

VIRTUAL APPROVAL

**Services and Case Studies
Brochure 2022**

About Us

We're creative partners, passionate about events and the power of bringing people together. Our team of technicians, content creators, marketers, project managers and designers come together to elevate events and brands around the world.

Our audience-centric approach tailors each event to be both accessible and exciting. Whether you're envisaging a webinar or workshop; an international conference or virtual courtroom; a product launch or party, we'll deliver outstanding, broadcast-quality events with global reach.

Our Values



Interactivity

Leveraging the best tools and software to take your delegates on a journey. As humans, we all enjoy and learn to our potential when we're part of that journey. Our mission is to ensure you meet your event objectives by providing an immersive experience to maximise audience engagement.



Accessibility

Enabling you to share your message to a local, national or global audience. There are no boundaries to your event reach! Whether virtual, hybrid or live, we regularly incorporate key accessibility components such as simultaneous language translation, live captioning, audio description, large format text and more. Employing the inclusivity and technology needed to deliver events to keep you and your entire audience connected in the room, or across the world.



Reliability

Encompassing the technology we employ and the quality of the communication channels we use. We research and test all our technical solutions, deploying back ups for power, connectivity and many eventualities, for ultimate peace of mind. We utilise the highest trained teams of event and professional broadcast technicians to cover all bases, because we know how important your big moments are. We deliver exceptional reliability so your delegates experience an unforgettable event that reflects positively on your brand.



Engagement

The dictionary definition of an event "a thing that happens or takes place, especially one of importance". With this in mind, nobody wants to attend a boring event – and we don't want to produce one. We leave no stone unturned to ensure your event stands out from the crowd – from speaker selection, to venue sourcing, set design and beyond – wow your audience and the buzz will last way beyond the closing remarks. We deliver creativity and flair combined with the best technology to maximise event participation and an enhanced audience experience.



Creativity

Building exciting, innovative concepts to wow audiences. Every event element is considered with the 'why' at the forefront, to ensure the whole experience reflects your purpose and brand. We deliver exceptional design-led solutions with creativity and flair.



Services

Browse our range of key service areas, designed to provide an all-encompassing creative solution for your commercial marketing and events.

We share your goals and create together, driven by a desire to grow your audience, engage and share your message.



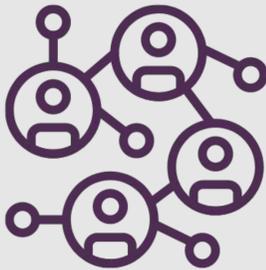
Marketing & Design



Entertainment Events & Awards Shows



Project Management & Creative Support



Hybrid Events



Virtual Meetings & Courtrooms



Consultancy & Training



Video Production & Editing



Event Production Services



Event Admin & Technical Support



Interactive Workshop Design & Support



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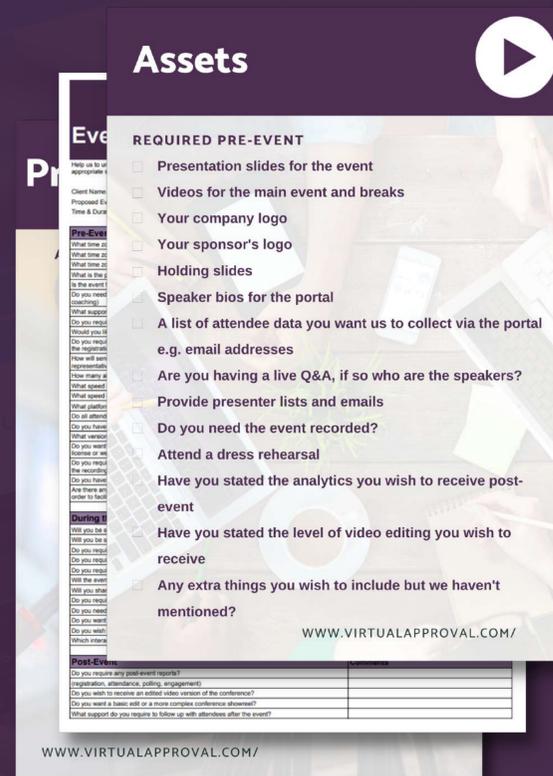
Project Management & Creative Support



Project Management & Creative Support

Exceptional support from dedicated Event Managers

We're with you every step of the way



Our Event Pack provides all the information you need to ensure the smooth delivery of your event.



We aim to make the lead up to your event an enjoyable process. With an online project planner and checklist you can see in real-time the progress of your event planning.

Our team of detail-focused project managers will plan out all the stages required to ensure your event goes smoothly on the big day(s). We have encountered every bump in the road and are used to working under pressure to deliver results. Your dedicated Event Manager will understand your vision, then plan meticulously to maximise your success.

We'll provide a detailed project plan and you'll have access to an online checklist so you can keep up to date in real-time. Our team can support you by creating all the visuals and marketing material you'll need.



During the consultation phase we'll map out the whole project so you can visualise your event.



Project Management & Creative Support



Project Management & Creative Support

Consultation

- Planning & design
- Book host, talent & content
- Technical specification
- Organise food & drink
- Creative content curation
- Event marketing support
- Project timeline & deadlines
- Interactivity & engagement goals
- Presenter mapping
- AV production planning



Pre Event

- Ticketing & registration
- Agenda/ROS creation
- Graphic design
- Delegate & speaker comms
- Tech scripting
- Speaker rehearsals
- Content collation
- Marketing & analytics
- Workshop design & interactivity
- Venue sourcing



Event Live

- Visual & audio production
- Live graphics & effects
- Virtual hosting/moderation
- Dedicated event technicians
- Remote technical support
- Audio & video recording
- Subtitles, captions
- Translation
- Security



Post Event

- Video editing
- Podcast edit & channel hosting
- Content distribution
- Data analytics
- Audience feedback

The Lifecycle of your Event

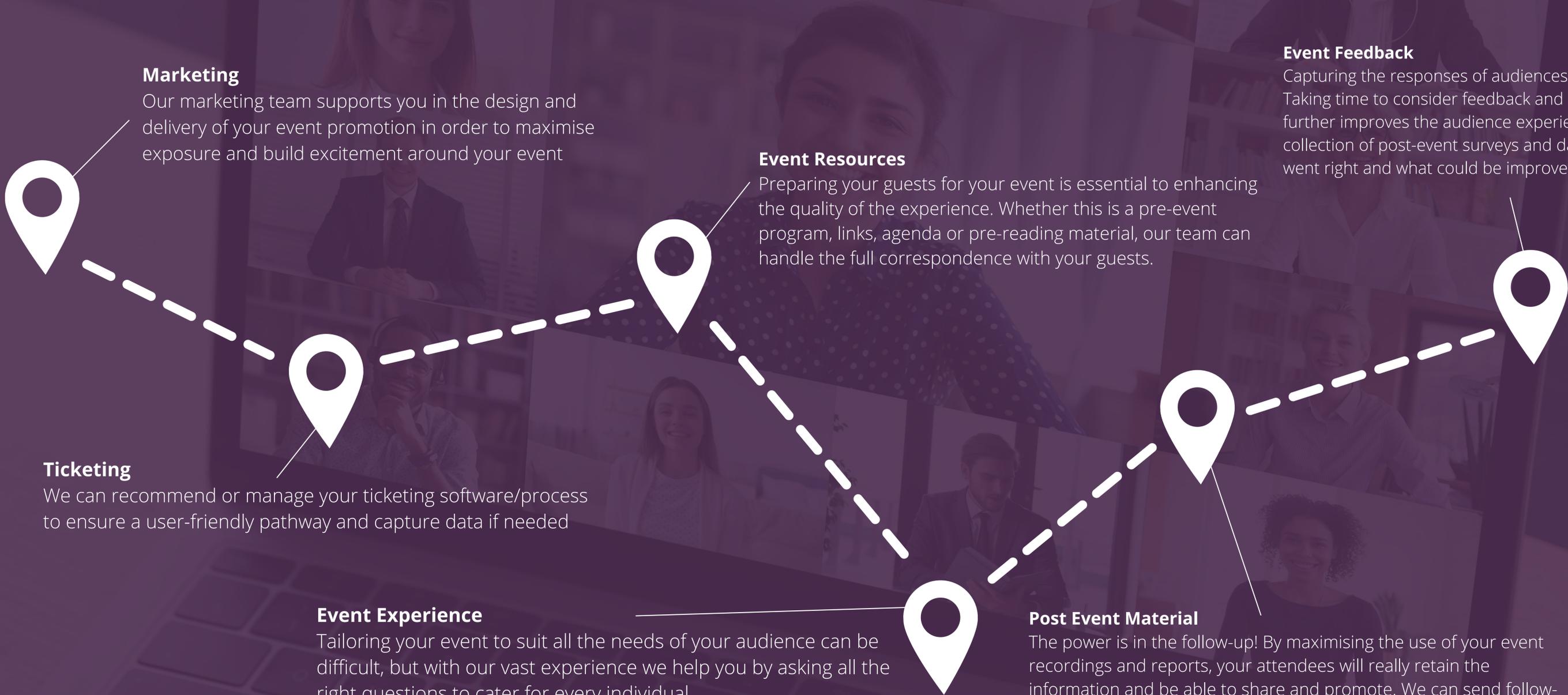
We pride ourselves on our planning and precision, always considering every angle and taking care in each phase of the event cycle. From consultation, to event and beyond, Virtual Approval will support you throughout the journey. Our diverse team are experts in overseeing the management and logistics, creative direction, digital design and technical delivery of a wide range of events. Whether your event is a conference, awards evening, product launch or training workshop, we believe the best approach is to be involved throughout every phase of delivery.



**Event Management
& Creative Support**

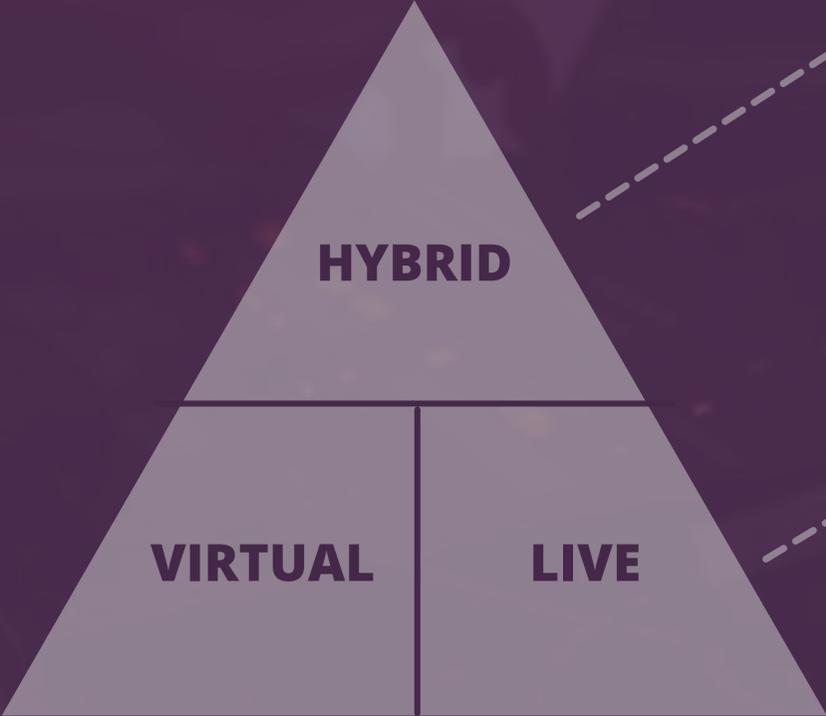
Audience Journey

We know the value of the journey your audience/delegates go through and the lasting impression it will make. Virtual Approval supports you in ensuring each step of that journey is maximised and captured.



**Event Management
& Creative Support**

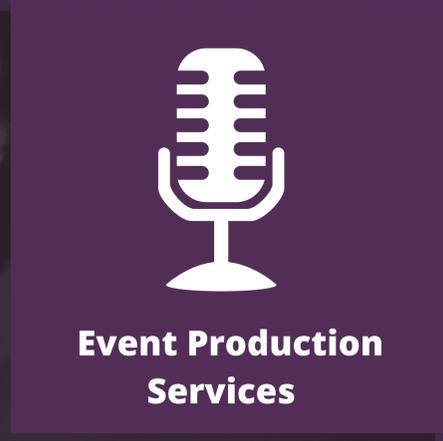
We may have started as a virtual events company, but have grown rapidly and through development, partnerships and strategic collaborations, we now produce all 3 forms of event very successfully.



