

VIRTUAL EVENTS

TAKE YOUR
EVENT VIRTUAL
WITH CI GROUP



A time of behaviour change

With the reality of what we once knew as physical events and interaction a distant way off, CI Group, as a leading behavioural change agency, have realigned our event operations to the virtual/hybrid realm.

At this unprecedented time **we are here** beside you to help you embrace new ideas and ways of working.

We are here to keep business going and communications flowing at a time when your employees, colleagues and partners need to hear from you most.

Innovate & collaborate

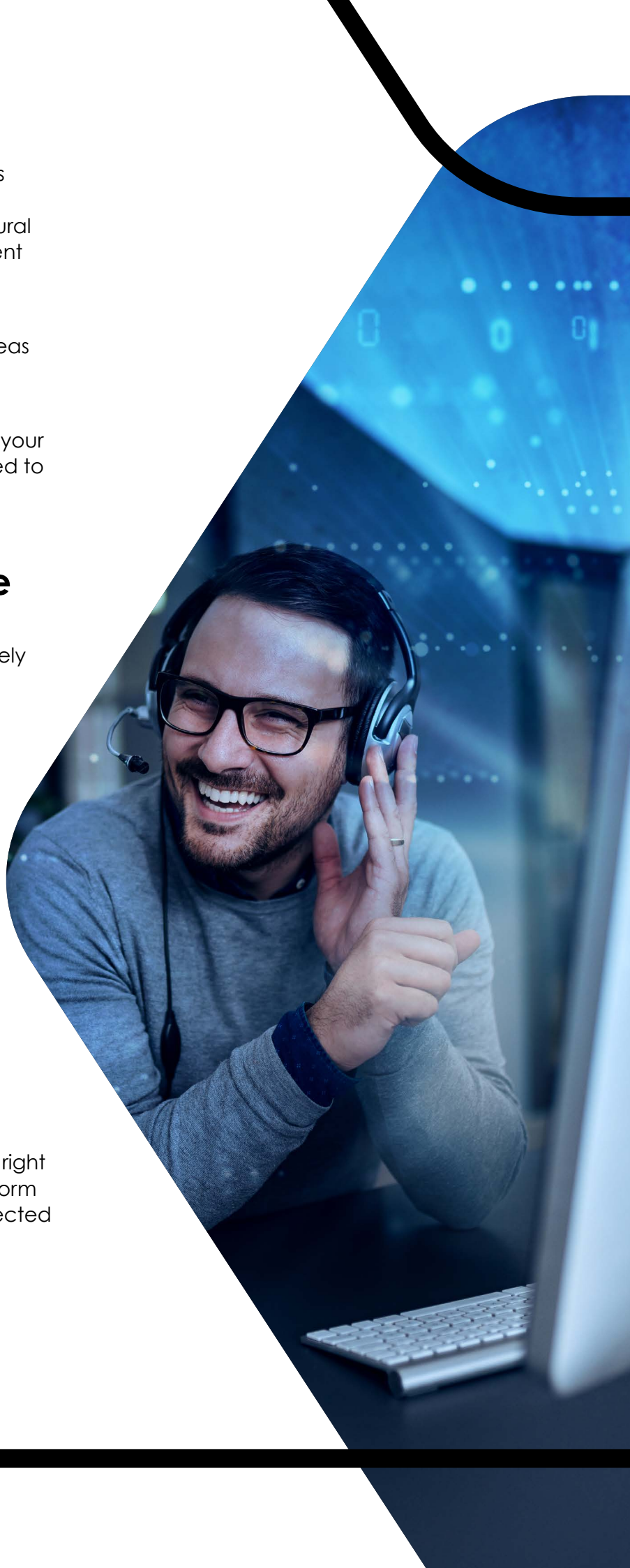
Within the events industry CI Group sit on advisory panels and industry forums, closely monitoring new government guidelines.

We are in the best possible position to advise you on how to safely reintroduce your events programmes. In the meantime we are ready to support you right now to deliver virtual events, meetings and conferences.

