

UN TETHERED 2021

THE DIGITALLY INTEGRATED PRODUCTION CHAPTER

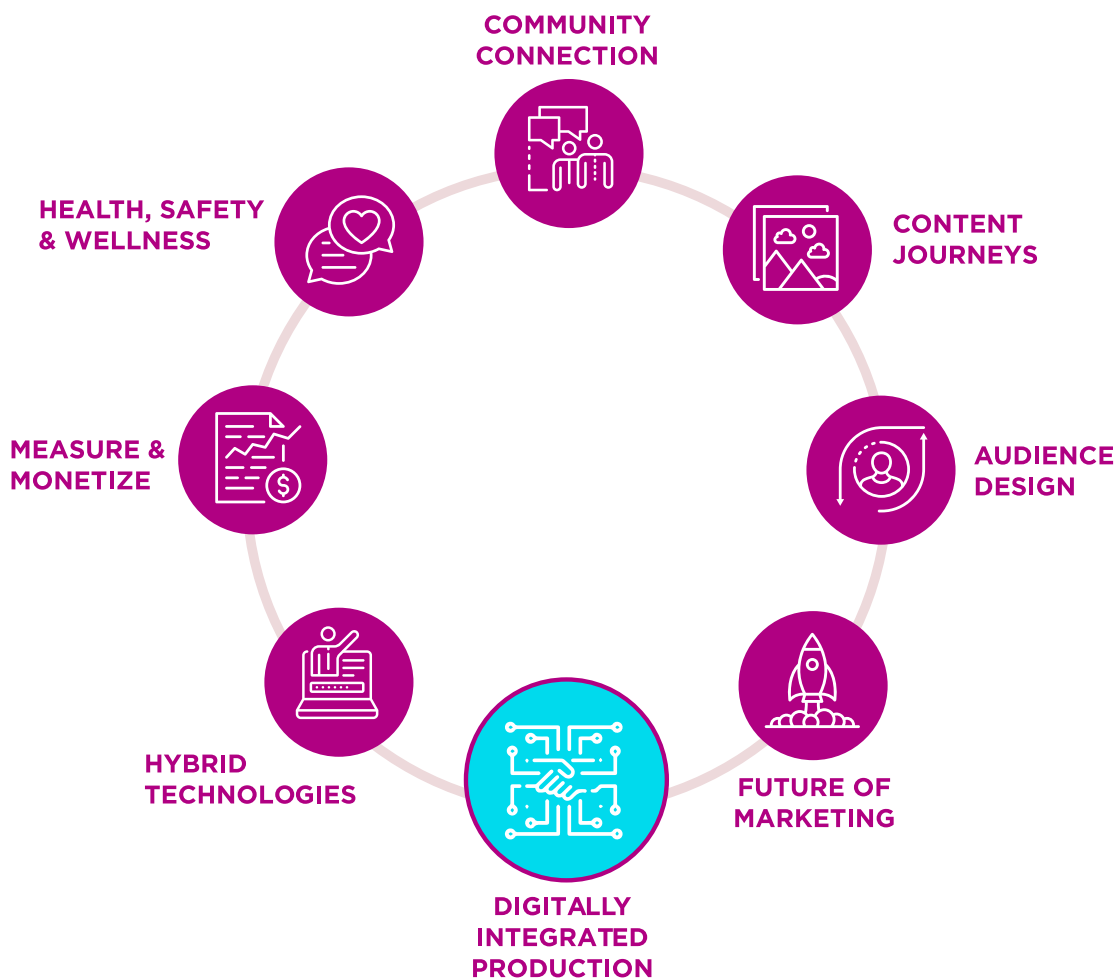


BIG IDEAS

There were a TON of great ideas that came out of the Digital Production workshops. Some may have marked the start of the robot apocalypse, but hey, that's just the sign of a good brainstorm. We took all the ideas into the studio and have captured the best of the bunch for you here.