Through our innovation and drive for immersive events, we can intertwine the experience of a live event with the accessibility, flexibility and convenience of a virtual event. Through careful planning and the deployment of top specification audiovisual equipment, we are experienced in delivering hybrid events of any size. We maximise ticket sales and help grow your message or brand.

Our internal team have a background in live, in-person exciting events, from exhibitions, conferences, activations, award shows and more. We know first-hand the benefits and challenges of live event management and have a dedicated team to realise your vision, bringing everyone together for an unforgettable experience

We love digital - and we're passionate about working with brands to use the power of online events to connect, educate and engage like never before. Our virtual events come in all shapes and sizes, but always with measurable outcomes. Whether you are planning a webinar for business exposure, a conference to educate your followers or an awards show to celebrate achievements, our production team are on hand to make sure it stands out in the crowded online space.





Conferences, Expos & Summits



Conferences, Expos
& Summits



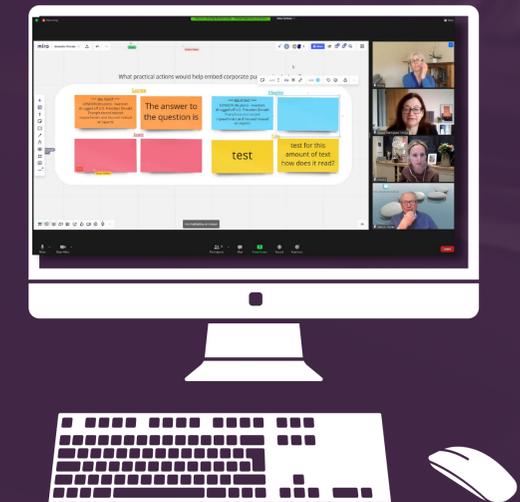
Getting your virtual event right is essential and with so many options and solutions available, planning and executing your conference or webinar can be difficult. We support you in both the planning and delivery so you can focus on your content. When it comes to platforms, we will help you chose the best solution, and our team of expert event producers and technicians ensure your event delivery is seamless and looks first class.

Tailored Virtual Production

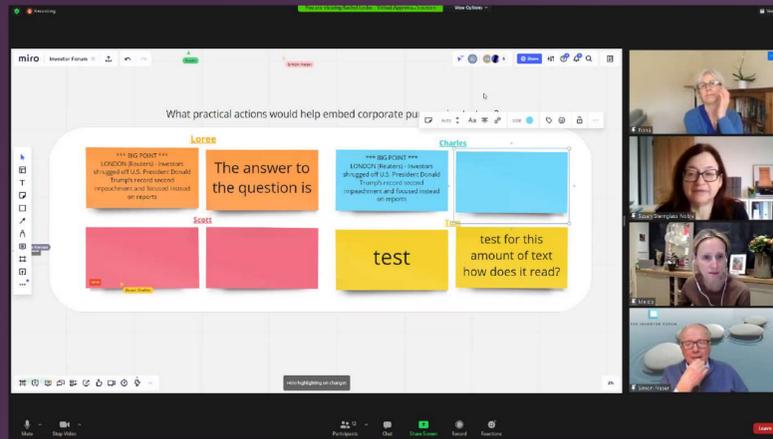
We have 3 production tiers for a fully virtual event - Standard, Premium and Extended. Each can be tailored to your design and audience, but require varying degrees of technical complexity and broadcast equipment.

Our Standard solution uses a pre-built video or streaming platform like Zoom, Streamyard or Teams, so is an efficient and budget-friendly solution. This offers a comfortable environment for your audience and presenters.

Often referred to as the "Zoom Event" solution, we can add breakout rooms, branding, live polls, screen-sharing, music and video playback along with an unlimited number of presenters. The main limitations occur in the template registration process, 2D nature of the platform and the reduced design options. The platforms, however, are advancing all the time and have a much improved capability than you may recall from those mid-lockdown quizzes! Please contact us for an up-to-date review or demo.



Conferences, Expos
& Summits



Video conferencing has never been more prolific and is a daily part of life for most. Zoom, Teams, WebEx and Google Meet all have event-specific platforms, features and a vast array of integrations beyond your standard meeting format. Their familiarity and stability could make them the perfect online platform for your event.

The software and market leaders are ever-evolving, so we make it our mission to know the movers and shakers - we test and evolve, so you don't have to.



Platforms are a great way to ensure your audience know where they are going to watch your event and also access agendas and conference resources. We have our own budget solution as well as partnerships with premium event platforms to ensure you get the best quality for your budget.



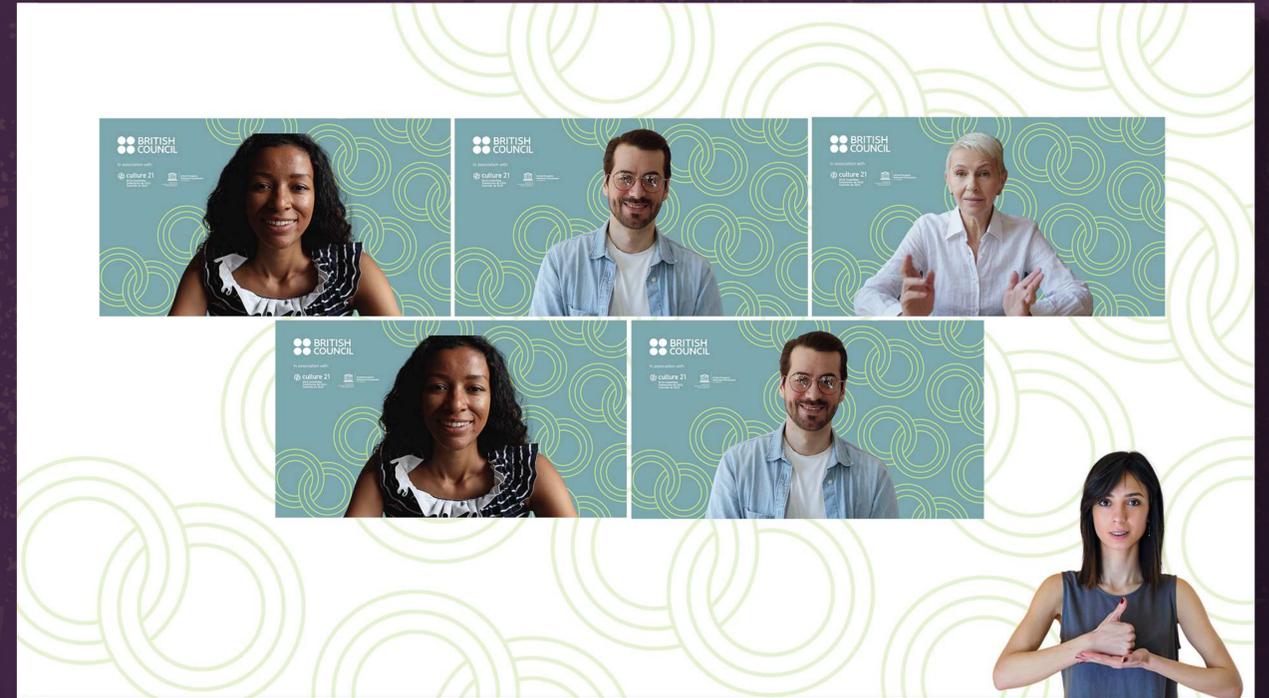
Event Production Services

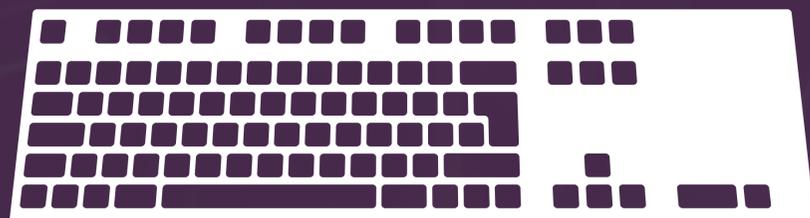
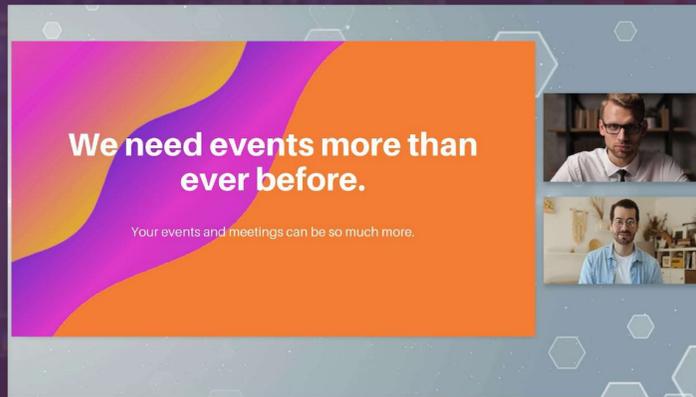
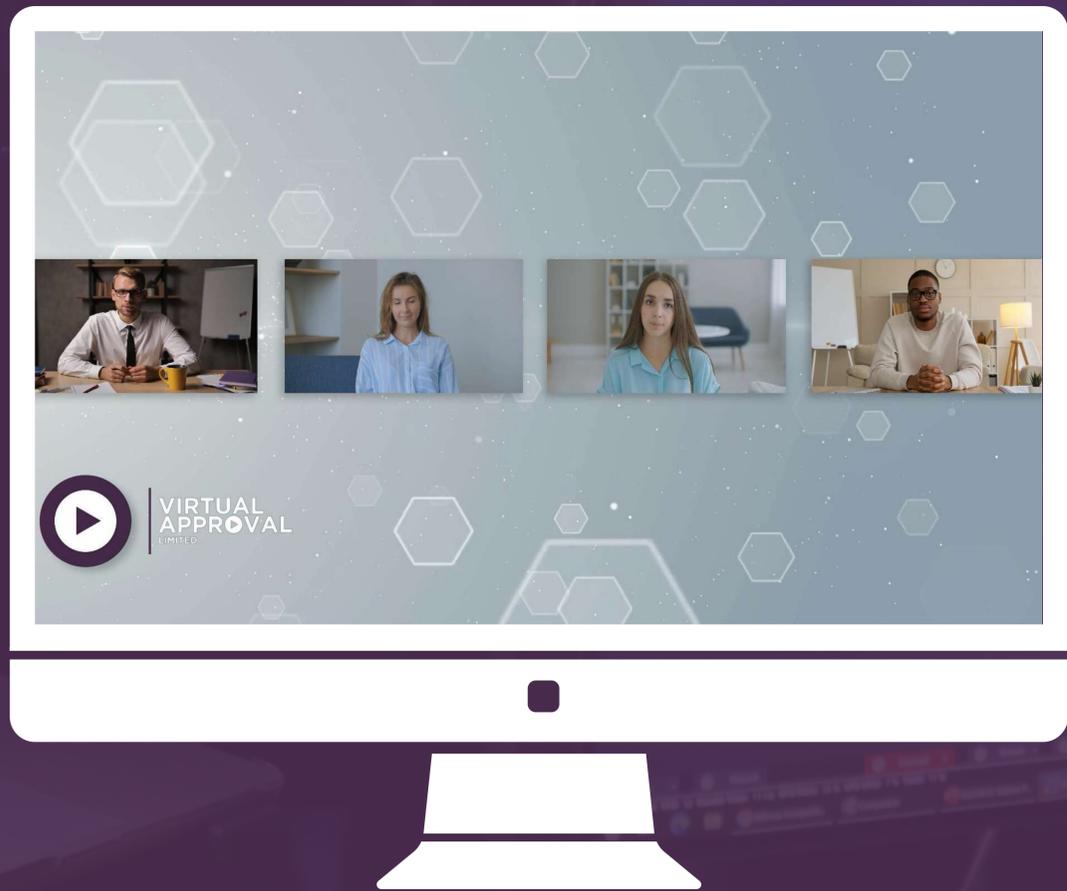
Premium Virtual Production

