



SIGNATURE SERIES EVENTS

A Live Event Strategy –optimized for social media and/or podcast distribution – alternative to the traditional Annual Conference or Summit

CONCEPT DOCUMENT

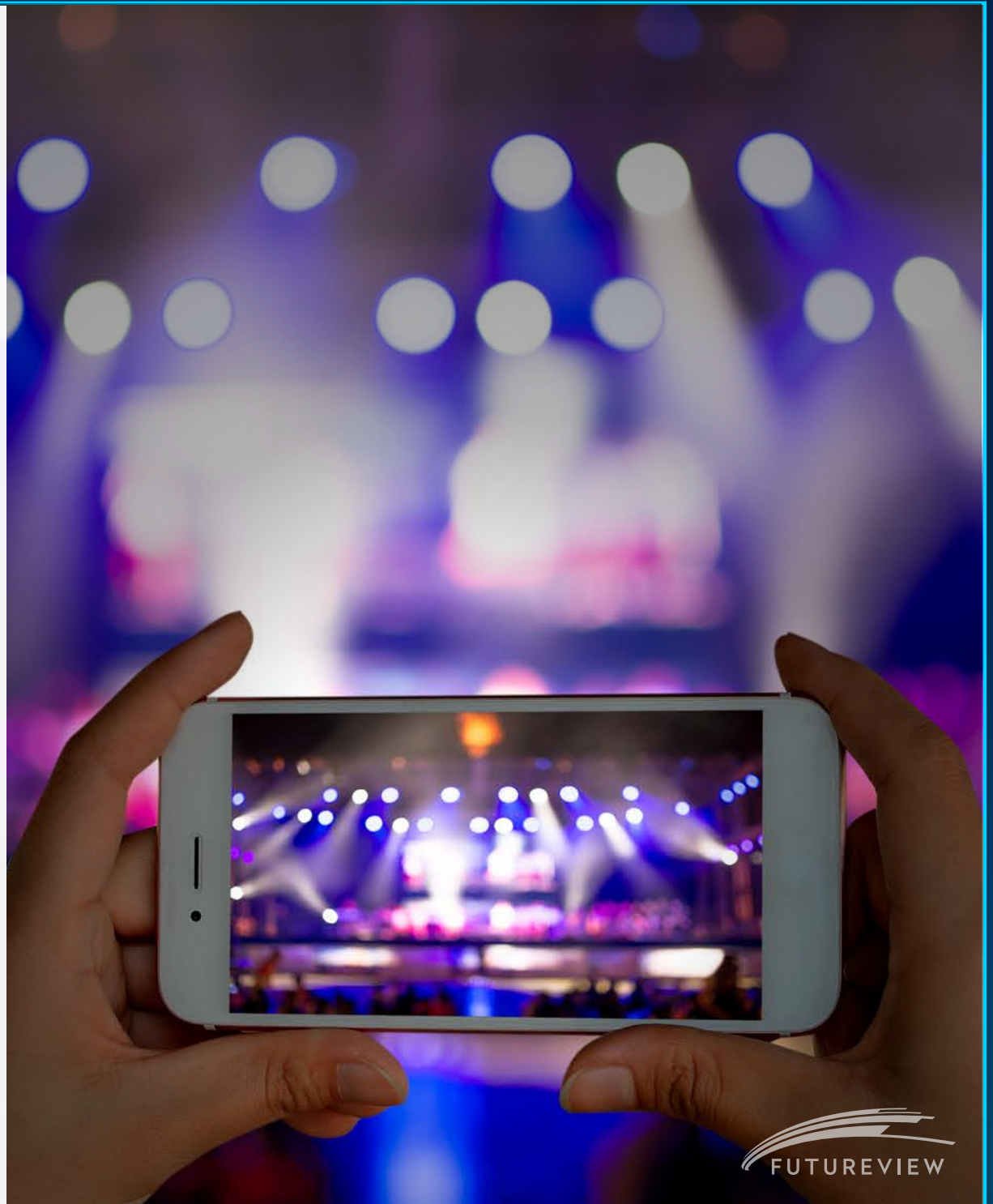
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Concept Summary

SIGNATURE EVENT SERIES

Annual summits or conference events seek to garner a large in-person audience and cover a wide range of topics requiring large production infrastructure, large budgets for keynote speakers and panelist. As an alternative we propose a different approach that is better aligned to today's social media and/or podcast driven audiences.

