

### Enhance Your Virtual Event

### Engage Your Audience



### Create Compelling TV - tell the stories that matter

Your thoughts are sure to be turning right now to your virtual conference and in particular the delegate experience.

We know how hard it can be to replicate the experience of 'being there' online. WebsEdge can help. We can enhance your digital offering with **short bespoke TV shows** that enrich the viewing experience

**Enhance your virtual event and engage your audience with news, interviews, session highlights and analysis!**

We are an award-winning broadcaster that has spent the last 20 years bringing world class TV to global conferences. Over the past 2 years we've been working closely with leading organisers to add finesse and that bit of sparkle to their online event.

**Talk to us today about how we can enhance your virtual event experience and help shine a spotlight on the key themes of your meeting.**

### How can we help?

Enhance knowledge sharing and connection making for your virtual event with our **bespoke short TV shows** (between 5-20 minutes). Run the show between sessions, before your program content and embed online too.

- **You control the content** – we work with you to shape the format of the TV show
- **Professionally hosted** – by one of our world class broadcast journalists.
- **Virtual interviews** – with anyone, anywhere in the world.
- **Capture the feel of onsite TV** – from interviews with plenary speakers and award winners to panel discussions and analysis.
- **Create connections and collaboration** – whether in science, medicine, society or technology research improves our health, the quality of life and societies we live in. New ideas need collaboration - let us connect your audience visually and virtually to make that happen.

## Enhance your virtual event and Engage your audience!

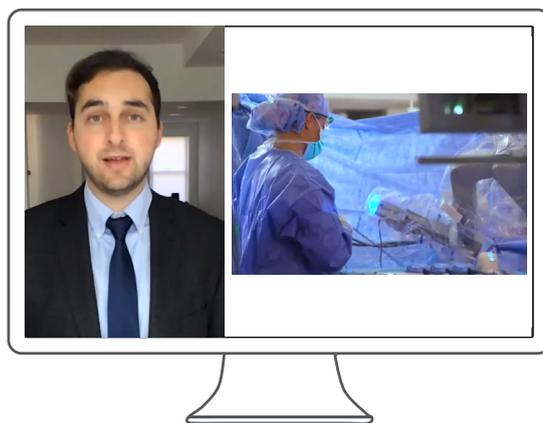
### Choose the best format for your meeting:

- **Live streaming your sessions?** Let us create a bespoke short TV show (5-20 minutes) to run between sessions. The show could feature news, interviews and previews of your event – as well as high quality pre-produced content from around the World.
- **You control the content** – the short TV show would be curated and researched in partnership with you to ensure a compelling, coherent program that's relevant and enticing for your viewers.
- **Professionally hosted** – we have a roster of world class TV presenters (including seasoned Network News presenters) who would anchor the show and conduct any interviews or Q&A. Retaining the focus and journalistic expertise that our award-winning onsite shows are known for.
- **Virtual Interviews** – with anyone, anywhere in the world. We work with interviewees to ensure it not only looks good but sounds great, creating a seamless polished experience for your viewers.
- **Capture the feel of onsite TV** – we cover all the same topics as our onsite conference TV shows – from interviews with plenary speakers and award winners, to panel discussions and analysis of breaking research.
- **Tailored to your event** – we can add content tailored to your virtual meeting – whether highlights from recorded sessions, promotion of upcoming sessions or live interviews.
- **Great visuals & dynamic images** – with our extensive library of stock video footage we keep the show highly visual and excitingly dynamic. Our tailored graphics package ensures the polish you expect of a high-quality TV show.
- **Engage exhibitors & sponsors** – we can work with your key partners on booth profiles and virtual sponsor profiles to ensure you retain and secure ongoing relationships.
- **Add the TV show online** – we work with your chosen webcaster for live streaming, and you can also embed the TV show to any pages of your website to enhance online content and share via social media channels.



Take a look at our recent work:  
[www.websedge.com](http://www.websedge.com)

## Tailor your virtual TV show



## What might a short TV show look like?

- Short introduction from one of our TV hosts
- Interview with meeting chairs on key topics
- Rundown of 'unmissable' sessions
- Interview with plenary speakers
- Visuals-driven video promoting an upcoming session
- Panel discussion on breaking research
- Booth profiles or virtual sponsor profiles
- Quick wrap-up from our host and instructions on where to find out more
- One-minute preview of one of our sponsored documentary films (if applicable)

## You stay in control

Ultimately the choice is yours. We work with you to tailor content to suit your meeting, keeping your audience engaged and focused on the key themes.

**Let's talk further ...**



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