For ease of use, we've sorted them into mind blown moments and tactical ideas. The mind blown moments will give you a new way to think about an existing problem. We recommend you read one, and then take a moment to let it simmer before reading on. If you want, you can adopt a thinker pose for maximum effect.

The Ideas section offers actionable tactics that you can test out at your next event. For these, it's best to have a pencil on your ear and rolled up sleeves, as you can start applying them right away.



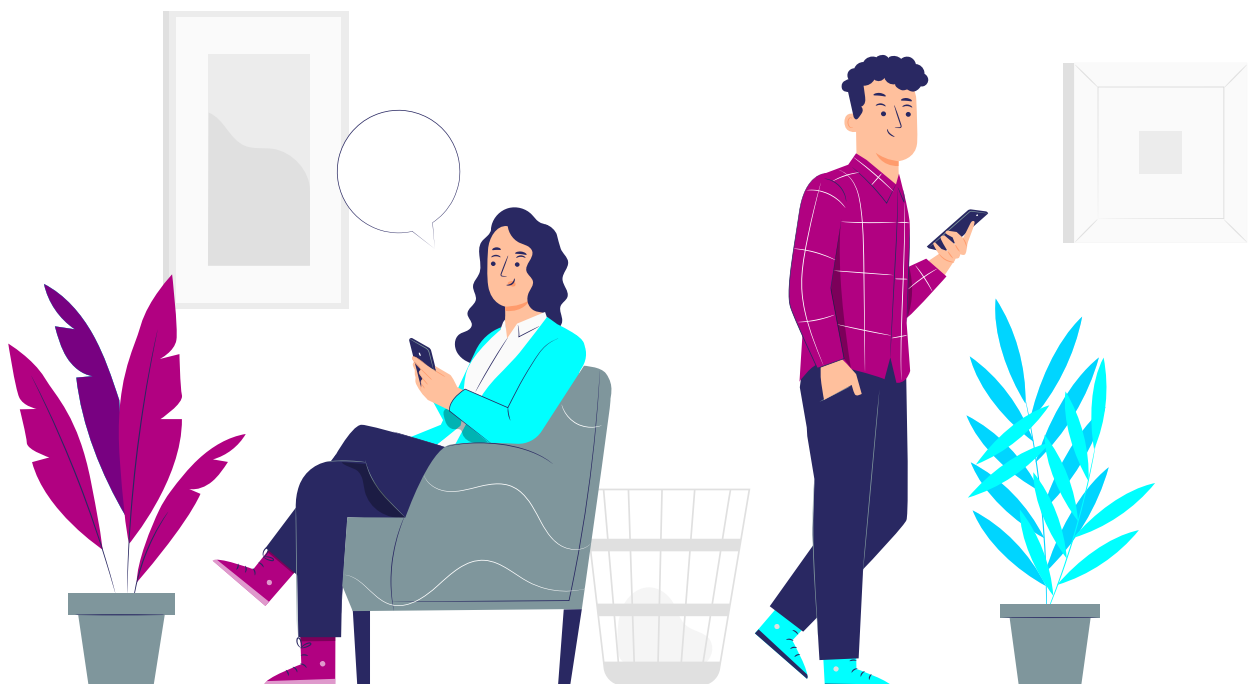
MIND BLOWN MOMENTS

Experimentation is cool. We used to only pick one or two new ideas to test out, but events were blown up and now we can innovate on everything. Attendees want to experiment with you, so grab your lab coat and start making things explode!

In-person and remote audiences consume content differently. A lively chat is a sign of an engaging digital session. But can you imagine if the audience in a ballroom just started chatting with each other?!? Rather than trying to create the same experience, let's focus on the unique value that each format provides and put our effort there.



In-person attendees are also digital attendees. Every moment before they walk into your venue and every moment after they leave, the in-person audience experiences your event digitally. Even during the event, when they're in the lobby, their hotel room, or even in the bathroom, they're experiencing your event digitally. We're not saying to start putting TVs in the stalls, but let's expand the way we think of events beyond the walls of our venue.