We have joined forces with a long-standing AV and broadcasting partner. With over 20 years experience we together can deliver incredible virtual/hybrid events for thousands of delegates.

The desire for physical connection and relationships has never been stronger.

Nothing will ever match a live event, but right now we can help you embrace a new norm and support your network to keep connected and motivated without the limitations of venue capacities.



The image features a large, vibrant blue shape on the left side, which has a pointed top and a rounded bottom. This shape is set against a white background. Two thick black lines are present: one starts from the bottom left and extends diagonally upwards towards the right, and the other starts from the bottom right and extends diagonally upwards towards the left. These two lines intersect in the center-right area of the image. The text 'Virtual events' is written in a white, sans-serif font, positioned within the blue shape.

**Virtual
events**

Identity, comms & content creation

Your identity

CI Group will create a thematic for your event linked to your key topics and objectives. Rather than physical branding your identity will be brought to life through digital means ensuring a full brand immersion experience for your delegates.

Event content

We will design, curate, build and share your email communications, engagement channels and social media. But we can also go further, helping you deliver truly unique propositions for your unique customers i.e. a bespoke Playbook to help manage channel comms, or a video or animated production to help simplify your message or position your offer to new audiences.

Communication

Our team will design and create formats for your Virtual Event content - but we will also support you to engage with key stakeholders, to develop materials and to pull content into a final execution that can be shared with your event delegates or far beyond to ensure continuity and visual impact for your brand.



Virtual agenda & registration

CI Group will support you to develop a Virtual Event agenda based on your meeting objectives and audience demographics to ensure maximum engagement and participation.

Event agenda

Getting your virtual agenda right is critical. We will ensure your agenda has the right balance for your delegates taking into consideration your key topics and objectives along with supporting on the format of sessions whether it be a Main Plenary, Panel sessions, Breakouts, Q&A's or the Tea break!

Registration & information

We manage a bespoke design service to build your event registration and information portal based on the event agenda, ensuring your delegates are well informed pre-event and select the sessions of most relevance to them.



Providing a platform Event experience

With all interaction being delivered through a virtual realm it is critical that your event is NOT just another webinar but a true event experience, CI Group will ensure your speaker and delegates experience is just as impactful and professional as a physical event would have been.

Platform and environment

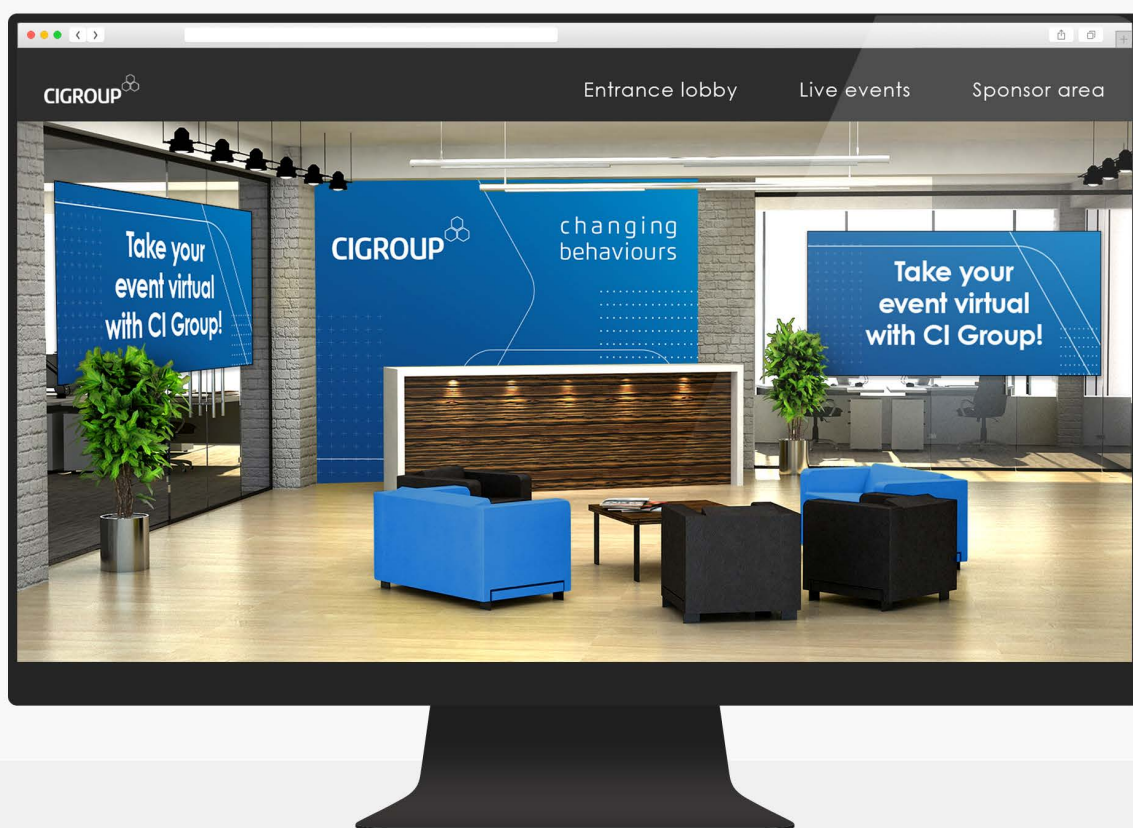
We offer a fully branded immersive platform to bring your event to life including a virtual lobby where delegates can navigate to other areas of the event e.g. virtual breakout areas, exhibition stands, agenda, information and help desk.

