and could also supplement your existing internal team.

→ **Post Production**

Content handling and editing look a little different for various digital strategies. But, in most cases, we can handle the recording process and editing of your final deliverables.

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## Technology Considerations

Many digital strategies present unique engagement opportunities between a presenter and an audience. But challenges can arise around your network’s ability to provide a stable experience. To ensure a smooth experience for all, we generally recommend the following baseline specifications.



**Web Technology**

HTML5 & WEBRTC  
RTMP Feed Compatibility



**Bandwidth**

20 Mbps Up/Down  
Dedicated Internet Line



**Video**

1500-2500 Kpbs  
1080P (HD) 2160 (4K)



**Audio**

44.1Khz Sample Rate  
128 Kbps, Mono

# Content Creation

Content for a digital audience is any combination of what you would traditionally see at a physical conference and specialized content for a digital environment. Effective digital content is succinct with a blended delivery of speakers and supporting content. Many of these elements can be used alone or in combination to meet your objectives.

## The Starting Line

Every digital experience is unique in form, function, and style. But there are a handful of key questions that will help guide your content development.

### Who's Your Audience?

Establish what your ideal audience looks like and behind segmentation if necessary.

### What are your content goals?

What do you want your content to communicate and your audience to walk away with?

### Where can we insert engagement opportunities?

Find ways for your audience to interact via chat, live Q&A, polls, gamification, and social media.

### Is it possible to repurpose your content?

Use your digital content in other ways such as blog posts, on-going training, podcasts, etc

# Marketing Support

Behind every impressive digital experience there is often an integrated marketing campaign designed to drive attendance and amp up engagement. The possibilities are nearly endless, but a few are mission-critical.



## Preparing for a digital experience.

The runway up to your virtual event is nearly as critical as the actual event.



## During a digital experience.

Let's step back and map out our options to drive attendance and further engagement during the event.

- |                     |                          |                     |
|---------------------|--------------------------|---------------------|
| ✓ Email Activations | ✓ Speakers & Influencers | ✓ In-Hand Materials |
| ✓ Website           | ✓ Strategic Alliances    | ✓ At Home Kits      |
| ✓ Social Media      | ✓ Mobile                 |                     |