Utilising live-streaming production and design software such as vMix and Adobe suite, we are able to fully customise every stage and transition to deliver a much more visually appealing show. Some typical components include: -

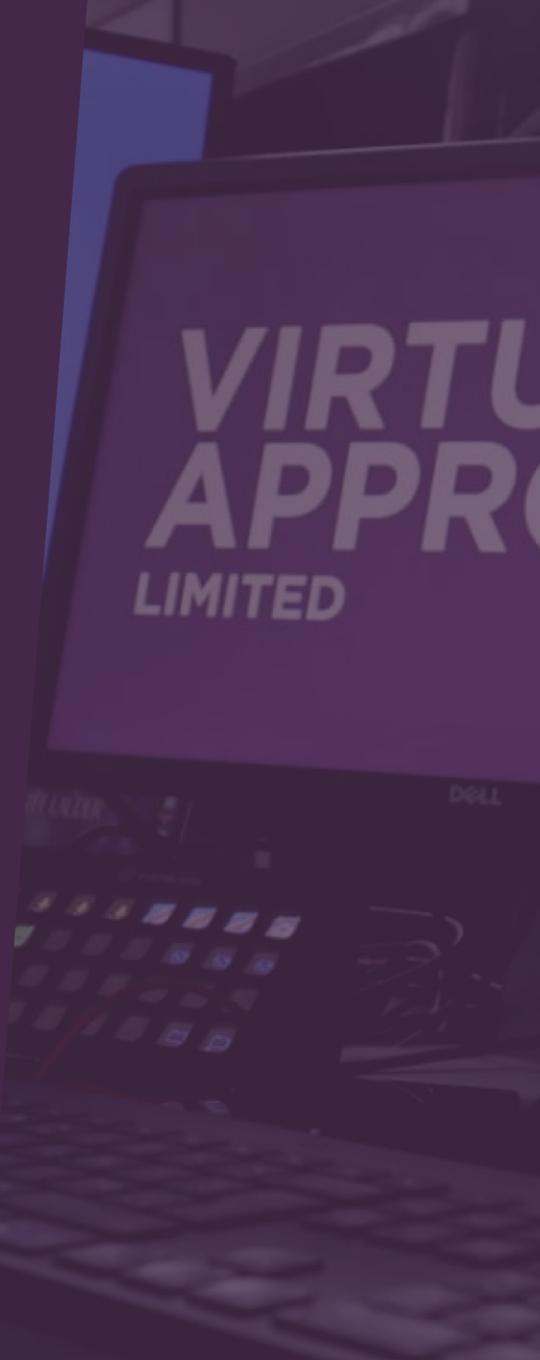
- Lower 3rds (nametags & banners)
- Scalable stage layouts
- Live captions & sign language
- Live studio filming or optimised webcam feeds
- Audio production with music, disco or live DJ
- Live integrated polls, quizzes or voting
- Moving or static backgrounds
- Video playback
- Live presentations

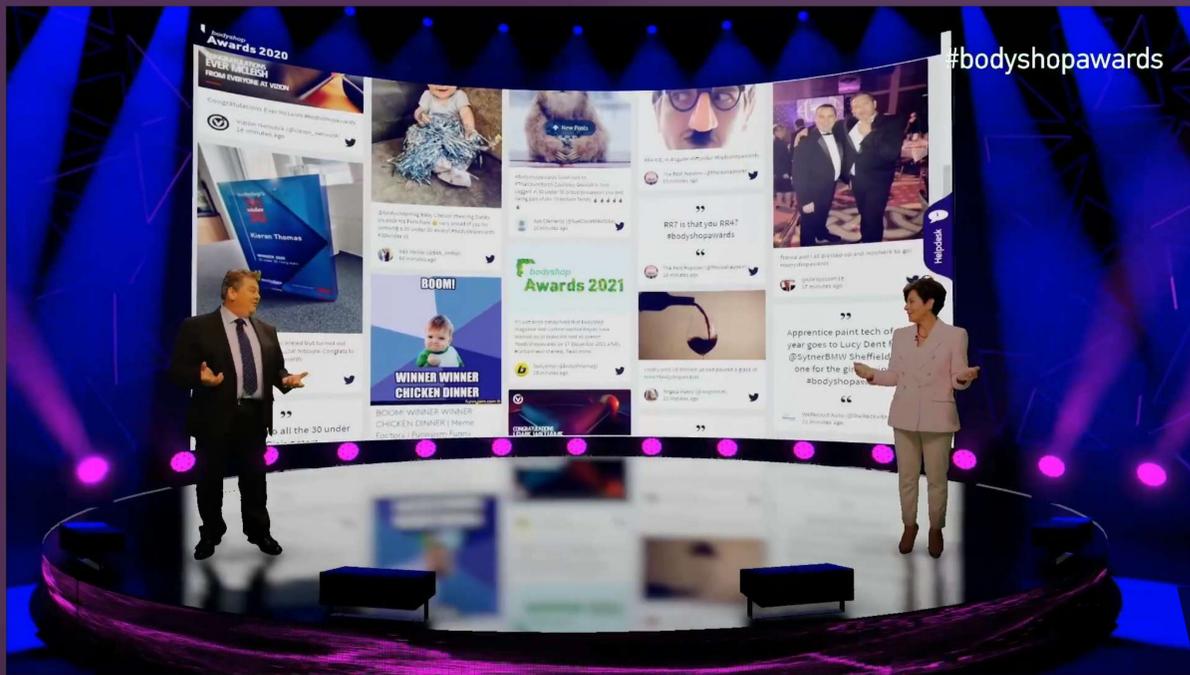
Each and every one of our virtual productions is different, always designed around your brand, message, audience and event objective.





"Our virtual events have been a real success thanks to your partnership and creativity, we will be continuing our virtual offering indefinitely"
Event Organiser, USA





GSXR
green screen extended reality

3D designed and built
extended reality set -
just for you

Any environment
imaginable

Project your online
audience into the
extended reality set -
or vice versa

1 camera, endless
angles and
possibilities

**Extended
Reality
Production**



With the growing popularity of both extended and virtual reality, our GSXR extended solution is a perfect solution to wow your audience and promote your product or message. With our fully customisable in-house built software, we can put your presenters in a either a part or fully virtual space. A step beyond the webcam & home office; Virtual Approval have linked up with a fantastic "Extended Reality" solution that brings presenters and audiences into a fully virtual world. This offering allows for a high quality product, with the caveat of something very different to what audiences are used to watching.



GSXR

green screen extended reality

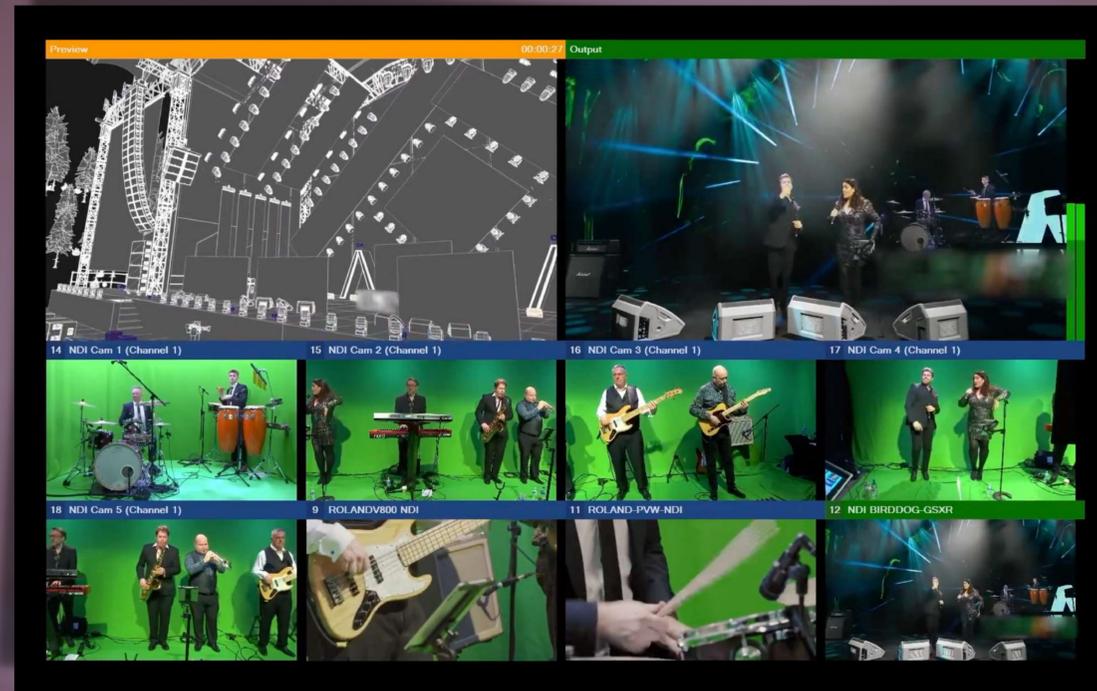
"Your imagination is the ONLY limitation"

Extend your reality - in any environment

Real-time production

Real-time lighting

1 camera, endless angles and possibilities



Event Production
Services



Image of a concept for a Virtual Quiz on a custom VMIX Stage



Event Production
Services



Hybrid Events

SCAVENGER HUNT RULES

You must locate, collect and bring back ALL the items on today scavenger hunt list to where they can be seen on your webcam.

Once you've collected ALL 4 ITEMS you must type what you've brought back in the chat box, all on the same line and press enter. Once all 4 items have been received, you're entered into the game.

First person to bring back 4 qualifying items and get them in the chat box will be the winner.



Actual Event shot from a Virtual Scavenger hunt for a NHS Awards Evening



Lilly

Lilly Pharmaceuticals concept for a "Strictly Come Dancing" style virtual event using VMIX



Hybrid Events



Hybrid Events

Tech, Tech, Tech...

The vital ingredient in a hybrid event is the audiovisual element. Hybrid events are not just a live stream, they need to ensure a seamless 2-way interaction and inclusivity for both virtual and live audiences as well as presenters. Our technical hybrid solutions deploy multiple cameras, vision mixers, endless screens and strategically placed microphones.

The only way to ensure a truly immersive experience for all is to break down barriers and allow everyone to converse freely, as though in the same room right next to one another.



LIGHTS,



CAMERAS,



ACTION!

Our technical production team have a background in television and prestige events. We plan every detail of your hybrid production, incorporating wide-angle and multiple close up camera shots, 2-way audio, relay screens, comfort monitors and more. Audiences and presenters will experience a production created just for them in real-time.

Parallel Experiences

Hybrid events weave virtual and live events together to make a fully accessible and fully immersive event. Our Hybrid event solution creates a parallel experience for both virtual and live audiences. We focus on ensuring both types of participants get the most out of your event.



Like our virtual events, our Hybrid Packages are scalable for most venue types and platforms. Our producers will work with you to find the best solutions for your budget and audience.

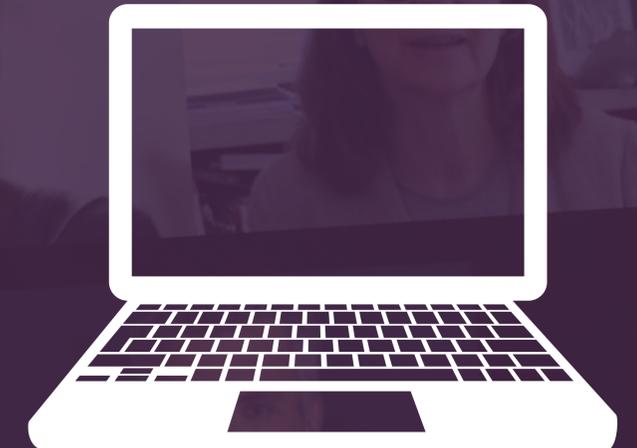
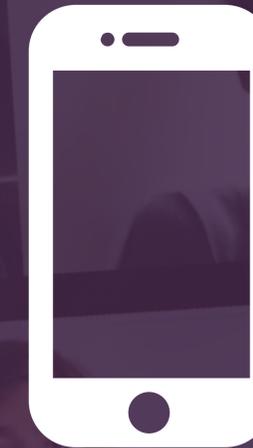
Our in-house team and partners are experts in delivery of live and virtual events. We provide the expertise but can also supply all the equipment and help you source venues and platforms.