Event production

Professional broadcast quality output using sophisticated webcasting software along with full remote production team support behind the scenes to ensure audio and output are balanced. We provide speakers with piece of mind knowing they have technical support if required.

Speaker experience

Virtual green room with live presentation relay, as well as virtual clickers, speaker cue and show callers. We offer speaker briefings/ rehearsals and a full technical run through.



Virtual events

Audience engagement

Audience engagement and participation is key. We can ensure gamification, socialising and valuable interactions just as we would at a physical event.

Delegate attendance

We track your delegate attendance for every session in real time including delegate participation to enable targeted follow ups post-event based on sessions attended.

Audience participation & interaction

Increase your audience interaction with live polling, Q&A, chat/comments and integrate social media event feeds.

Virtual translations

Translated audio and subtitles are delivered and supported by a remote translator for reliable trusted translation.



**New normal,
new formats**

The image features a vibrant blue background with a subtle pattern of diagonal lines. The text "New normal, new formats" is prominently displayed in a bold, white, sans-serif font. Below the text, there are two thick, black, curved lines that sweep across the lower half of the image, creating a dynamic and modern aesthetic.

YouTube series

Find new formats to engage

CI Group would like to provide you with a truly differentiated means by which you communicate with your customers. Providing vendors with the opportunity to communicate product information, promotions and key messages in an informative and engaging manner with premium, value-add video.

Creating a YouTube series that will position you a step ahead of competitors by demonstrating real value to customers and vendors alike. At the same time you will excite team members, creating advocates who work for a company that brings innovation to a relatively stable market.