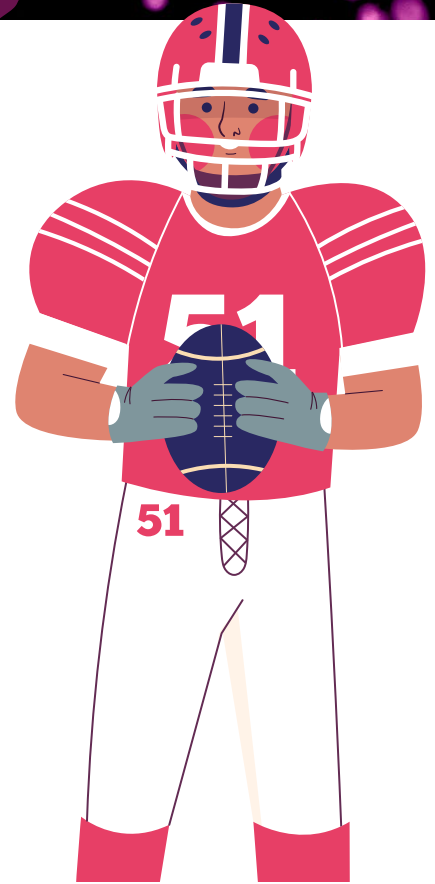
The world is full of inspiration to produce a hybrid event.

Look at the Super Bowl. It's not just wings, beer, and football, but a hybrid event with an in-person audience at the stadium, a remote one of viewers at home, and remote satellites at every local bar. So the next time you grab a drink, you're really just "researching."

Nothing's perfect, so give yourself a break. As planners, especially as producers, we obsess over everything to make sure it works perfectly. But even the Golden Globes had someone come on muted. And if they're the gold standard, then we should give ourselves a break when our internet breaks or something else doesn't go as planned.

The event lifecycle has expanded. We no longer limit our events to the convention center. Planners have successfully created series of mini-events that highlight their best speakers, bring back the most popular topics, or unique networking opportunities.

Not everything has to be live streamed. Unless the content has a moment of big impact like an awards gala or product launch, consider recording it instead. You can add lower thirds, more branding, and increase the overall production quality, all while saving yourself some money.



TACTICS TO TEST

CHALLENGE 1: HOW DO WE CONNECT OUR AUDIENCES?

“Hybrid events are really two events,” is something we’ve all heard. But that doesn’t mean they have to be two separate experiences. Our group of brainstormers had plenty of ideas on how to shed the barriers and get close and personal.

GET A GUIDE

- Have an emcee act as the host for your digital attendees and guide them through the event experience. The emcee can interview the most popular onsite speakers, show off the best exhibits, and provide a compelling storyline for your event. Heck, stick a GoPro on them as they walk the halls of your event.

YOU ARE HERE

- Give your audience the sense that they are part of something larger by creating an interactive map that shows where everyone is tuning in from. For your onsite audience, give them access to your digital attendees through a common chat or tech like a Pando Wall that shows the faces of your digital attendees.

BREAK IT UP

- Break your audience into smaller groups based on interests or tracks and beam your keynote to them. They can discuss and react in real time in a more intimate setting. You can even beam in digital attendees on a large screen or robot. Just make sure that the only beaming the robot is doing is the streaming sort.



CHALLENGE 2: HOW DO WE CREATE MEANINGFUL EXPERIENCES?

There's a reason people fly across the world to attend an event. And that's show bacon. But also, because of those impactful and meaningful moments, like that crunch on the first bite of show bacon. Okay, maybe we're a tad bit hungry and running out of steam. But our brainstormers sure weren't. Dishing out ideas left and right, here's what they had to say.