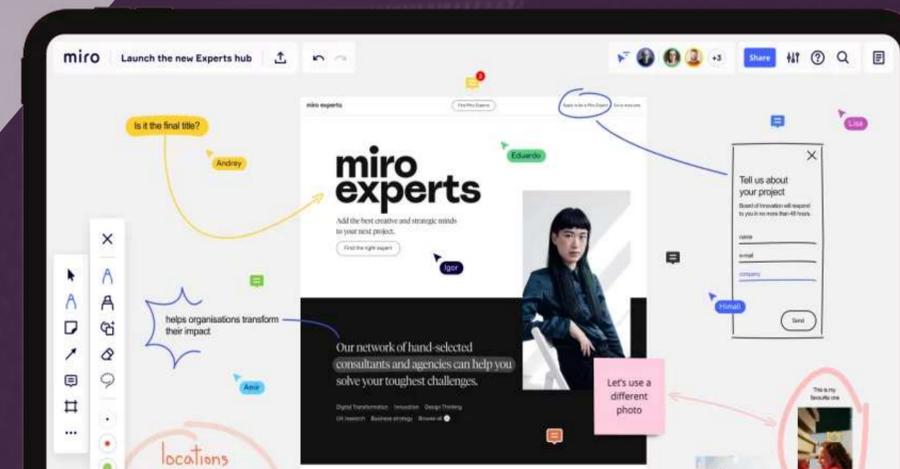
We believe that to be fully accessible to all, both our events and workshop support should be scalable to a "hybrid" environment.

Each workshop and event we design is created with both live and virtual experiences in mind. If you need to adjust your event to either format, or expand to incorporate both simultaneously, we can do so with ease.

EVENTS & WORKSHOPS



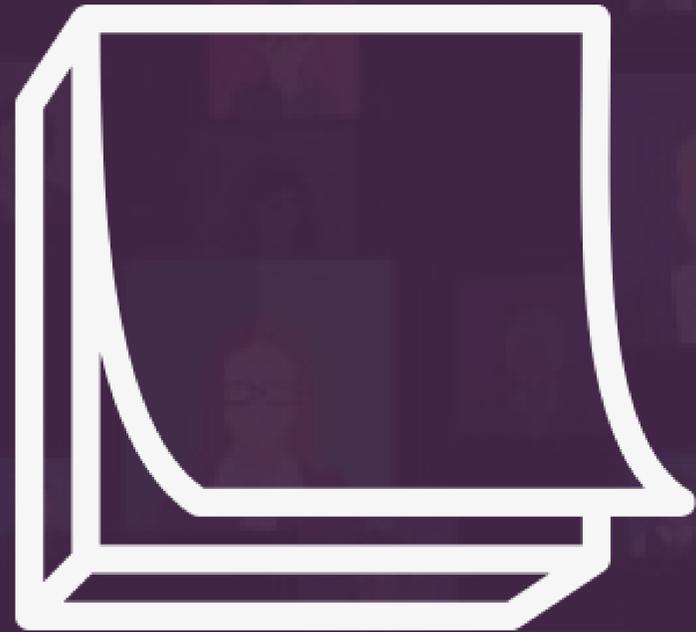
All our interactive elements are usable on a mobile phone or computer, so you can be behind a desk or in a venue to add comments; take part in games and contribute to polls and digital whiteboards.



Hybrid Events



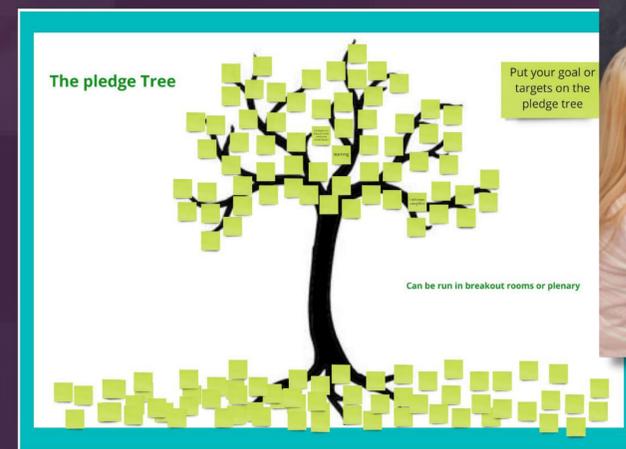
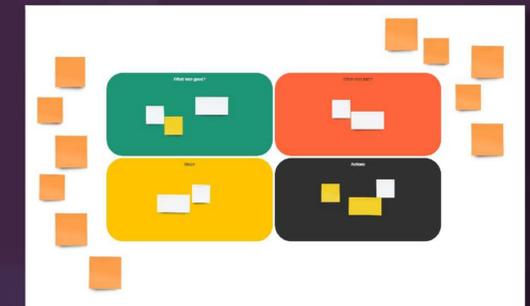
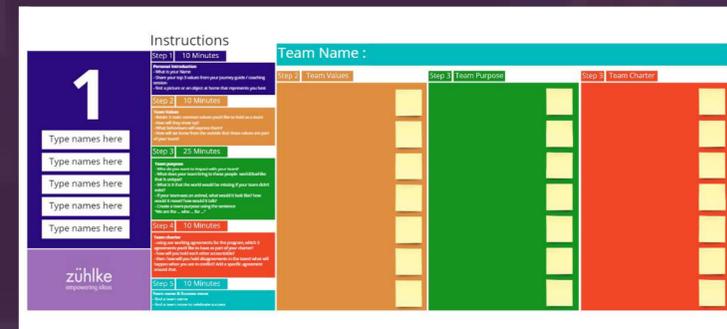
Interactive Workshop
Design & Support



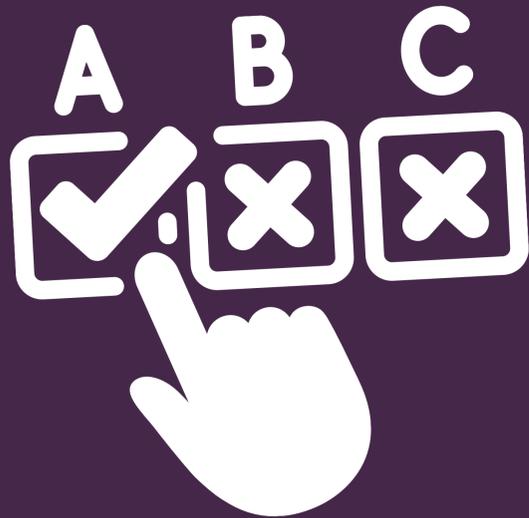
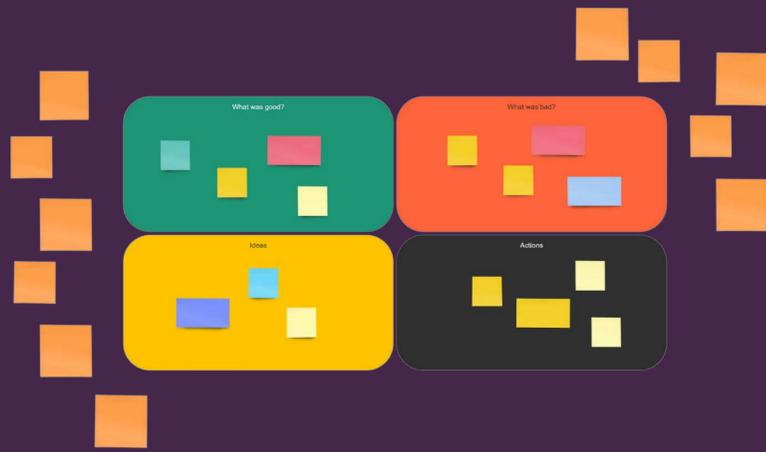
Interactive Workshop Design & Support

Workshop Support

Looking for support to facilitate virtual or hybrid training workshops? Our professional technicians have plenty of experience in this area and will work with you as co-hosts. We'll help build the tech and partner with you to manage breakout rooms; deliver interactive exercises; play music and videos etc. We're by your side to look after the technology so you can focus on the content delivery and create great learning experiences. We also work with you to conceptualise and build the workshop by leveraging tools such as virtual whiteboards (Miro/Mural), polling and bespoke gamification.



Interactive Workshop
Design & Support



Using the right tools to complement your event is important. Adding interactive elements increases engagement. We have a library of solutions that we can introduce to help foster conversations and interactivity with both your presenters and your audiences.

- Interactive whiteboards
- Online quizzes
- Live polling
- Live Q&A
- Wheel of fortune
- Interactive magic shows
- Role-play excersises
- Word clouds
- Breakout rooms
- Speed networking
- Collaborative documents
- Interactive games
- Interactive dance workshops
- Photo booths



**Interactivity
& Gamification**

Interactivity



Engagement



Enjoyment

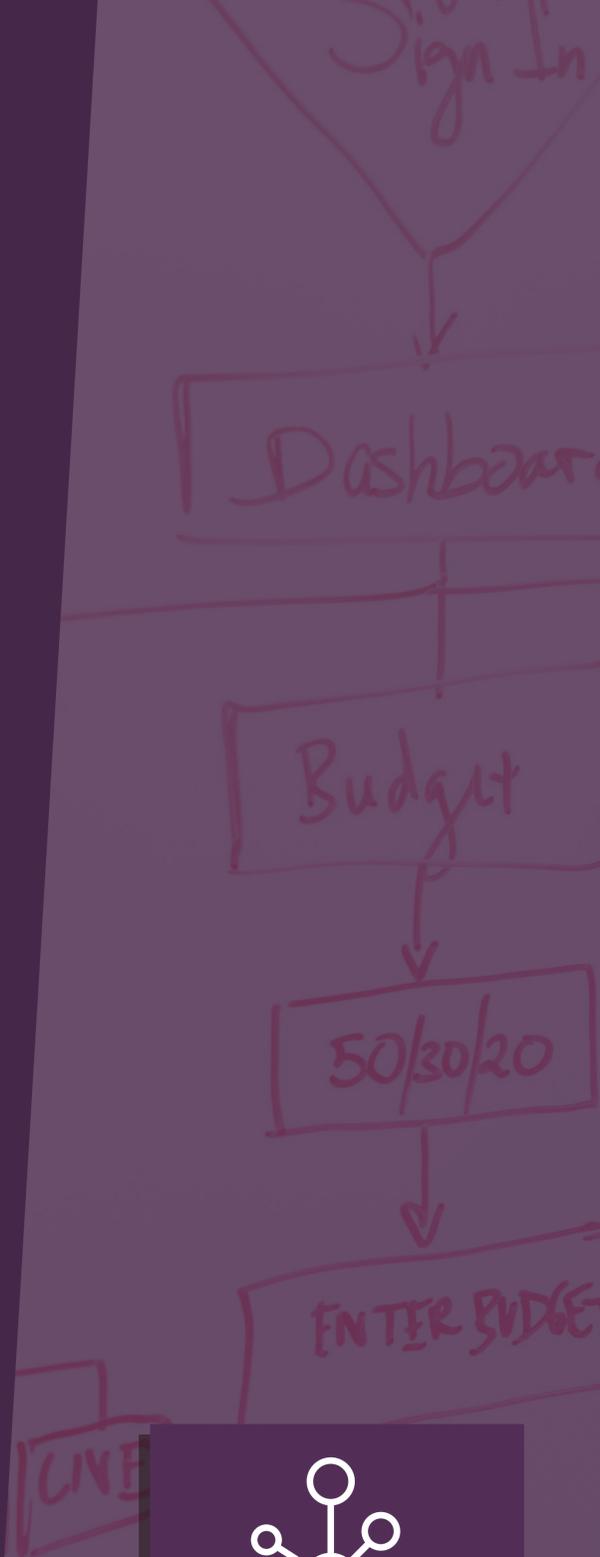


Accessible interactive elements increase the engagement and retention of your audience. This leads to higher satisfaction rates and increased effectiveness. At the heart of all of our event planning we think about what we can include to make the event interactive. Can we add a virtual or real life whiteboard? Are discussions 2-way between audience and presenter? Is the agenda mapped out to cater for a variety of senses - both educational in the traditional "watch and listen" sense, but also sensory?

