ELEVATING YOUR ONLINE EVENTS

ROB ROSAMOND – DIRECTOR, UW VIDEO

BE BOUNDLESS

W

PREVENTING "ZOOM FATIGUE"

> **Transform ordinary meetings → memorable events**
> **Expand audience reach on common platforms**
> **Add visual appeal & branding**
> **Secure the virtual event**
> **Engage through interactivity**
> **Redouble accessibility efforts**

PLATFORMS TO EXPAND YOUR AUDIENCE REACH

ZOOM ISN'T THE ONLY OPTION!

> **Unlimited simultaneous viewers**
> **Organic sharing, re-posting**
> **Recording for future viewers**
> **Smart TV & device support**
> **Nothing to download or pre-test**
> **Public & Unlisted webcast options**

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ENHANCED VISUAL EXPERIENCE

VIDEO PRODUCTION GIVES A POLISHED LOOK.

> **Cleanly switch between speakers & presentation**
> **Insert graphics, logos, lower thirds, branding, etc.**
> **Roll pre-produced videos without lags**
> **Audio quality matters, too!**

SECURE YOUR VIRTUAL EVENT

NO ZOOM BOMBERS ALLOWED.

> **Public sees YouTube**
> **Presenters see Zoom**
> **Video feeds get re-mixed with graphics by real humans**
> **Use other platforms for chat/ interactivity**

ENGAGE WITH INTERACTIVITY

KEEP YOUR AUDIENCE INVOLVED.

> **Generic email box for Q&A before/during event**
> **Upvoting/survey platforms: Poll Everywhere, Slido, Thoughtexchange, etc.**
> **Social media aggregators: Sprinklr, Tagboard, etc.**
> **Moderated chat on YouTube & Facebook Live**

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KEEP ACCESSIBILITY AT THE FOREFRONT

BE PROACTIVE IN REACHING EVERYBODY.

> **Live closed captions** (user can enable/disable)
> **Open captions for pre-recorded videos** ("burned in")
> **ASL interpreter on-screen**

HERE TO HELP

PARTNER WITH US TO CREATE
A POLISHED VIRTUAL EXPERIENCE

> **Events, meetings, lectures, graduations, videos...
you name it!**

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