



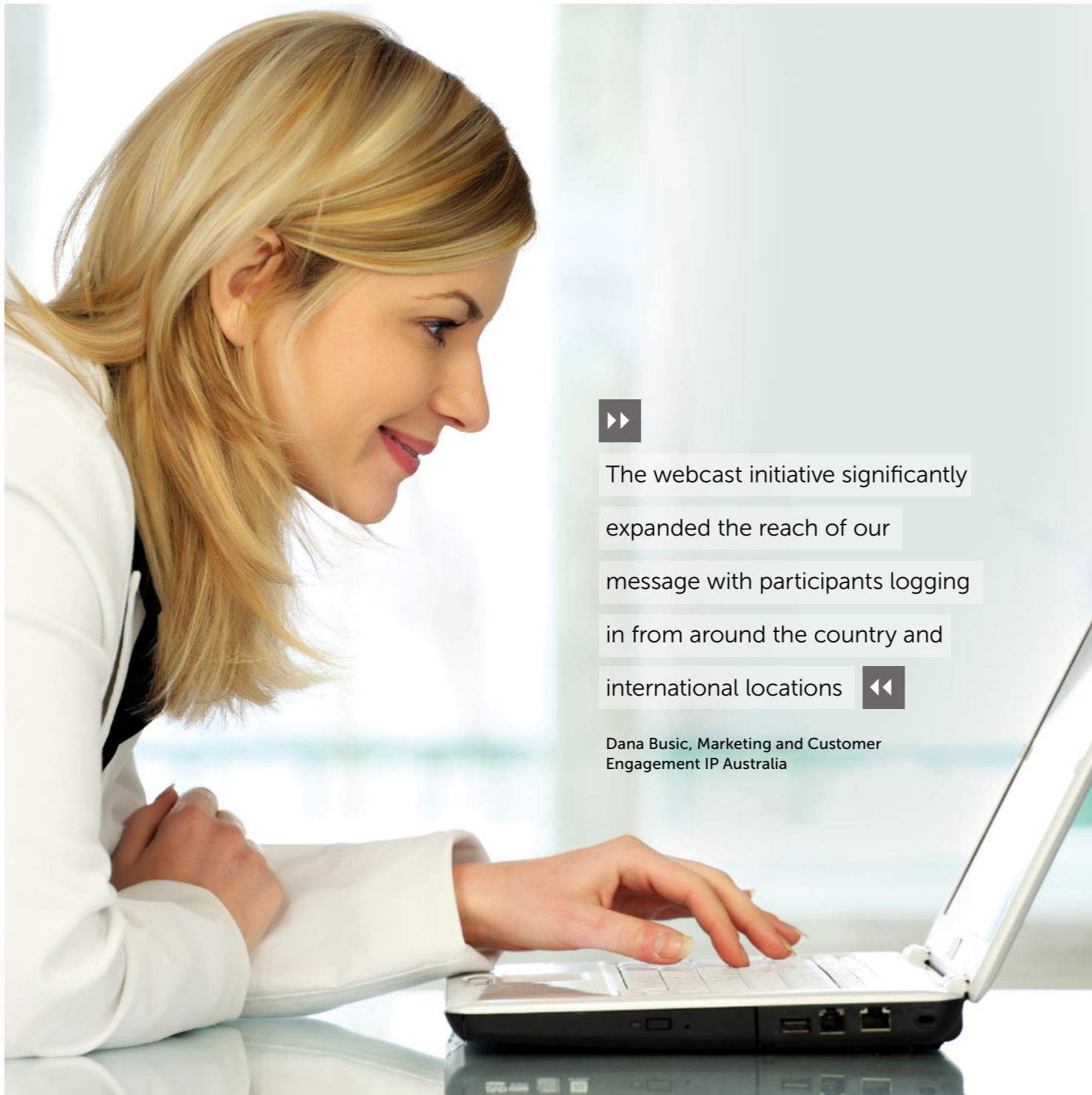
webcasting

POWERED BY STAGING CONNECTIONS



INTEGRATED EVENT SERVICES
TECHNICAL • STYLING • DESIGN • DIGITAL





The webcast initiative significantly expanded the reach of our message with participants logging in from around the country and international locations



Dana Busic, Marketing and Customer Engagement IP Australia



WEBCASTING FROM STAGE TO SCREEN

Deliver your message from the venue.
To Anyone... At Anytime... To Anywhere in the world.

extend your reach

Event communication is at the crossroads of change with hybrid events. Technology is driving new levels of audience interaction removing time and geographic constraints. All by simply harnessing the power of the internet.