Alternatively, produce a **series** of small, subject-matter-focused events. Each event will engage a **curated group of attendees** and feature a small select group of keynote speakers and panelists **focused on a narrow topic**. The event can be extended to the public via webcast and/or integrated into podcast strategy. Video from behind the scenes interviews with participants, person-on-the-street interviews with attendees, as well as the program content itself from each event will generate a rich archive of audio and video content used to create short and long form video for the host website, social media, podcasts and other platforms.



SAMPLE PROGRAM AGENDA

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1:30pm OPENING SESSION: KEYNOTE SPEAKER

Webcast/Podcast Episode
5 min Intro
10 min HOST intro
20 minute Keynote Speaker
15 minute Interview with Keynote Speaker
30 minute Q&A w/Keynote Speaker
5 minute close

3:00pm BREAK

3:30pm INTERACTIVE ROUNDTABLE FORMAT

Keynote, panelists, key HOST leadership & full audience engage in dialogue
Question: How would HOST engage it's curated audience?
Unique workshops or networking, hollow square forum,
Activities & Focus could be different per event directed by the subject matter & current events

OR

3:30pm PANEL DISCUSSION FORMAT

Webcast/Podcast Episode
5 min Intro
30 minute Panel Discussion w/3-4 Panelists
45 minute Q&A w/Keynote Speaker
5 minute close

5:00pm SIGNATURE EXCLUSIVE RECEPTION

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Curated Participants AND Attendees:

Each event will feature a select few thought leaders, policy makers, experts, celebrities etc. especially those with large social media followings to engage in focused, in-depth discussions about the event's subject matter. The audience will also be comprised of leaders, scholars and influencers in the highlighted areas of discussion, especially those with large social media followings giving them a more intimate connection with featured participants. The smaller, higher caliber attendees will engage participants and amplify the public reach by harnessing the power of their collective social media audiences.

Webcast/Podcast Strategy

To maximize the social media impact of the events, engaging the younger generations and advance the mission of the event host, we are also suggesting that the event host integrates this content with their podcast to build a large, generationally diverse, and engaged virtual audience. Each event could be streamed live for a paid subscribers or donor audience who would login to view and participate in chat, submit questions or access exclusive content. The live event program format could generate content for two podcast episodes. Additional podcast episodes beyond those generated in the Signature Series can utilize a simple remote interview format.

Post Production

Post production video deliverables might include a set of short and long(er) form videos from each event to be used in social media, on the website, in direct communications and on future events or other video based programs.

