



Future of Events – What We Do!

www.high5events.co.uk



Future of Events

Endless possibilities – One Answer



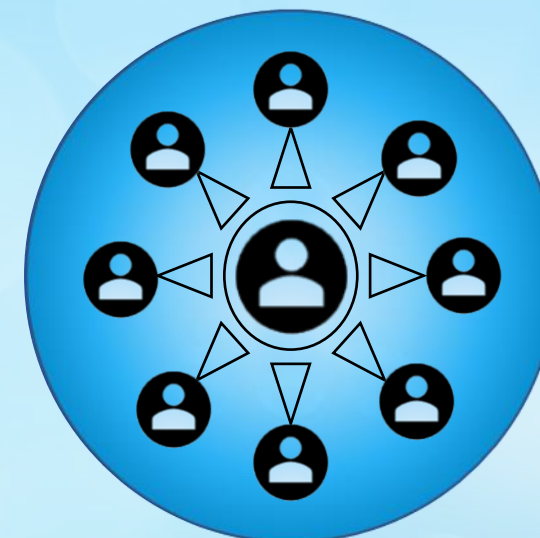
Live Events

Our fantastic team at High 5 can work with you to create your perfect in-person event from sourcing the perfect venue, managing delegates, speakers and exhibitors, F&B and your AV Tech needs, then be there on the day to ensure a smooth delivery for everyone.



Virtual Events

Whether you need help selecting the right platform for your virtual event, or you are looking for attendee engagement ideas for a custom digital experience, the High 5 team will support and design a bespoke virtual event to suit your every need.



Hybrid Events

An event which combines the advantages of "live" in-person events with the increased participation and accessibility of on-line. Hybrid events are a cost effective and resilient solution tailored to your needs. Our amazing High 5 team works with you to design a bespoke event to meet your objectives.



Returning to Live Events

As we return to a new form of reality and normality, Live and In-person events are gradually making a return. The High 5 Events team will be here to support every step taken in organising your perfect Live Event.

1. **Know your WHY**

What's your motivation to return to live events? Think about your objectives and desired outcomes. Why is your content best delivered in person? What is going to persuade your audience to attend in-person rather than virtually. What will be their experience?

2. **Highlight that it is a NEW Event**

Every event is new even your in-person event is new. It's certainly bound to be different from your pre-Covid ones! If there is one thing that needs reinforcing, it is simply this: Covid has changed people. You cannot simply serve up the same versions of what you were doing before. Expectations have changed. Attendees want more. High 5 Events are here to help you design your **NEW** event.

3. **Stay flexible and know your options**

If we've learned anything from the coronavirus pandemic, it's that being able to adapt and change quickly is key! The High 5 team are ready to support you in any situation.

4. **Demonstrate and Communicate Covid Safety**

Showing that you have comprehensive Covid safety measures in place will give peace of mind for your apprehensive delegates. They are eager to attend but want to be sure that their safety is being taken seriously.

5. **Pick the right Partner**

The key word here is partner. The High 5 team will be there as an extension of your team, ready to support you in every situation and deliver your perfect event.

High 5's top 5 of returning to Live Events:

1. Know your WHY
2. *New* Event type
3. Stay flexible and know your options
4. Covid Safety
5. Pick your Partner





Picking your Partner – What we do

TEAM

- Experience in the Pharmaceutical, Manufacturing, Healthcare, Automotive, Hospitality, Financial, Media, IT, Printing, Charity, Electronics and Sport Sectors.
- Experience in design, planning, managing and delivering outstanding events.
- Senior team are accessible and contactable by our clients.
- We make conference management stress-free and cost-effective.

SPEAKERS

- We contact each of your speakers and assist them wherever required.
- Book travel and accommodation requirements.
- Manage slides through copy approval and ensure they are uniform and correctly branded.
- Collate speaker biographies and agreements.
- Arrange payment of honorariums and expenses.