See how our YouTube series could work for you



Event in a box

Interactive

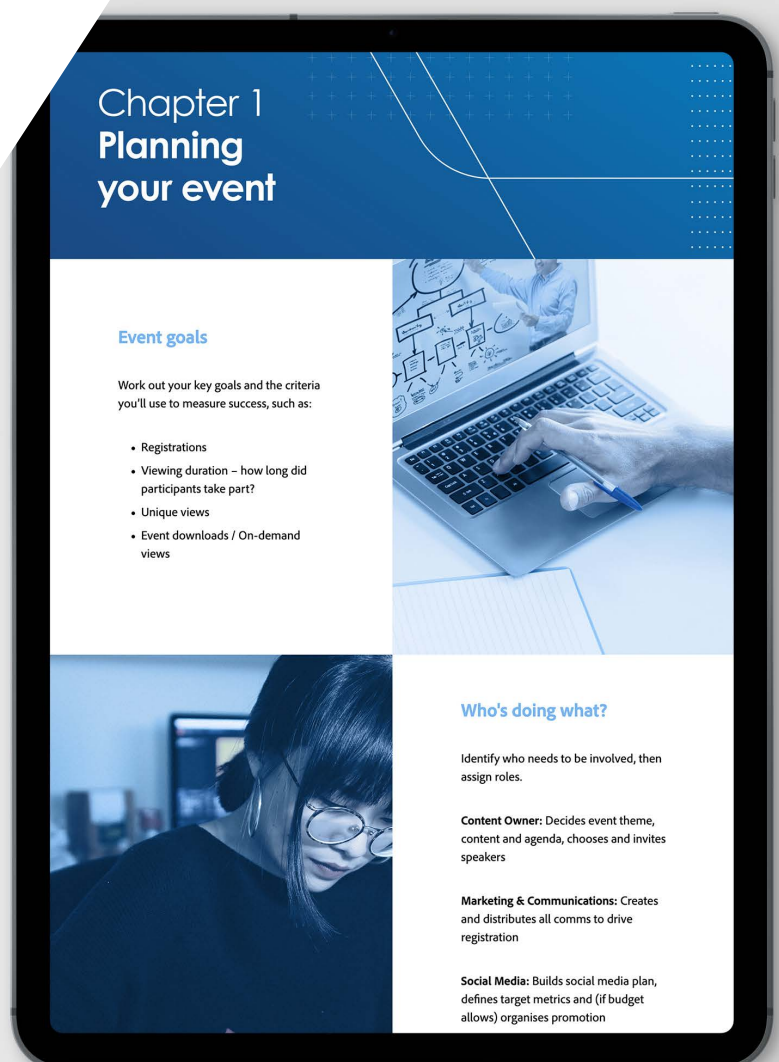
'How To' guides

CI Group can help you engage customers to build their own solutions in these changing times.

Webinars are a key tool for modern-day marketing. Digital events give marketers the chance to demonstrate and showcase products to live audiences – and interact with them in real time.

Of course, a successful online marketing mix should also feature social media and email marketing to sell products and boost reach. But digital events – done well – are an excellent way to strengthen your overall marketing strategy.

Show your customers or staff 'How To' using interactive Playbooks filled with professional insight.



Mobile meetings

The safe way to meet

As we get closer together again, there is an ever-increasing desire for face to face interaction. We can support your business connections to create a social distancing-friendly mobile meeting environment to get physical interaction from a distance back on the road!

- **Bespoke vehicle fit out to comply with social distancing recommendations.**
- **Branded meeting environment.**
- **Take the meeting on the road to your client's door.**
- **Fully serviced and safe spaces for every meeting.**



Our group

We bring together a unique combination of specialist skills to create outstanding campaigns, backed by the power of data and insight.



Pearl Analytics uncover the insights and opportunities in a business's data pool that can be turned into profitable actions and strategies.



Roundtable are an Insight and Digital Strategy agency offering considered, creative communications campaigns for consumer, B2B and B2E markets in the UK and beyond.



Ellipsis is a design agency and creative studio with a 20-year legacy of producing brand identities, across print, digital and web design.



CI.Diginut host a highly experienced and cutting-edge capability in design, UX and build across all sectors. Specialist services include consultancy, digital branding and design, mobile and app development, reporting and analytics.



CI has over 25 years expertise of award-winning innovation in live and experiential events, incentive and reward programmes.



Who do you want to influence? What do you want them to think? Clareville PR influence behaviours for brands and businesses. Providing reach, driving engagement and measuring return.

Our clients



BABYBJÖRN®

CAMELOT



Coca-Cola



DIAGEO

FUJITSU

Getronics

Gtech



ijimex



Lenovo™



O₂



pladis



S&P Global
Platts



WHSmith

Let's chat, we're here to listen.
Tell us about your challenges and goals.
We have some incredible solutions to
help you change behaviours during these
changing times.

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