Our mission is to avoid death by PowerPoint!



**Interactivity
& Gamification**

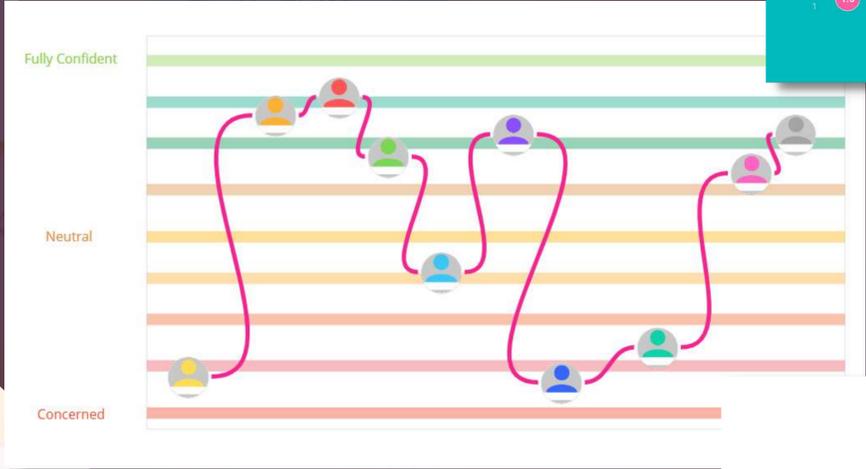
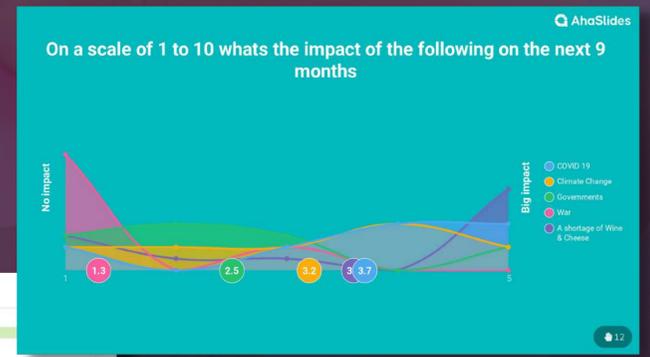


Workshop Design



We are experts in design for interactive whiteboards such as Mural and Miro and can easily integrate polling and quiz software like Mentimeter and Ahaslides into your workshops.

Our designers can work with your facilitators to tailor your entire programs. Our team will support each individual activity, and the overarching elements too - such as workbooks, presentations and certificates of completion.



- Note Taking
- Keynote
- General Technical support
- Aha slides
- Menti Meter
- Breakout Rooms
- Virtual Whiteboards
- MIRO
- Teams
- Zoom
- Registration
- Meeting Links
- PowerPoint
- Word clouds
- Polls
- Virtual Gamification


Interactive Workshop
Design & Support


Entertainment Events
& Awards Shows



Entertainment Events & Awards Shows

Live, In-Person Events

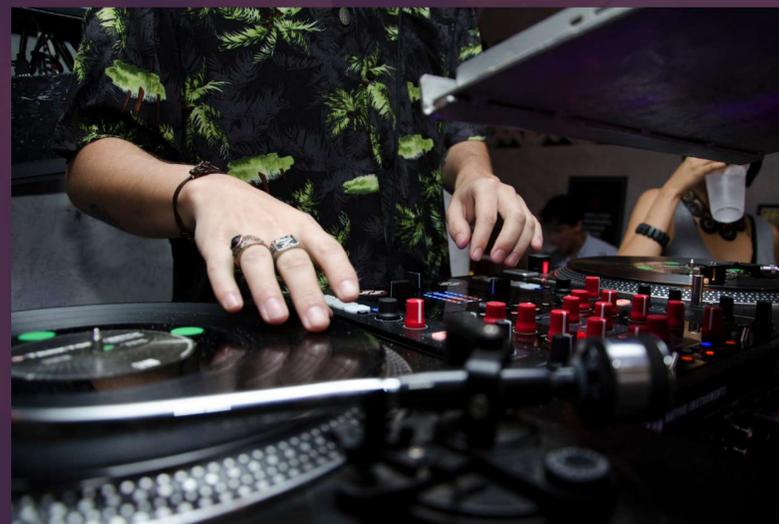
When it comes to entertainment events, award shows and product launches, we know there is no substitute for in-person, high-energy experiences.

Our name may be "Virtual Approval" but our team are seasoned live events professionals. We have been producing and supplying live events for over 10 years. We know how to create memorable, flawless parties and celebrations. We can source the venue, presenters and entertainment and also provide the technical aspects and delivery. We deliver the complete solution, so you can completely unplug and enjoy your event.

"Abra Cadabra"

Everyone's favourite events are the ones where we celebrate, dance, sing and be wowed by magicians or entertainers. We believe you should be able to enjoy those moments too, so we take the pressure off you by sourcing everything. Instead of worrying about table plans, all you need to worry about is how that magician just pulled a penny from your ear! Our entertainment events and award show services include:

- Venue sourcing
- Host, musician/entertainment bookings
- Food & catering
- Table & venue dressing
- Ticketing
- Logistics management
- Accommodation arrangements
- Audiovisual equipment/production
- Agenda planning
- Table plans
- Sponsor management
- Event photography
- Event videography
- Stage set design & build





Ticketing
Digital signage
Catering
Set
Transport
Venue

AV experts
Panel Discussions
Production Manager
Video technician
Lighting tech
Staging

Projection
Sound Tech
Show caller
Security



Running a live event has many elements - technical requirements; presenter management; venue; catering or transport / logistics. Virtual Approval support each aspect of your event, ensuring that every base is covered.



**Event Production
Services**

VIRTUAL
APPROVAL
LIMITED



Virtual Meetings & Courtrooms



Alongside our workshop and event support services, we also provide technical support for virtual meetings and court hearings. Our team are equipped and prepared for the unique security, confidentiality and other nuances that are involved in virtual meetings and court rooms. We are here to ensure that the technical aspects of your virtual meeting or legal proceeding run smoothly, so you can focus on the important aspects.

Empowering you



Do you want to learn how to master webinars, video conferencing or event marketing yourself? We have been delivering global Zoom and LinkedIn training courses for over 2 years. We have extensive first-hand experience to relay and help you get the most out of the software available.

Courses are available as 1-2-1 or mixed group sessions. Please contact us for a free consultation.

We offer training on how to use the software as well as templates and assets to enhance those tools.



Consultancy & Training



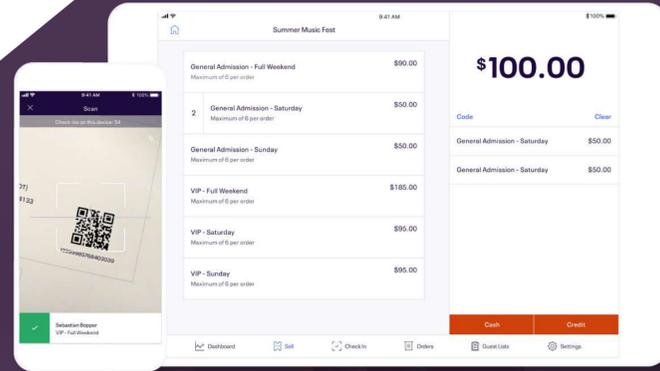


Event Admin & Technical Support



We assign a dedicated Project Manager for every project and they will be your main point of contact throughout the event cycle. They will ensure your needs are met and your project timelines are regularly updated.

They will also arrange the right team to be assigned to your event, ensuring you have the best technicians, videographers, designers and producers supporting you throughout the journey.



When we say we look after everything so you don't have to, we mean it. On top of all the additional event planning and delivery services, we also oversee ticketing and registration for your event. Whether you intend to monetise your event or not, ensuring you manage the attendee journey is essential. Our team are fully equipped to set up all the ticket and registration platforms for you if required.

We also provide weekly or monthly analytics to help understand all aspects of your ticket sales, audience retention during the show and social media penetration.



Catherine, Event Coordinator & Producer

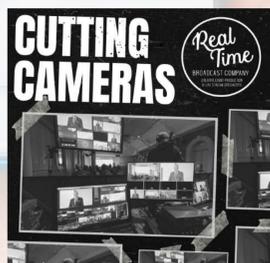
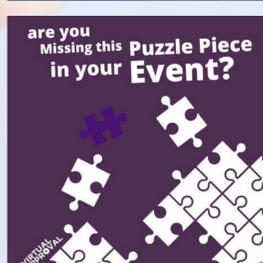
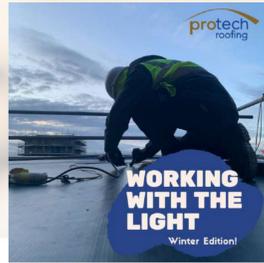


Marketing & Design



Marketing & Design





Social Media Marketing with Purpose

Social media marketing is a crucial component in a business marketing plan. More people than ever use platforms such as LinkedIn, Instagram and Facebook to research brands and make buying decisions.



Marketing & Design

People surveyed say Instagram helps them with the following:



discover new products or services



research products or services



decide whether to buy a product or service

Image & Data Source: Facebook for Business

All of our clients have seen a significant rise in followers, engagement and leads acquired through social media. Our proactive and targeted approach ensures consistent content is posted, which creates meaningful results.

What's Included in our Managed Marketing Service?

- Digital marketing/social media strategy
- Dedicated Content Manager
- Design & content creation
- Automated scheduling
- Regular reporting and analytics

We tailor our social media packages to work for you, from short term campaigns to regular and long-term management.

Audiences exposed to both brand and acquisition messages on LinkedIn are 6x more likely to convert

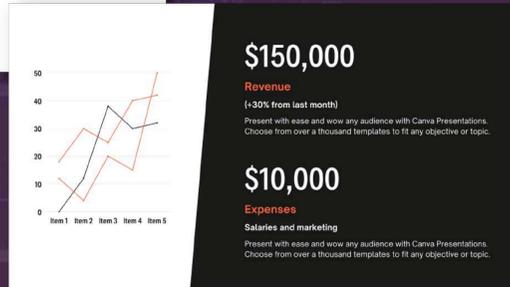
x6

"While working with Virtual Approval, we have overhauled our content and digital brand messaging. The impact on sales enquiries and exposure has been phenomenal, we actually generate substantial business now as a direct result of organic marketing on LinkedIn and Instagram."