ONSITE

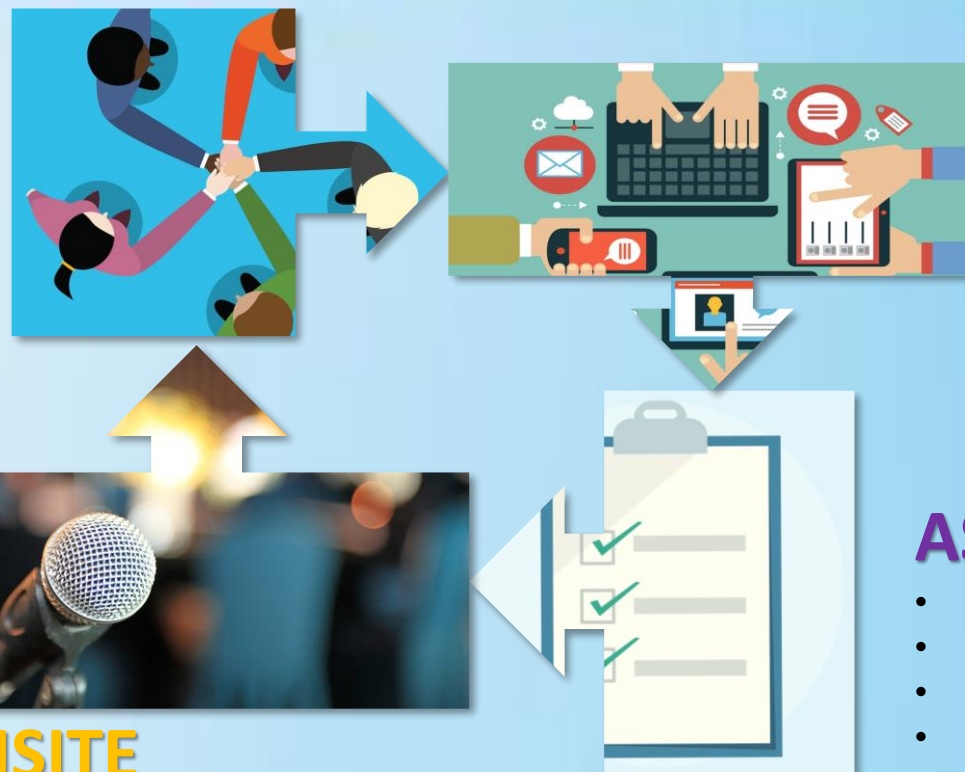
- Advance programme.
- Supported on-site by the same Events Team.
- Registration materials.
- Resolve any on-site issues and changes.
- You are then free to network with your guests, delegates, customers and fulfil your role at the meeting.

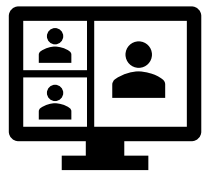
PRE EVENT

- Research, negotiate and secure a suitable venue.
- Manage accommodation deadline dates, attrition and cancellation policies
- Design and create event documents.
- Issue approved invites, log responses and manage correspondence process.
- Personally contact delegates to arrange travel and accommodation requirements.
- Book ABPI compliant restaurant and social programmes based on your budget.

ASSISTANCE

- Full or Partial Event Management
- Complimentary Venue Finding
- Planning and Programme Development
- Tactical and Strategic Hotel / Venue Sourcing
- Automated Web Delegate Registration with 24/7 reporting
- Flights / Visa / Transfer Co-ordination
- 24 Hour Emergency Support Worldwide
- Hotel Management
- CSR or Evening Programme sourcing and delivery
- CPD Accreditation process





Virtual Events

In 2020 as the world came to a shocking standstill, High 5 Events pushed through with new innovative ideas, learning more skills and creating new solutions to support all our clients in a new way.

The virtual event world has been around for a long time but has now truly become a mainstream option. As we learnt in 2020, not everything converts easily to the virtual world. But the combination of the increased reach, the potential for higher quality content and speakers plus greater cost and time effectiveness mean that for the **right event** they are here to stay.

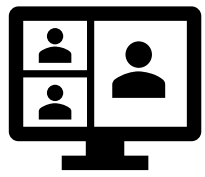
Delivering a Virtual Event means more than just a Zoom or Teams call. And it's not just about technology! Adding an extra sparkle makes an event so much more memorable. Look at some of our options!

Virtual Event Sparkles:

- ✓ 30 second Energisers: physical, mental, creative
- ✓ Team Treasure Hunt Challenge
- ✓ Motivational Speakers
- ✓ Themed Icebreaker Quizzes
- ✓ Wellbeing and Mindfulness Breather
- ✓ Chocolate making/Cook-a-Long/Cocktail class
- ✓ Escape Room
- ✓ Musical Bingo
- ✓ Virtual coffee break or gifts for delegates



The team at High 5 Events are ready to design your fantastic digital event!



Virtual Events

The Virtual World continues to advance offering numerous platforms for your event delivery. At High 5 Events we are not tied to one platform but prefer to select the tool which is best for your event – sometimes combining different technologies to deliver the perfect event.