At the forefront of this event innovation is webcasting; streaming video and audio content for engaging and powerful communication. Webcasting allows you to upload video and audio content directly to the worldwide web connecting you directly to a new, virtual audience. Taking you from stage to screen.

LIVE EVENT

AUDIO
VISION
MULTI MEDIA



ENCODER



internet



WEBCAST VIEWERS

ON-SITE SCREEN





WEBCASTING FROM STAGE TO SCREEN

Evolving the event experience.

integrated event services

Only Staging Connections has the event experience, skills and technical expertise to incorporate webcasting seamlessly into any event delivery.

There's no substitute for experience. With over 25 years in the audio visual and event staging business, Staging Connections understands event technology. Our audio visual and technical expertise means a highly skilled team with the know-how to utilise the right AV equipment for an outstanding webcast experience. Our webcasting service is also backed by Staging Connections international network of technical and creative event professionals.

As a trusted and flexible webcasting partner, Staging Connections supports you through every step of the webcast. Designed to deliver a premium webcasting product, our service is built around detailed preproduction checkpoints such as venue bandwidth assessment and dedicated connections for uninterrupted content streaming.

Our design team can create a custom webskin adhering to your company brand guidelines.

Our webcasting service is also backed by Staging Connections' infrastructure and partnerships with over 70 leading venues. Offering a one-stop, integrated event service designed to deliver high quality webcasts and engaging event experiences.

WHY WEBCASTING ?



Extend the reach of your message and reach new global audiences



Increase the size of your audience



Deliver your message simultaneously



Extend the life of your event (On-Demand Webcast) by including content in your marketing communications channels – email newsletters, PR and social media



Advertising opportunities within your webskin framework including commercials on the landing page, banner advertising and text overlays on the live video screen

"Your professionalism, attention to detail and responsiveness made the organisation of this event stress free... I am sure this contributed greatly to the overall outcome"

Mary McAvoy, National Events Manager, Westfield

Some of our webcasting clients



St Vincent de Paul Society
good works



Mission Australia



ASIA PACIFIC
SCREEN AWARDS™



WEBCASTING FROM STAGE TO SCREEN

Add impact, interactivity and interest.

webcasting for all events & devices

AGMs & Investor Relations

- Live webcast out to shareholders who cannot attend the venue.
- Record the AGM and corporate announcements for compliance.

Conferences & Exhibitions

- Video vox pops and testimonial interviews from event attendees.
- E-blasts promoting daily video highlights to registered non attendees.
- Post event marketing building momentum for next year.

Product Launches

- Live webcast for simultaneous release of embargoed information.
- Website information resource with product demonstrations, tutorials and customer support.
- On-demand video content for viral campaigns.

Internal Communications

- Live webcast of major company announcements.
- Online sales training videos.
- Dedicated video portals categorising and managing internal digital content.

Gala Dinners & Awards Nights

- Live webcast major events for increased exposure and a higher profile.
- On-demand webcasts for post event marketing.
- Employ the video content in online advertising, PR and promotional campaigns.

WEBCASTING FEATURES OVERVIEW

New Features

AUTOMATIC DEVICE DETECTION OF PC'S, TABLETS AND SMART PHONES

- Ability to stream live to your company website or YouTube channel
- Adaptive Bit Rate technology providing best possible image quality
- Seamless Captioning and Transcription integration.

Advertising and Sponsorship Opportunities

Promote your brand to a captive audience.

- Video commercials on the landing page
- Banner advertising
- Text overlays on the live video screen

Additional Features

Downloadable content, speaker bios, interactive polls, surveys, Twitter and live chat.

Synchronised Slides

Slides automatically timed to change in sync with live speaker presentation.

Slide Navigator Bar

Viewers select the part of the presentation they want to view.





digital

STAGING CONNECTIONS

1800 209 099 (within Australia)
or +61 2 9556 8888
email info@stagingconnections.com
stagingconnections.com

INTEGRATED EVENT SERVICES
TECHNICAL • STYLING • DESIGN • DIGITAL

