



VIRTUAL EVENTS

AT MKTG WE PRIDE OURSELVES ON BRINGING HUMANS AND BRANDS TOGETHER TO MAKE THE MOMENT MEAN MORE - CREATING EMOTIONAL CONNECTIONS THAT LAST.

WE BRING BRANDS TO LIFE THROUGH EXPERIENCE LED SOLUTIONS IN-VENUE, IN-STORE AND IN-CULTURE, THAT ARE PHYSICAL OR VIRTUAL.



WHY VIRTUAL EVENTS?

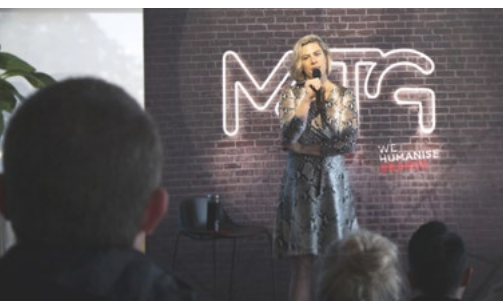
Australians are currently taking part in a rehearsal of what the future could be. A society that could have more virtual get-togethers than in the flesh. A workforce that is highly distributed; where being part of a team can be a lonely or an empowering experience. An environment that CAN change dramatically in a short time period, with controlled human impact. Now more than ever it is important to sustain and drive human connection in our

new kind of normal. In this we have an opportunity to reshape human connection; to test, learn and iterate engagement with a population that gravitates towards those that create meaningful experiences in a virtual world. At MKTG we have leveraged our experience to bring data, strategy and creative solutions to a suite of virtual platforms so that we can connect brands with an audience that are hungrier than ever to connect.

EVENT PRODUCTION CAPABILITIES

We have the right team with the skills to deliver all the integrated elements of an unforgettable event. From initial brief, scoping, concepts, to project management and execution. Our services are supported by our design and digital services to offer you an end-to-end solution.

STRATEGY & CONCEPT	EVENT PRODUCTION	CUSTOM BUILDS	EVENT MANAGEMENT
AV PRODUCTION	SAFETY & RISK MANAGEMENT	CREATIVE SERVICES / CONCEPTS	EVENT DESIGN
SCHEDULING	CONTRACTOR MANAGEMENT & STAFFING	SHOW CALLING	FLOOR / STAGE MANAGEMENT
PHOTOGRAPHY & VIDEOGRAPHY	VENUE PROCUREMENT	ATTENDEE MANAGEMENT	BUDGET MANAGEMENT



VIRTUAL SPECIFIC SERVICES

VIRTUAL DESIGN THINKING + COORDINATION

MKTG and Dentsu have multiple staff trained in Design Thinking principles that can assist you in coordinating and running a virtual workshop. With several online tools available to us, we can work with you to design the best workshop for both your audience and the problem at hand.

FORMAT + STORYLINE FOR VIRTUAL EVENTS

An online audience has different wants and needs compared to an audience at a physical event. For this reason, setting the right format and storyline is crucial in order to keep the audience attention and engagement. With our extensive track record of both online experiences and events in the real world, we can assist you in setting the right format, dramatic composition and the right forms of interaction.

SPEAKER COACHING

Our speaker coach assists presenters with narrowing down key messages and has the ability to create an intriguing introduction and empowering walk away message.

PRESENTATION VISUALS

Presentation visuals including production of intro film and vignette for presenting speakers - When an audience consists of screen viewers, the demand for more concise presentations and impactful supporting visuals increases. We have in-house expertise specialised in both visual design (eg. ppt and keynote) and animation work.

VIRTUAL BROADCAST PRODUCTION + LOGISTICS

Our international corporate events team have more than 10 years of experience of broadcasting content online. We know how to deal with not only the camera-solution, but also the security aspects, the required fallback plans and the important details that make your virtual meeting go from good to great.

DIGITAL INTERACTION TOOLS

Interaction increases both the engagement and learning curve. We have a toolbox of different interactive tools we can access to improve engagement throughout any virtual event.



WEBINARS



VIRTUAL
CONFERENCES



SUMMITS



VIRTUAL
MEETING ROOMS



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