Duncan Bell, Director
Branchout Productions



Marketing & Design

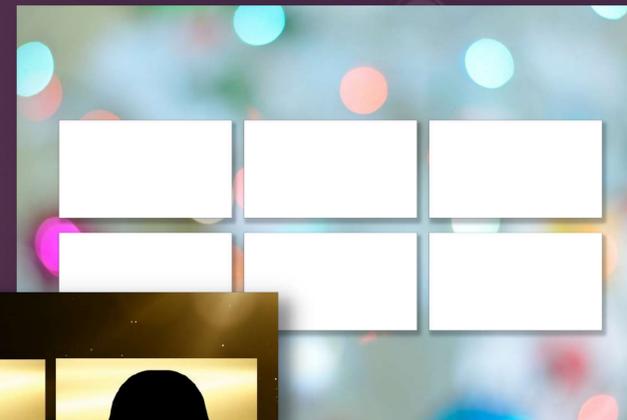
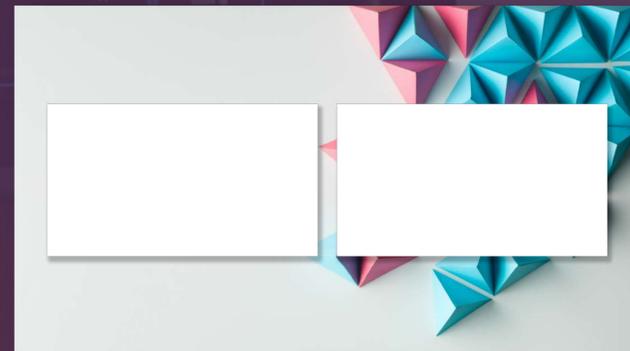


PowerPoint Design , Lower 3rds , Animated Graphics & vMix States & Backgrounds

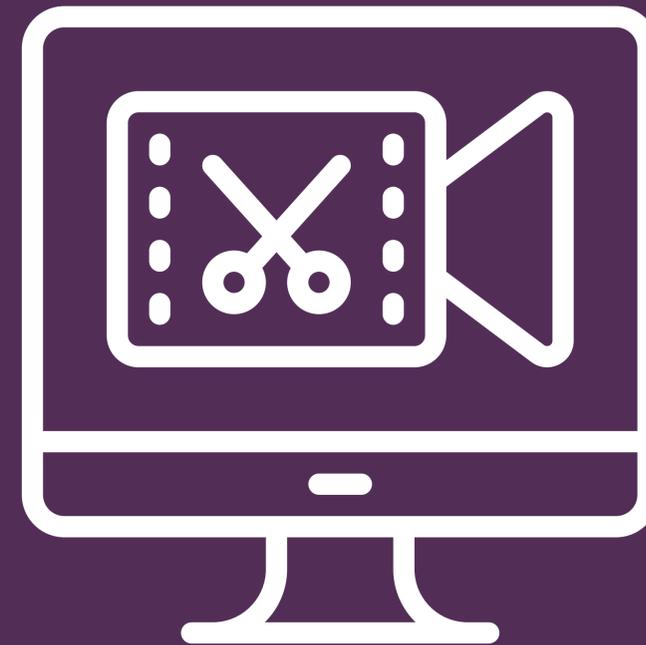
Whether virtual or live, the way in which your event content is presented is essential to maintain quality and engagement. Our expert team have vast experience in creating presentations for world-renowned leaders and public speakers.

We ensure your presentation has a consistent, premium design with eye-catching visuals and easily-retainable information.

We offer templates for your presenters to use and embed their own content, or complete slide deck re-designs.



Digital Production & Design



Digital Production & Design



Video Production & Editing

Video for Impact

Video content is more popular, and more powerful, than ever before. A well-produced video can do wonders for your brand or event communication. Video delivers a message in the most fulfilling way for your audience. Marketers report in 2022 that video is the most successful form of content for their digital outreach.

In order to deliver ROI, video content must be visually stimulating and have a clear purpose and objective. In every video project, our in-house team of video experts work with you to conceptualise; storyboard; film and edit whilst keeping the video purpose at the heart of every project.

Our client-friendly and conscientious team of directors, videographers and editors act as an extension of your brand to produce videos that reflect you and your goals.



*Data source: Cisco Report

82% of Global Internet Traffic in 2022 Will Come From Video*

Video projects we regularly deliver include: -

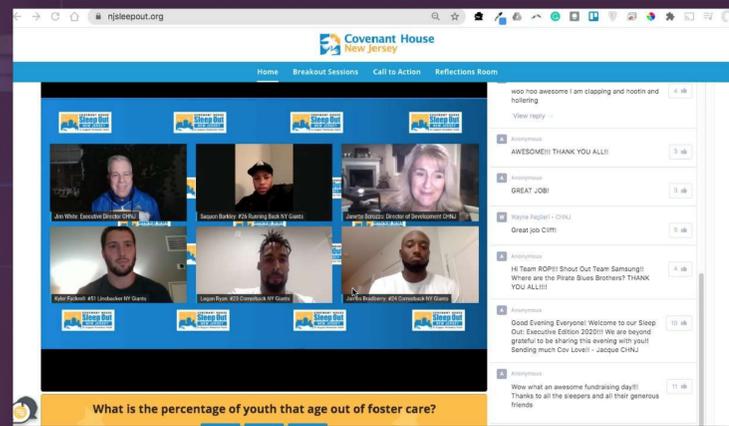
- Event highlights reels
- Explainer videos
- Product promotions
- Pre-recorded presentations & event content

- Event opening reels & animations
- Website & summary videos
- Testimonial & culture videos
- Interviews



Video Production & Editing





Event Recordings

Recording your virtual, live or hybrid event will enable maximum exposure and flexibility. By providing an on-demand post-event library, your audience can reflect and share. Those who were unable to attend live can still enjoy the content at their own leisure.

Our editing suite can provide basic edits or repurposed content, to ensure the message lives on far beyond the closing remarks at your event.



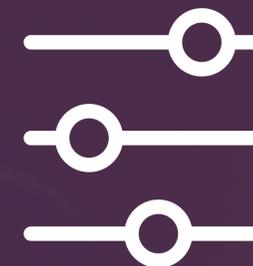
Highlight Videos

What better way to relive the magic of your event through video? Highlights reels are the perfect promo for your next event, or a way to re-engage your audience after the curtains close.



Company Videos

If you are looking for promo videos, interviews, website or social media content, our company videos are built around your outcomes and objectives. Our creative team are right by your side.



Digital Production & Design



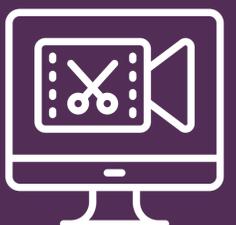
Accessible Content

We put accessibility at the forefront of what we do, whether that is during a live event or within post production. For us, accessibility is more than just assistive. Accessibility is about providing content that is flexible and accessible to everyone no matter their ability, lifestyle, language or personal preference. Many events we produce are to global audiences with different language requirements, so we have vast experience in the implementation of live translation or ASL/BSL.

Our podcast recording services give a completely different dimension to our event services. Podcasts can be posted and managed by our team on a myriad of platforms, so audiences can listen and absorb content on the move and around a busy lifestyle!

Just some of the ways to increase accessibility: -

- Subtitles & closed captions
- Audio description
- Audio translation
- Sign language interpretation
- Multi-language simultaneous content
- Full video recordings
- Multi-platform hosting
- Podcasts



**Digital Production
& Design**



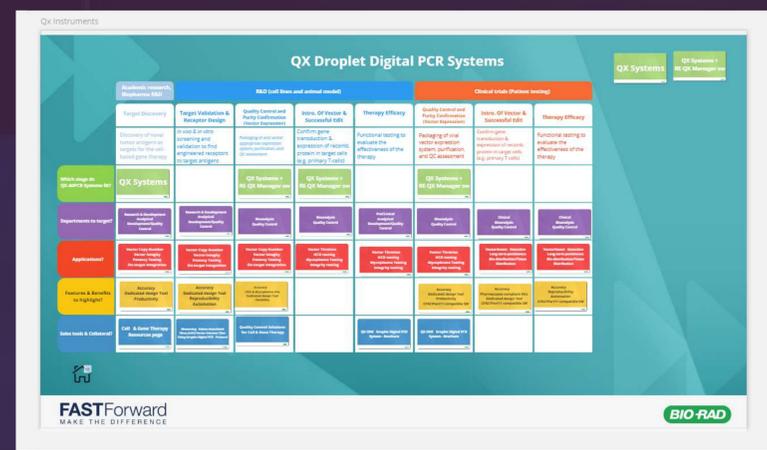
**Event
Case Studies**

Virtual Conference, Kick-Off 2022



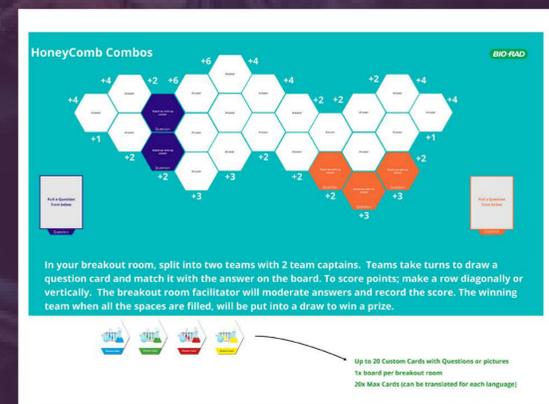
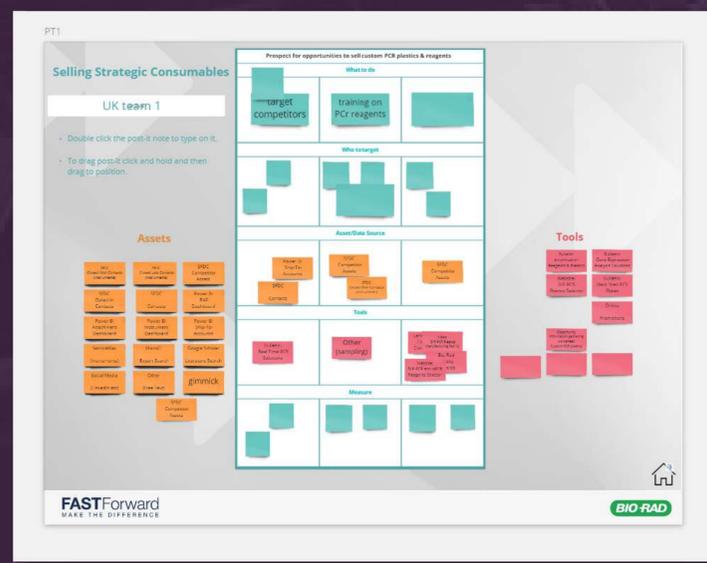
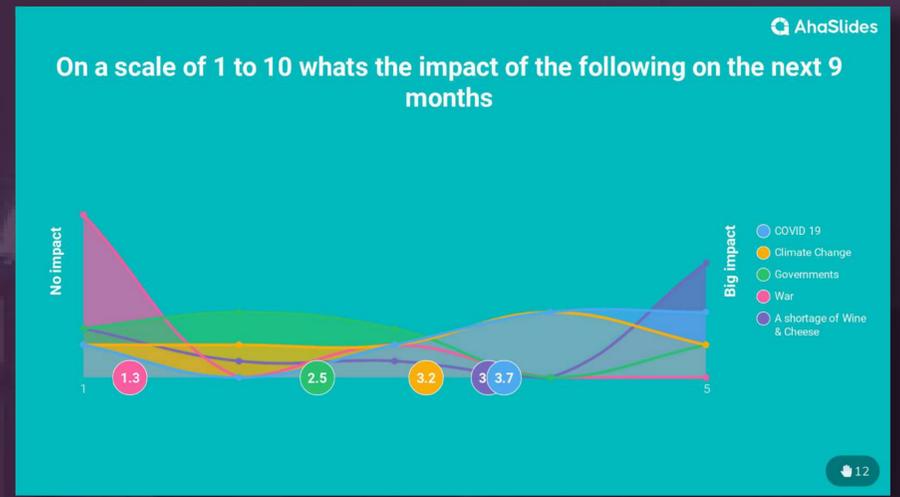
For the second year running, we designed and produced 30+ workshops, running simultaneously in different languages with 800 delegates, over 4 days.

