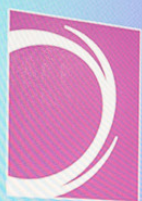




CSLEvents

Anything is possible...



CSLEvents
VIRTUAL

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VIRTUAL

TAKING YOUR EVENTS VIRTUAL

By the CSL Events Team

Looking into the world of virtual events and the options open to companies to engage and create in a socially distant world.

September 2020

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Creating business events is, of course, the lifeblood of CSL, so challenged by the environment and our client's needs, we have been working hard to deliver suitable options that allow clients to not just talk to their market, but to actually step up and give their clients a creative and meaningful virtual event.

With today's ever-evolving digital landscape, there is a range of solutions to bring your event to your guests in innovative and creative ways. No longer are we confined by venue capacity or the physical location of keynote speakers or attendees. With a host of platforms

to choose from, it has never been easier to host a virtual conference, webinar, product launch or trade show.

Virtual events are digital gatherings of people looking to connect with one another to learn, share knowledge and grow. The CSL team can help you create a powerful virtual event to suit your business needs, that bring us together and keep us connected.

A hybrid event is the same thing but has a level of live on site and in person audience members combined with a digital audience.

“What is a virtual event? A virtual event is an event that happens in a virtual environment and is live streamed or made available on demand to your audience.”

Find out more about virtual on our website www.cslevents.ie



info@cslevents.ie



VIRTUAL EVENTS

An event that is attended virtually by the audience.



HYBRID EVENTS

An event that has both a live in person audience or panel of guests and an audience that is attending virtually.



WEBINARS AND LIVE STREAMING

This can get confusing, but it really just boils down to the delivery method for your event and how people will access it. There are pros and cons to conferencing platforms, streaming services and virtual portals but we will help you break it down. One of the key factors here is the level of production value you want to add to your event.



EXPERIENCE VIRTUAL



WHAT ARE THE BENEFITS OF VIRTUAL EVENTS?

Virtual events are a flexible solution for your business needs whether it's sharing industry knowledge or business strategies, training or motivating attendees, or showcasing new products. Virtual events are:

Accessible

With the possibility of global registrations, the removal of travel and accommodation costs as a barrier, and accessible content, virtual events offer the opportunity to expand your audience and amplify your brand exposure.

Safe

As they provide a safe solution and risk free solution due to the ongoing threat of COVID-19.

Sustainable

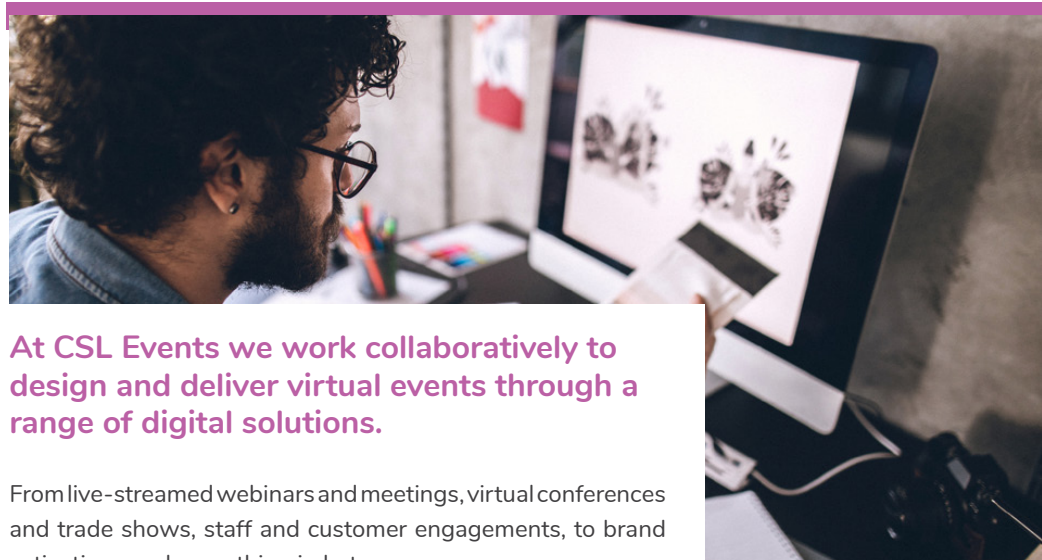
They generate lower carbon emissions due to the lack of attendee travel and fewer printed items with information distributed online.