Engagement remains the key to meeting successes. The chosen platform must support the delivery of the content to maximise the delegate experience. Options can include:

- One-way (webinar) or Two-Way (videoconference)
- Live or Moderated Q&A
- Pre-recorded video inserts
- Break-out rooms for focused discussions or networking
- Whiteboard enabling collective input and visibility to all
- Word clouds on specific topics
- Delegate polling with immediate results presentation
- Speed networking
- Music, animations, count-down clock
- Pre/During or Post Meeting Surveys

The meeting venue may be virtual, but it still needs to be memorable and engage attendees amongst an on-going blizzard of Zoom calls.



Virtual Congress Options:

Using enhanced virtual platforms High 5 Events can offer increased capabilities to meet client objectives. In 2021 vFairs was used for an Education Congress to deliver 36 sessions across 2 auditoriums with 51 different speakers presenting live and recorded sessions with moderated live Q&A. With the benefit of live and on-demand viewing, the Congress reached an audience of over 2,000. Specialist exhibit booths received a virtual make-over with full client and product branding to welcome over 5,000 delegate visits.



Hybrid Events

Hybrid events are not new. Think of a live TV show: the in-person audience is in the studio, while the remote audience at home are watching from the sofa. **ONE** event but **TWO** experiences.

Hybrid events are in demand due to:

- Covid restrictions and other health concerns mean attendees cannot or do not want to travel
- Budget not available for travel
- Venue capacity limiting audience size
- Time not available for travel due to business or family commitments
- Work-life balance and family commitments
- Sustainability/environmental policies on travel
- Builds resilience into the meeting plan

One size does not fit all. Successful hybrid events need to be tailored to suit. The event objectives, the attendee experience and event content need to drive the platform decision. The best event partners and technology solutions will support both the in-person and virtual attendee to ensure both are treated equally and feel the event has been designed to meet their needs.



Hybrid Event Options:

- ✓ Bring your presenters together but still stream the output to remote delegates
- ✓ Link together multiple smaller meeting hubs in separate venues to deliver a common experience
- ✓ Deliver an in-person event but enable live inserts from remote experts unable to take part in-person
- ✓ Present to an in-person and remote audience with the ability for both to participate in combined Q&A sessions
- ✓ Enable meeting networking via an App to link the live and remote audiences

There is not one Hybrid Solution. Let the High 5 Events Team support you in designing a bespoke solution for your event.



Hybrid Events

Advantages of Hybrid Events:

- ✓ Access higher profile speakers
- ✓ Increased attendance from time poor or budget poor delegates
- ✓ Enhanced content engagement
- ✓ Greater geographic reach
- ✓ Lower carbon footprint
- ✓ Recorded sessions extend the life of the event
- ✓ On-going virtual engagement with the audience

Tips of Successful Hybrid Events

- Understand why the event is hybrid not just live or virtual
- Bespoke 2 agendas for the different audiences
- Select a platform which supports your content and use the engagement tools for both virtual and live audiences
- Assist speakers to engage with two audiences
- Highlight engagement options and opportunities to exhibitors
- Rehearse – not just the content but the transitions between segments. Sorting the finer details will elevate the attendee experience.
- Review the event data to learn and continue targeted connections with your audience



Hybrid Event Features

Different dedicated features for both live and remote audiences

Single marketing plan taking account of both attendee options

Mixing live, as-live and pre-recorded content

Separate or combined break-out sessions for two-way engagement

Networking chat and live polling for both audiences via a shared Event App

Recorded content available on-line for both audiences post event

Event host focused on virtual attendees

Live Q&A for joint audience



Picking your Partner

- We partner with you, becoming a seamless part of your team to deliver your perfect event.
- What we deliver is determined by you, we work with trusted partners or we can manage delivery via your own preferred contractors.
- We create special events which meet your objectives and provide a memorable experience for all those involved

TECHNICAL SUPPORT

Live

Stage set with branding
Pre-record video inserts
Additional graphics & room branding
Projection screens
PA system, microphones, laptops
Speaker rehearsals
Full recording and post-event editing
Highlights reel
Hosting recording on-line for viewing

Virtual & Hybrid

Platform setup with branding & logos
Pre-record presentations
Graphics & animation inserts
Stream via corporate website
Speaker training on platform & tools
Live polling and whiteboard features
Screen overlays and animated titles
Recording and post event editing
Hosting recording on-line for viewing
Meeting transcription

POST EVENT

- Complete reconciliation of the event.
- All supplier payments
- Attendee and Speaker travel expenses and reimbursements.
- Certificates of attendance & CPD accreditation.
- Post event feedback questionnaires.

OUR FEES

As an independent meetings planner, overheads are substantially lower than larger competitor agencies. We present transparent costings with regular budget updates. Actual spend is reconciled with agreed budget post-event. We will negotiate and reconcile accounts with suppliers on your behalf.



We look forward to speaking to you soon,

High 5 Events tel: + 844 4542 555

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