- Custom-built activities, using virtual whiteboards & quizzing software
- Video production & playback for role-play exercises
- Co-hosting service for presenters
- Live production in multiple languages
- 6 Breakout technicians & a Technical Director
- Training, competitions

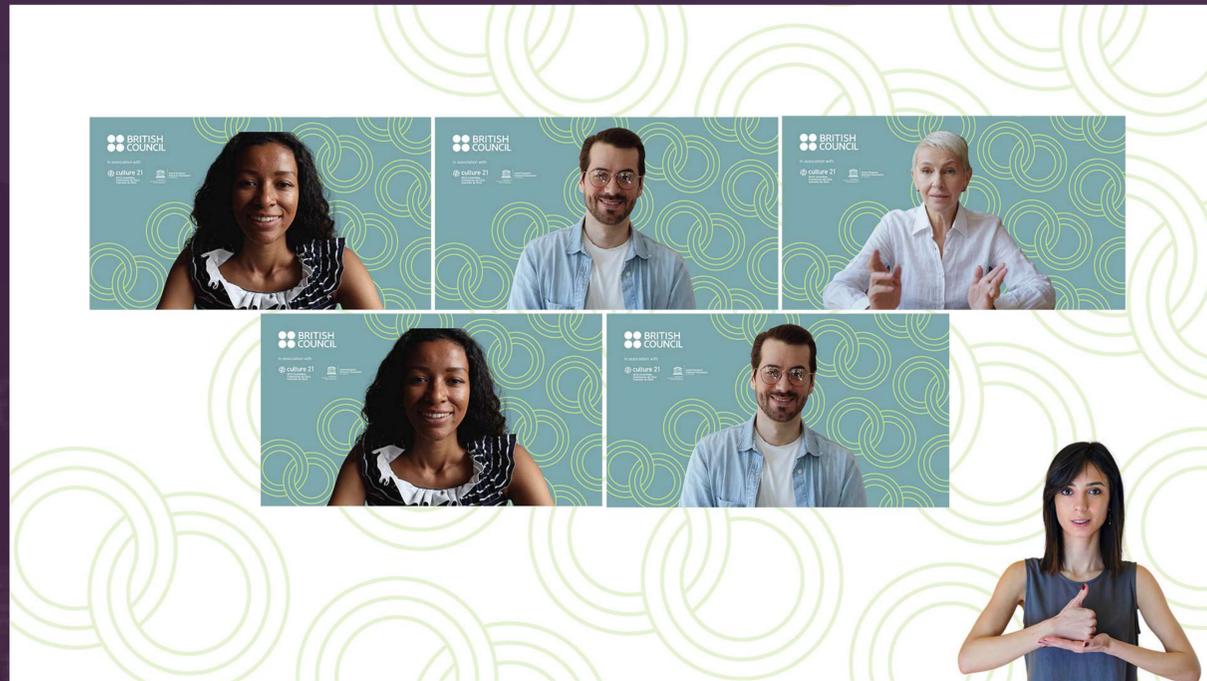


78%
increased delegate attendance & retention

"The breakout game was so enjoyable, and a great way to learn!"
- Breakout participant



British Council - Missing Pillar Talks



This 2 day virtual event connected speakers and audience from around the world to celebrate the arts and diversity.

We produced a premium experience using vMix designs and incorporating live performances with film, interactive whiteboards and networking.

Virtual Approval delivered this complex event from start to finish, involving:-

- Virtual event platform build
- Registration management
- Video production
- vMix design
- Speaker management
- Full production team of 5 technicians & a Director
- Language translation
- Live captions
- Sign language interpretation
- Video editing
- Reporting & analytics



Virtual & Hybrid Events - CHNJ

Covenant House is a US-based non-profit organisation, providing life-changing services for youths facing homelessness.

We have been delivering their virtual fundraising 'Sleep Out' events since September 2020. We utilise various production tools such as StreamYard and vMix to continually improve and evolve the online experiences for their speakers, donors and audience.

The events have been a huge success and raised close to \$2million dollars for their outreach programs.



- Content design for slides, states, name straps, animations
- Video recording & editing
- Polling & interactivity design
- Live production management
- Breakout room exercises
- Music & video playback
- Reports & analytics
- Event promotion & highlights reels



**"OUR EXECUTIVE SLEEP-OUT WAS A HUGE SUCCESS!!
WE APPRECIATE YOUR PARTNERSHIP AND
HAVE LOVED WORKING WITH YOUR TEAM."**

JANETTE, HEAD OF FUNDRAISING CHNJ



Michelin - Hybrid Conference

We worked as part of the production team on behalf of our live event partners, Branchout Productions. They crafted a fully hybrid conference experience within the working factory at Michelin, Stoke.

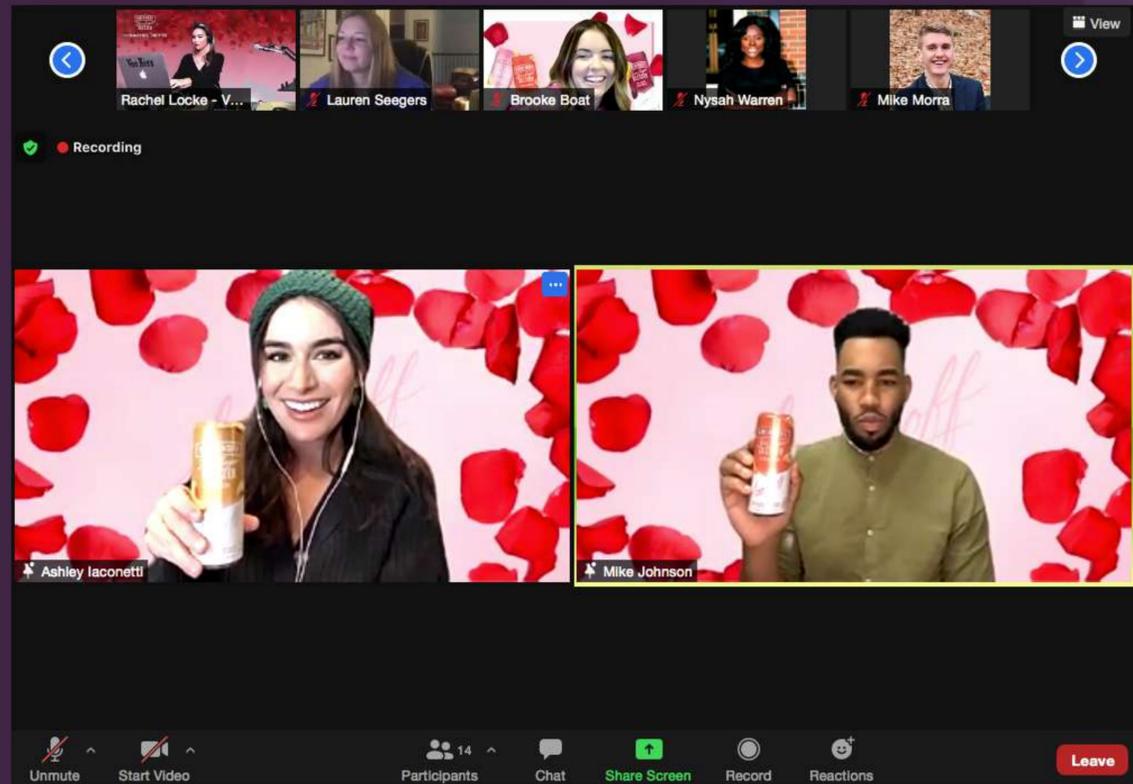
- Virtual presenters, speaking live to in-person delegates
- Live 2-way Q&A
- Video & graphics presentations
- Full hybrid AV production
- Stage set & lighting

We brought together the best expertise in both the virtual & live event space to create a unforgettable audience experience.

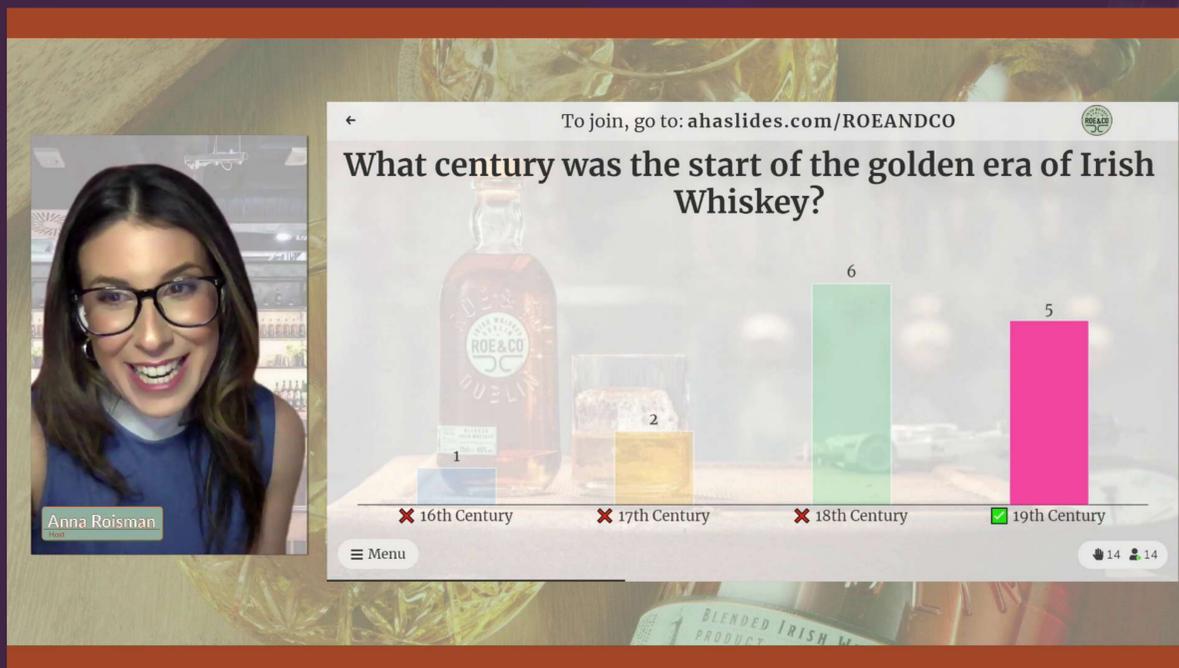


Virtual Product Launches & Influencer Promo Events

In partnership with marketing agency Taylor Strategy in the US, we managed 8+ product launches via Zoom and vMix, with high-profile celebrity guests. Each launch featured talks from the talent along with an activity and breakout rooms. Our team moderated; controlled video and audio playback and ran all of the technical production to ensure a professional, Instagram-able experience!



"IT'S A HUGE TESTAMENT TO VIRTUAL APPROVAL THAT WE HAD SUCH STRONG SHOWING AND HIGHLY ENGAGED AUDIENCE" TWO MEDIA ORGANISATIONS IN ATTENDANCE SAID IT WAS THE BEST VIRTUAL EXPERIENCE THAT HAVE ATTENDED YET - WOW!"



NHS Time To Shine Awards

In partnership with the awesome teams at Branchout Productions and BeSure Events, we produced two evening celebrations for employees of the NHS Leeds Trust and Whittington Trust. With multiple presenters on-screen, awards were presented for a variety of achievements. The awards ran in parallel with a plethora of entertainers in an extended reality (green screen) environment. We produced all of the pre-show design including the video stings. The layouts and the lower 3rds were also designed by our in-house team.



NHS
Whittington Health
NHS Trust

Staff Awards 2021

Celebrating what we've been through together
Recognising what we've achieved together

SCAVENGER HUNT RULES

You must locate, collect and bring back ALL the items on today scavenger hunt list to where they can be seen on your webcam.

Once you've collected ALL 4 ITEMS you must type what you've brought back in the chat box, all on the same line and press enter. Once all 4 items have been received, you're entered into the game.

First person to bring back 4 qualifying items and get them in the chat box will be the winner.