Event Formats

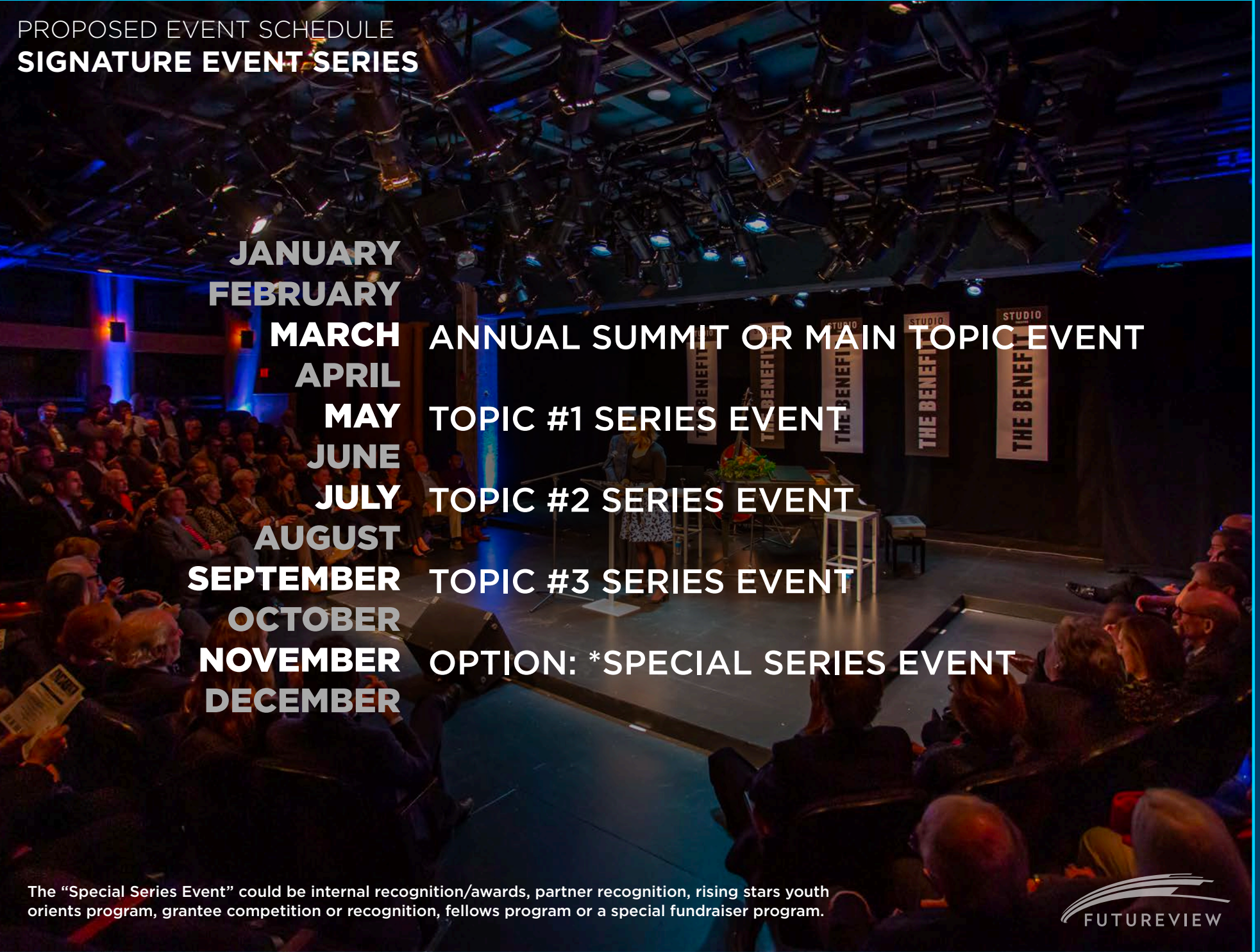
The previous page represents a simple proposed event agenda for an afternoon of programming followed by a networking reception. Traditional keynote and panel discussion formats are proposed, but our staff is prepared to collaborate with the host on potential interactive formats that will engage the audience in unique ways and attract a high caliber of attendees such as the proposed Interactive Roundtable Discussion.

Live Social Clipping Strategy

We also propose using a live clipping service (ClipSocial) during each event whereby short video clips with high viral potential will be clipped and shared **immediately** during the event. Immediate sharing has demonstrated exponential engagement with online audiences as opposed clips shared in the days after an event has ended. This strategy also has been effective at acquiring a larger live audience, as the shared clips invite the viewer to click on the link to view the live content in progress when/where live streamed content is available.

We propose to take this strategy to the next level during these events by leveraging the social media power or the curated audience. During the live sessions, attending leaders and influencers will be encouraged to engage their social media audiences by liking, commenting and reposting the ClipSocial clips. This coordinated effort will significantly amplify the reach of collective networks and garner a larger following to the host, partners and advance the shared subject matter — especially among younger, next generation leaders and influencers.