Value for Money

They can help make your budget go further and provide excellent ROI without the need for catering costs, travel and accommodation costs, or printed materials etc.

Scalable

Bespoke virtual events can be created for any scale of event or audience depending on your business needs, from webinars, to virtual conferences, to live streamed music concerts.



At CSL Events we work collaboratively to design and deliver virtual events through a range of digital solutions.

From live-streamed webinars and meetings, virtual conferences and trade shows, staff and customer engagements, to brand activations and everything in between.

CHOOSING THE RIGHT SOFTWARE PLATFORM FOR YOUR EVENT IS HALF THE BATTLE



BREAKING DOWN THE OPTIONS...

KEY FEATURES OF VIRTUAL EVENTS

- **Community** – Virtual events allow us to come together to connect, learn and share knowledge, motivate one another and to share an experience.
- **Interconnectivity** – Nothing beats face to face but with today's technology through virtual events people can connect in a variety of ways, with one to one meetings, breakout sessions, interactive polling, Q and A sessions and much more.
- **Personalisation** – Virtual events can provide a personalised experience for your audience with personalised content and communications from invitations and itinerary development, to pre event data collection and bespoke content.
- **Amplification** – With the opportunity for global reach, available on demand technology and social media integrations it has never been easier to amplify your event.
- **Analysis and Metrics** – Post event take advantage of the advanced data capture with robust analytics and reporting that can help make your event measurable and can provide valuable insights for future events.

1

Webinars and Conferencing Platforms

Where remote guests join together via a platform like Zoom, webX or gotowebinar. Great for two conversations.

2

A Remote Live Stream.

CSL can produce a live stream remotely with guests and participants joining remotely via their own webcams. Guest watch a live stream from one or a number of streaming platforms.

3

An on Site Live Stream.

A live stream but the stream is recorded and produced on site at either your premises or a physical event space. Allows for some attendees or panellists for hybrid events.

4

A full Studio Produced Live Stream

A live stream but produced and recorded from a dedicated production studio with all the bells and whistles of a full studio in terms of lighting, stage, cameras and equipment.

5

A Virtual Event Platform

A virtual event platform allows you to hold an event entirely in the virtual world. Main stages, break out areas are all designed and built in the virtual world.

STAY CREATIVE WITH VISUALLY IMMERSIVE CONTENT...



Whether you're planning your next virtual event, social media activity, or staff communications, CSL can work with you to source exciting speakers, create stunning visuals and interactive content.

From copywriting to design and branding, video production and editing, we will help you to bring together all the elements required to create effective messaging, impactful branding and a memorable experience.

CSL Events have an in-house creative team and design studio that work along-side our events team to develop creative solutions and to ensure speedy and efficient service.

Design & Content Creation:

Our studio has vast experience in designing for both print and digital. We create innovative, creative solutions for events and campaigns and unique live concepts. We also work with existing brand guidelines and campaigns, adapting work to other formats while dealing with complex specifications.

EXPERIENCE LIVE

Speakers and entertainment:

From heavy-hitting international speakers, sports and entertainment speakers, motivational speakers, musical acts and support entertainers getting the right entertainment is not only critical but can also prove to be challenging. CSL has a wealth of experience and contacts in this space to ensure we can work with clients to bring the best entertainment fit to their event.

Video Production:

From in house editing to video recording and production. CSL can help you create slick and polished video content for either use in your live event or for video on demand later.





STAY ENGAGED WITH YOUR STAFF AND CUSTOMERS

With many of us still working remotely, it's more important than ever to find ways to engage and reward your employees and clients for their flexibility and endurance during these unusual times.

Whether that is through virtual meetings and catch-ups, virtual entertainment activities or in addition to virtual connections why not treat your staff or clients in a fun and creative way with a doorstep drop gift.

We all miss live interaction and no tech can replace this, but with the times we are in, embracing alternative ways to stay connected is the next best thing. Let us help you connect and engage with your employees and clients. Here are some ideas to get thinking about!

Virtual gaming and team building.

Virtual quiz hour to get the healthy competitive team spirit alive and active. Or a virtual bingo session to let staff have an hour of fun with their colleagues. There is a host of virtual interactive activities to choose from.

Virtual mentalist act

Keep the magic alive with a digital illusionist performance. Bring joy and amazement to your team and have them talking about what they've seen for a long time after!

Virtual concerts at home

Why not create your very own private concert to reward your staff. An exclusive online performance direct to your employees from a well-known artist is sure to Wow!