NHS TIME TO SHINE AWARDS

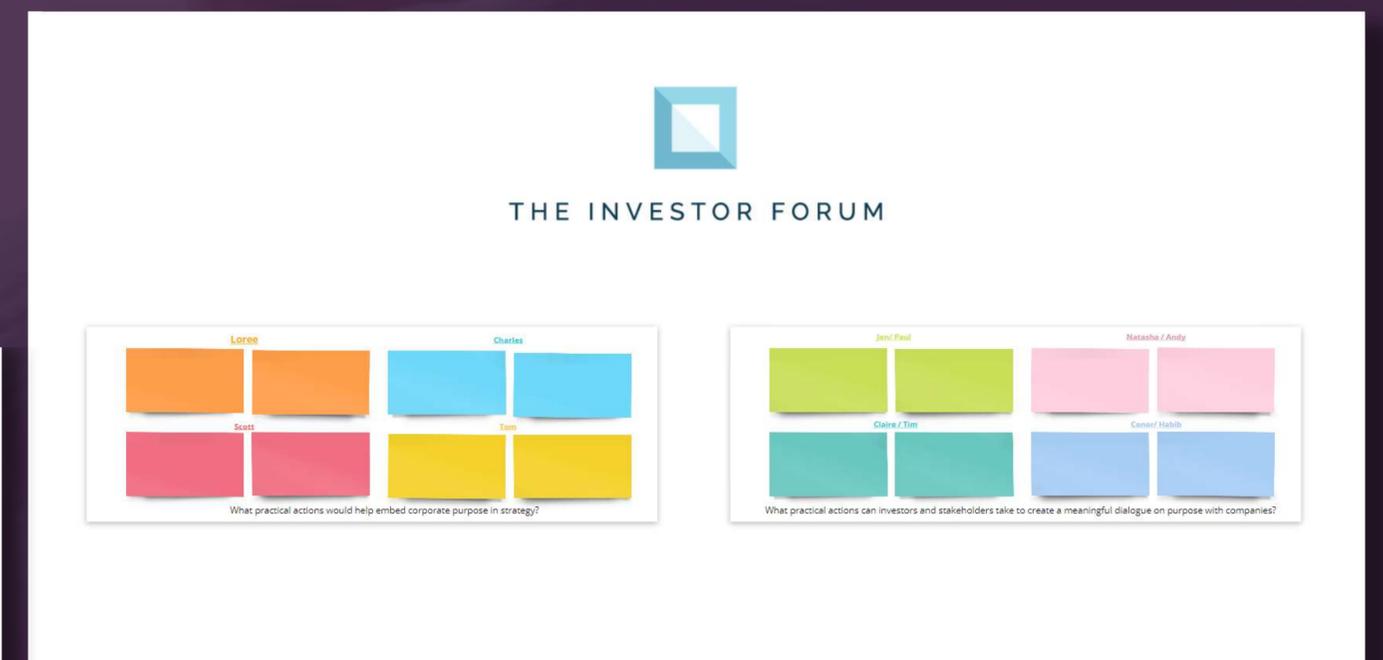
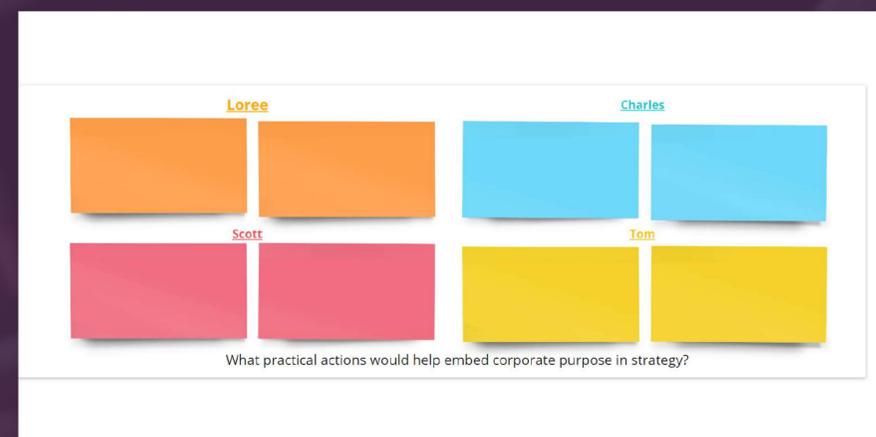
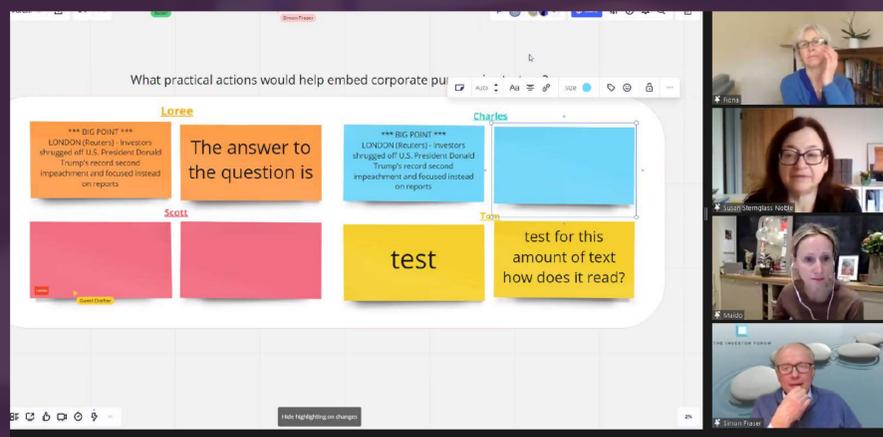


The Investor Forum Webinar

We hosted the 2021 Investor Forum within Zoom. This was delivered to over 150 senior business investors and high-profile CEOs. Our brief was to partner presentations with single presenters and interactive breakout rooms using custom whiteboards.

We designed the Eventbrite registration page; integrated with zoom; managed the pre-event communications and reminders; created custom branded Zoom backgrounds for presenters and opening video reels and delivered coaching sessions for presenters and moderators. We also ran the technology and produced the event for the live duration of the forum.

- Highlights Video Teaser



- Interactive breakouts

- Tech production

- Registration management

- Design

Virtual Awards & Dance Class

Lilly

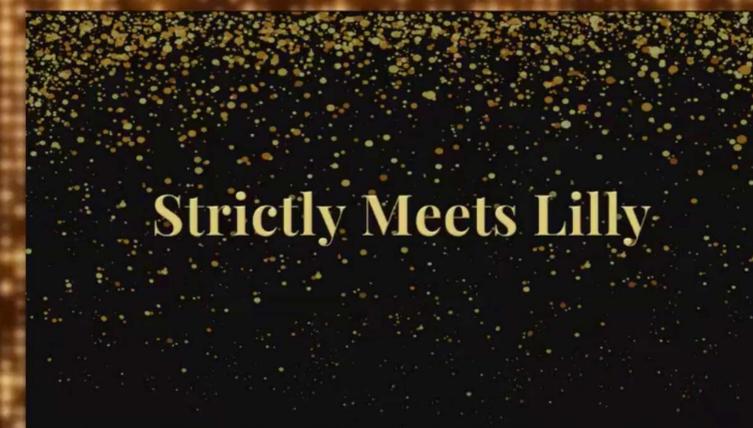


Our brief was to produce a virtual event for global pharmaceutical company, Lilly. The event was to incorporate ballroom dancing into a staff awards ceremony.

We designed a Strictly Come Dancing-themed agenda. The staff took part in various surprise dance workshops with professional dancers. They watched the award ceremony presented by a host and company bosses, then watched a playback of highlights from the dance workshop. The event culminated with voting for the best colleague class.

What the Virtual Approval team did:-

- Concept design & planning alongside professional dance team
- Graphic design & stage design using vMix
- Run of show production & full scripting
- Supplied the professional host
- Live recording & on-the-fly video editing
- Virtual audience management
- Video production for post-event highlights reel



Stage

Stage

BIO-RAD



Meet the Team



CAHAYA DEWI
Chief Executive Officer



HARUMI KOBAYASHI
Chief of Operations



YANIS PETROS
Chief Product Officer



Bio-Rad Webinar Series

In a recent project with Pharmaceutical provider Bio-Rad, we were asked to design, produce and manage a multiple-installment webinar series. We created a fully-customised layout and design, based on their brand guidelines and market. In total there were 4 webinars, attended by between 600 and 900 attendees each.

Every webinar had a different topic, colour scheme and image overlay. They followed a uniform design style for continuity.

The sessions were a combination of pre-recorded and edited presentations; live presentations; panel discussion and live Q&A.

In addition to the webinar layout, we also created animated video stings with session title and logos between each speaker. Lower 3rds were added to display presenters' names and titles for optimum production quality.

We configured a post-event survey to automatically launch at the end of each session and collect feedback data.

BIO-RAD



BIO-RAD

Traction

This is where we are now in terms of number of users and company growth



BIO-RAD

Presentation - Example



- 01 **Market is growing**
The desire and need for mobile payment solutions is steadily growing
- 02 **Need for simplified systems**
Consumers and businesses want simpler and faster processes
- 03 **Need for adaptability**
Users want a tool that can be used on various devices and in different places



BIO-RAD

Future Roadmap

A look at where we want to go in the next few years

Year	Event
2025	Series B Funding
2027	Series C Funding
2028	Private Funding



BIO-RAD





Barton Legal Webinars

We worked with international construction law firm Barton Legal to manage the world's first ever fully-remote court hearing in May 2020. After the success of this pioneering hearing, we were appointed as Barton Legal's virtual production team.

We have managed and produced monthly webinars for the law firm since May 2020.

We work alongside the internal marketing department to promote the events across mailers and social media channels. The webinars feature presentations by highly-regarded international QCs and legal professionals. The webinars are attended by a wide audience, spanning 46+ geographical nations.

Virtual Approval event coordinators manage the registration, data capture and subsequent remarketing.

Our team of technicians look after the during event production such as mic control, admissions, side and video display and dynamic spotlighting.

We then edit the recording footage, ready for publication on the clients' online video channel. We produce analytics reports to measure audience demographic and engagement.

The audience has grown month-on-month and is consistently attended by 150+ live attendees and 200+ more regularly watch post-event due to time zone constraints.

As a result of the work with Barton Legal, we have been appointed to manage further online court hearings, seminars, conferences and webinars in the legal sector.

Questions



Introduction



William Howard Claudia Salomon



BARTON LEGAL

Press Esc to exit full screen

WEBINAR SNAPSHOT

LUCY GARRETT QC

KEATING CHAMBERS

'EXCLUSION CLAUSES - KNOTTY PROBLEMS'

WWW.BARTONLEGAL.COM

@BARTONLEGAL

#CONSTRUCTIONLAW

#BLWEBINAR



NEXT WEBINAR

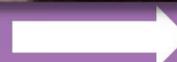
26 August 2021 | 11:00 AM BST

20 Brilliant Construction & Engineering Questions

With Industry Leaders- including FIDIC, Building Magazine, 39 Essex Street Chambers and Atkin Chambers



- Delegate networking
- Live Q&A
- Data analytics
- Video editing
- Interactive quiz



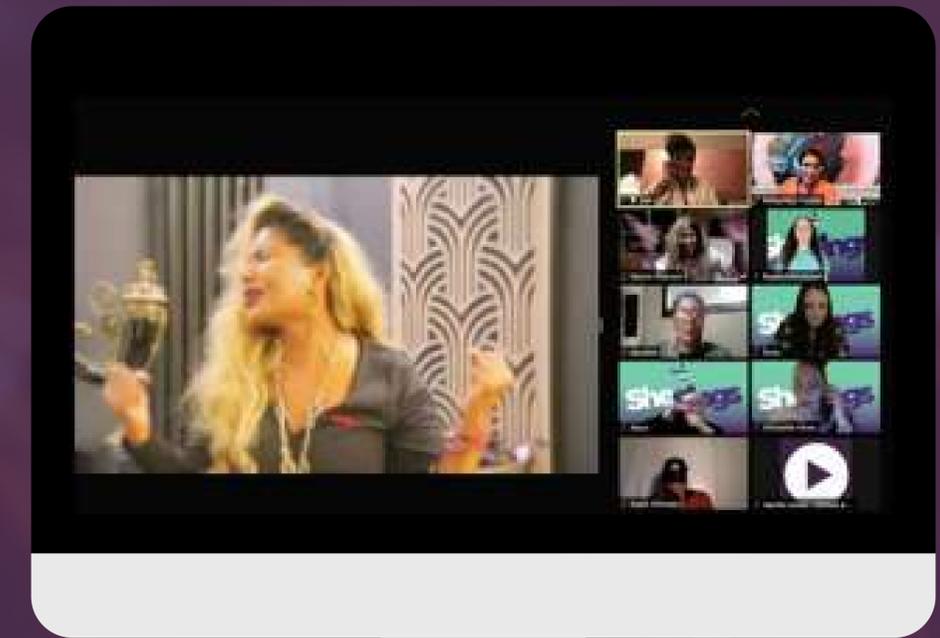


Hybrid & Virtual Concerts

Our brief was to live-stream a series of events for UK-based charity, The Getaway Girls. The events included performances involving a variety of musicians, singers and dancers.

What the Virtual Approval team did:-

- Venue selection, testing & liaison
- Rehearsals with DJ, host & performers
- Run of show production & scripting
- AV design & kit deployment
- Provide live-streaming team on-site to manage the tech
- Virtual audience management
- Recording & post-event highlights reel editing





Our brief was to promote, manage and deliver a business seminar to attract both in-person attendees in the UK and virtual audience worldwide.

What the Virtual Approval team did:-

- Registration management via a 2-tier system for virtual & in-person audiences
- Venue selection, testing & liaison
- Content management & virtual stage design
- Speaker management
- AV design & kit deployment
- Live streaming team on-site to manage the tech
- Virtual audience management & production

