

Blended Events

The future of the international conference market?

Discover how adding an online component adds unique value to your live event

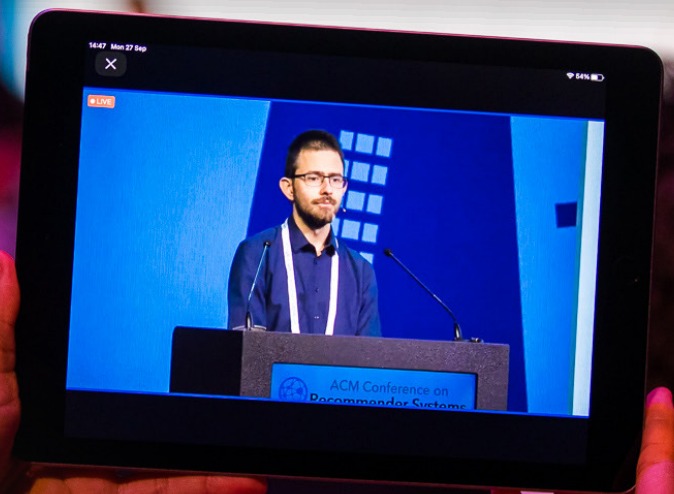


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Is travelling with thousands at a time from all over the world to one place for a congress, conference, or annual meeting still of this time?

After the corona crisis, international organizations are making a critical assessment. Sustainability and ecological footprint are important criteria in the decision-making process. And even though a lot is to be said for the power of physical meetings, we have alternatives by now. Very convincing alternatives in fact. In which live and

online are combined in such a way that the participants experience the best of both. In this context, Faber Audiovisuals speaks of blended meetings and events, for which it has everything needed in house. The hardware, software, creativity and technical expertise, practical experience, as well as the drive to turn every blended event into an unique one.

Complete fusion of live and online, including interaction

At present, there are four options if you want to organize a congress. Fully live, which might not always be the preferred format in the near future when there are international participants; purely online without public; streaming – that is to say live with remote participation – and hybrid, which includes both live and online. In the latter case, Faber prefers to use the term ‘blended’: “In our vision, that term better reflects what it is: a complete fusion of live and online, including interaction. With easy cross-over between the program, from live presentation to online presentation

and vice versa.” How does that look in practice? “Recently, we made the arrangements for an international conference, with speakers in studios in New York and Berlin. The host was elsewhere and talked to both as if they were standing right beside him. The viewers could see them in that position thanks to augmented reality technology. Participants who joined in on the conversation were visually projected into in the studio image. This resulted in optimum interaction, both in terms of speech and image”, says Edwin van den Heuvel, who was the project manager.



Looking for a second best format for live events

The international travel restrictions (due to Covid-19), affected numerous sectors since the spring of 2020, in the organization of their business events. This also accelerated the conceptual and technical development of online events. Fairly quickly, meetings and presentations were held in the form of live streams, after which the quality of the technical realisation and creativity in event studio concepts considerably improved at a rapid pace. "We also significantly scaled up for our customers by drastically expanding the facilities

required for online events", says Arjen Kijk in de Vegte. "At the same time though, we were challenged to take things even further. How would we be able to serve the corporate market better and more appropriately when meeting their need for a second-best format for their live events?" It was well known that with Faber Audiovisuals, they would have the best professionals and state-of-the-art projection, LED audio and light. What they wanted to know was how Faber could help them specifically with making the most of that package online.

Broad expertise offers added value to our customers

"We have discovered in our daily online practice, that customers are often insufficiently aware of everything that is technically possible nowadays. That is only logical, as it is usually not their profession. But they do know very well what they want, or at least their event organizers do. And, in 2022, that is mostly an efficient and impactful alternative for the physical events that they want or need to cancel." This is precisely where Faber sees its added value for customers: "We approach their wishes and expectations from all angles: technical,

creative, productional, and financial. We make our broad expertise available, and where applicable also that of our parent company NEP, in order to get the clearest possible picture of what is needed to execute that assignment." Faber in any case is represented by a technical project manager and, where necessary, a creative producer to come up with the best suitable proposition based on their understanding and experience.



Faber is at the forefront of blended meetings and events

Developments never stop. And there is a lot of uncertainty about what the future holds for feasible and responsible international live congresses. Faber Audiovisuals looks ahead and sees trends. As Kijk in de Vegte says about this: "We think that more and more, the option of local events will be chosen with live maximum participation at a national level, which will then be connected with one another internationally. This way, you create one event in time. All connections come together in a control centre, where the individual elements from the various venues are connected with one another." Remotely

operated technology with central direction for camera, presentation, media servers, external connections, and online platform are in the not-too-distant digital future. It limits travel movements, is more effective and saves costs. "We continuously think about what could be done differently, more impactfully and better, based on the knowledge and experience that we gain each and every day. By now, we are at the forefront with our approach of blended meetings and events. A lead over the competition that our demanding customers profit from."

About Faber Audiovisuals

Faber Audiovisuals is a leading international company in the audiovisual sector. From offices in the Netherlands, Germany, Dubai and the United States, services, people, equipment and solutions have been delivered for broadcast, live events, media and more for more than 30 years. Since 2015, Faber Audiovisuals has been part of the American NEP Worldwide Network, one of the world's largest suppliers of virtual events, outside broadcasting, studio production, video displays and host broadcasting.

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