Paint at home together

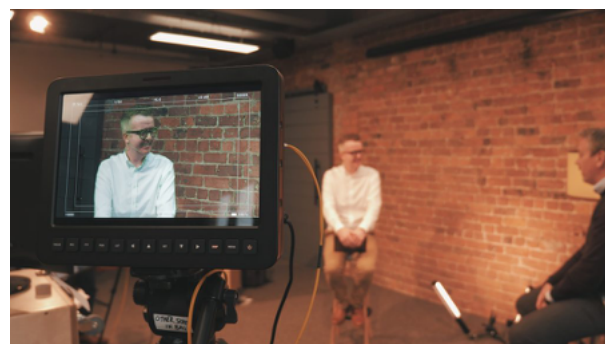
Get your employees' creative skills flowing. A bespoke creative class where we can supply your team with an online tutorial and a special get painting kit to help them achieve their status as the next Picasso!

Employee and Client door drop

Why not treat your staff to a door drop gift! It can be fun, creative, or tasty! There are a variety of options from wellbeing packs, Lego sets to delicious hampers!

Virtual cocktail hour with a twist

You can combine the virtual with the physical, turn happy hour on a Friday evening into a fun-packed hour as they work with one of our experienced mixologists to create your own signature cocktail. Enhance this with a special door drop to employees with the tools they'll need to get mixing!





Hotel Europe, Killarney



Hayfield Manor, Cork City



Ashford Castle, Galway



Mount Juliet, Kilkenny



STAY LOCAL WITH AT HOME INCENTIVES

Have you traditionally used overseas incentive trips for your reward and incentive programmes? With current air travel and insurance restrictions with us for the foreseeable future it is worth considering a domestic programme instead. In Ireland there is so much to do and see!

There are excellent 4 and 5 star hotels with capacity around the country and many activity based opportunities on offer, a trip within Ireland could be a great solution for the year ahead!

CSL have a wealth of experience in creating bespoke incentive programmes and rewards. From venue selection, private dining options to entertainment and activities. Talk to the CSL Incentive Travel Team about an at home incentive, we will work with you to tailor the programme to achieve your goals while making it memorable for your staff or customers.





**EVENTS INDUSTRY
IRELAND**

WORKING WITH OUR INDUSTRY COLLEAGUES

As a founding member of Events Industry Ireland, we are working together with government and event industry colleagues to finalise protocols in line with government restrictions and health official guidelines to deliver safe events in the future.

Event Industry Ireland (EII) is a group of event professionals and business owners from the Irish events industry who have been brought together by our collective concern for the future of events in a post-Covid19 world. EII is run by its members for the benefit of its members through an elected council of representatives.

In Ireland, the events industry is comprised of a number of diverse industry sectors including, but not limited to, conferences, music events, exhibitions, trade shows, sporting and cultural events, event hospitality, venues, festivals, promoters, incentive travel, theatre and arts, as well as other services provided to people travelling to and attending events.

Our goal is to establish an organisation for the event industry in Ireland which aims to be the voice of our multi-billion event industry. By doing this, we intend to serve the collective needs of event organisers and suppliers as well as the industry as a whole during this trying time for the country.



HYBRID EVENTS AND THE WAY BACK TO LIVE IN PERSON EVENTS.

Nothing beats face-to-face interaction. With the dramatic change in most people's working lives and a mix of home and office workplaces, it will become ever more important to create opportunities for live occasions where colleagues and clients can come together when it is safe to do so. CSL can help you create an event with all protocols in place for a safe and enjoyable occasion in line with all government and health official guidelines.

For businesses to continue to survive this difficult time, we need to work together and stay in touch, both with staff and customers. The CSL team are on hand to create opportunities that can continue to keep those important connections alive during this challenging time.

Over the past few months, we have worked with our clients to deliver a range of activities. From bespoke staff entertainment with virtual concerts and interactive games, outdoor brand activations in local communities, corporate webinars with content creation and online staff training programmes. The one thing that has become clear to us, is the longing and need for real in person, face to face events. So talk to CSL Events today to see what is possible as we move forward.

As sport re-opens in Ireland and restrictions on spectators are eased, our corporate hospitality division CSL Hospitality, hope to go on sale with packages for sporting events later this year and into 2021. We will update our dedicated hospitality website www.cslhospitality.ie with the latest developments as they come on stream.

www.cslhospitality.ie

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CSLEvents

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