MORE ISN'T ALWAYS MERRIER

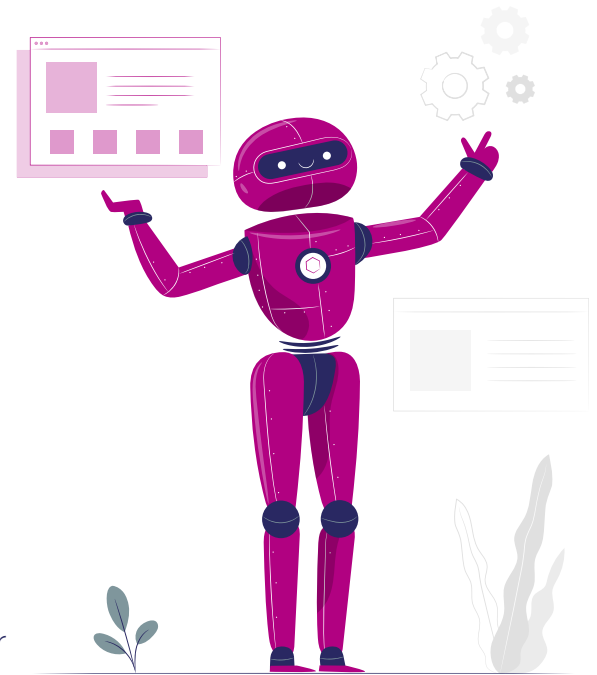
- Don't connect every experience. There is a best way to present content in each format, and they often are not the same. If you're throwing a happy hour, host one for the onsite audience and one for the digital audience. No one wants to drink alone at a computer and watch people have fun together at a bar. At least we hope not.

LIGHTS, CAMERA, ACTION

- To create memorable experiences, you need high production value. Lower thirds, HD video, great lighting, reliable internet, you get the gist. A production studio has all of those things and more. Use it to record all of your on-demand sessions, or to beam your keynote to those friendly robots. High quality production will not only create a more engaging video experience, but also it will improve its shelf-life.

POST-GAME REPORT

- Not every session or speaker slaps. For those where you need to be slapped awake, create a highlight reel and add commentary over it. Just like a sports post-game report, have your emcee or experts weigh in. You can do this for your most popular sessions as well and even spin it up into a follow up event. You can even use it to help with time zone differences, interviewing the speaker later in the day.



CHALLENGE 3: HOW DO WE MANAGE PRODUCTION RISK?

There's a reason event planning is consistently ranked among the top 5 most stressful jobs. We manage a million moving parts that all have to come together like a symphony. We're basically Beethoven minus the funny wig. And with hybrid events, it only seems like things have become even more complicated. Here's the top tips from our group on how to reduce and manage those moving parts.

RECORD IT

- Livestreams are risky and expensive. For a cost-effective hybrid event, you can record your onsite event, add a layer of production, and then provide it to your virtual audience a few days later. It's important to use the production techniques we discussed so you don't treat your virtual audience as second-class attendees.



I WANNA GO FAST

- Internet bandwidth was a problem even before the pandemic. Now onsite attendees are hosting zoom calls and streaming video. Not to mention you may have several livestreams going as well. For some venues and cities, the infrastructure is simply not there and won't be for a while. But in the meantime, try to have a dedicated outbound network and a minimum internet upload speed of 30-50 mbps.

LISTEN UP

- Did your venue throttle the internet, or maybe someone left the camera's lens cap on? The good news is you can provide audio-only sessions. Not only do some people prefer audio-only (look at the success of Clubhouse), but it is less expensive to produce. Just make sure that your audience knows it is an audio-only session.

FACILITATORS AND PARTNERS

We want to give a huge thank you to everyone that participated and contributed in the Design-a-thon. In particular, we want to thank our incredible Facilitators. Not only did they share their ideas, but they also devoted their time to train and run these workshops.



Thank you to our Digitally Integrated Production Circle Facilitators!

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And it wasn't just the facilitators that contributed their big ideas and time to these workshops. We want to thank and give credit to everyone that participated and co-created with us.

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LOVE THESE IDEAS?

Join us at the Fall UNTETHERED event for more ideas, inspiration, and innovation! Go to untethered.events to learn more.