PROPOSED EVENT SCHEDULE
SIGNATURE EVENT SERIES



JANUARY	
FEBRUARY	
MARCH	ANNUAL SUMMIT OR MAIN TOPIC EVENT
APRIL	
MAY	TOPIC #1 SERIES EVENT
JUNE	
JULY	TOPIC #2 SERIES EVENT
AUGUST	
SEPTEMBER	TOPIC #3 SERIES EVENT
OCTOBER	
NOVEMBER	OPTION: *SPECIAL SERIES EVENT
DECEMBER	

The "Special Series Event" could be internal recognition/awards, partner recognition, rising stars youth orients program, grantee competition or recognition, fellows program or a special fundraiser program.



FUTUREVIEWEVENTS

CONCEIVE | ORGANIZE | MANAGE

EVENT PRODUCTION SERVICES
CREATING UNIQUE AND MEMORABLE ATTENDEE EXPERIENCES - ORGANIZED AND
MANAGED BY QUALIFIED EVENT PROFESSIONALS



PLAY VIDEO



FUTUREVIEWCREATIVE

DESIGN | STYLE | ELEVATE

GRAPHICS AND VIDEO CONTENT CREATION
COMMUNICATING YOUR MESSAGE, TELLING YOUR STORY & PROMOTING YOUR BRAND



PLAY VIDEO



FUTUREVIEW AUDIOVISUAL

PRESENT | EXECUTE | SUPPORT

AV EQUIPMENT AND SERVICES
CREATING A SEAMLESS TRANSITION FROM BACKSTAGE TO ONSTAGE - MANAGING THE
TECHNOLOGY SO YOU DON'T HAVE TO



PLAY VIDEO

Meeting
Agenda

Webpage



Visit the Expo Hall

WELCOME
MESSAGE

BASF

Bayer Crop
Science

Proagrica

Member
Services
Live!



INSTRUCTIONS

Corteva Agriscience

DXC Technology

EFC Systems

Key Cooperative

Negotiator Guru

RiceTec

Rosen's

Software Solutions
Integrated, U

FUTUREVIEW INTERACTIVE

ENGAGE | INNOVATE | CONNECT

EVENT WEB AND MOBILE SOLUTIONS
INTERACTIVE SOLUTIONS THAT CONNECT YOUR VIRTUAL AND IN-PERSON
AUDIENCES WITH YOUR BRAND



PLAY VIDEO

NONPROFITS

PLANNED PARENTHOOD
EMILY'S LIST
ROOSEVELT INSTITUTE
VICTORY FUND
NO KID HUNGRY
ENVIRONMENTAL WORKING GROUP
NATIONAL HISPANIC FOUNDATION
FOR THE ARTS
LBJ FOUNDATION
CASA DE MARYLAND
MINORITY BUSINESS DEV AGENCY

CORPORTATIONS

MICROSOFT
GM/BUICK/CHEVROLET
TESLA/SPACE X
AMERICAN EAGLE OUTFITTERS
FORD
BLUE CROSS/BLUE SHIELD
SIDEM

CORPORTATIONS (CONT'D)

TERRACOM
MEDIA OUTLETS
SAMANTHA BEE/FULL FRONTAL
FORTUNE MAGAZINE
WALL STREET JOURNAL

ASSOCIATIONS

ENTERTAINMENT SOFTWARE ASSOC
NEW YORK AUTO SHOW
MORTGAGE BANKERS ASSOC
INT'L BROTHERHOOD OF
TEAMSTERS
ENTERTAINMENT SOFTWARE ASSOC

GOVERNMENT

DEPARTMENT OF EDUCATION
DEPARTMENT OF ENERGY
DEMOCRATIC NAT'L COMMITTEE
GOV. TERRY MCAULIFFE
GOV. ED RENDELL

EDUCATIONAL

EDUCATIONAL TESTING SERVICE
ROBERT WOOD
JOHNSON FOUNDATION
EVERFI

EVENTS COMPANIES

JACK MORTON
BOND EVENTS
SILO PRO AUDIO
KATE FEE PRODUCTIONS
ATMOSPHERE LIGHTING
MRB FILMS
RIVE COMMUNICATIONS
GROUP INCORPORATED
PRECON EVENTS
PODIUM ARTS COMMUNICATIONS
HATCH EXHIBITS
XPERIENCE
HARGROVE INC.
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