

Projection designs, builds and executes hybrid, in-person and virtual experiences.

"We are a team of meeting and event experts; not a software or platform company. For every event - whether in-person or virtual - we begin with our clients' vision and design and execute experiences that bring it to life." - Karen Cuvillo, Corporate Vice President, Projection

Our experience runs deep

Projection has been providing hybrid meeting services for many years and, more recently, producing fully-virtual events for organizations who have had to re-think their in-person events.

Virtual Meeting Capabilities

Consultation and Design

The first and crucial step to designing and executing a successful and engaging experience: Determine what kind of virtual experience is best for your event.

We help our clients start with why. Why would someone want to attend your event? Is it to be inspired? Educated? To network? How your event is designed and executed is different for each scenario, so it's important to get the vision down.

At Projection, we believe being part of your team requires an all-in, planning-to-execution commitment. That means we help you define your vision and everything that comes after.

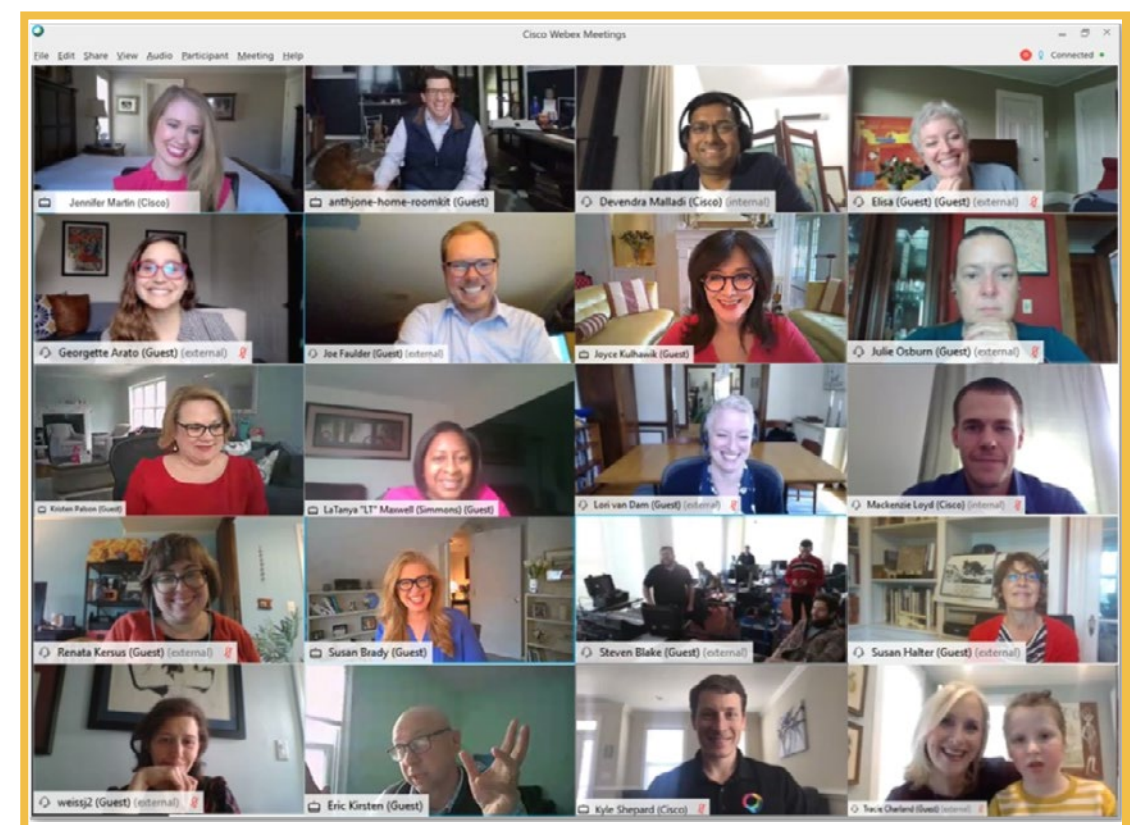
Pre-recording and Presenter Management

As event professionals, we all know there's no guarantee something won't go sideways. But when doing a virtual event, we get to come as close as possible – by pre-recording some of the "live" content. With the right planning, execution and production, pre-recorded presentations look to the attendee as though they're live, but come without risk of technical difficulties.

We provide:

- Virtual speaker-ready room with one-on-one presenter coaching;
- High-quality equipment to deliver TV-quality production;
- Presentation support (recording management, editing, presentation-to-presentation consistency);
- A custom FTP site for seamless presentation uploading.

With pre-recorded content, imagination is the only limit. There is no reason to use the content only for the live event. It can be used in advance to build anticipation or after to continue driving views and engagement.



"For many of our members, presenting virtually is new and unnatural. So, when they required support, it was amazing just how quickly and easily the Projection team delivered it. The entire experience - from design to execution - was exceptional."

- Andre Cholewinski, American Association of Colleges of Pharmacy

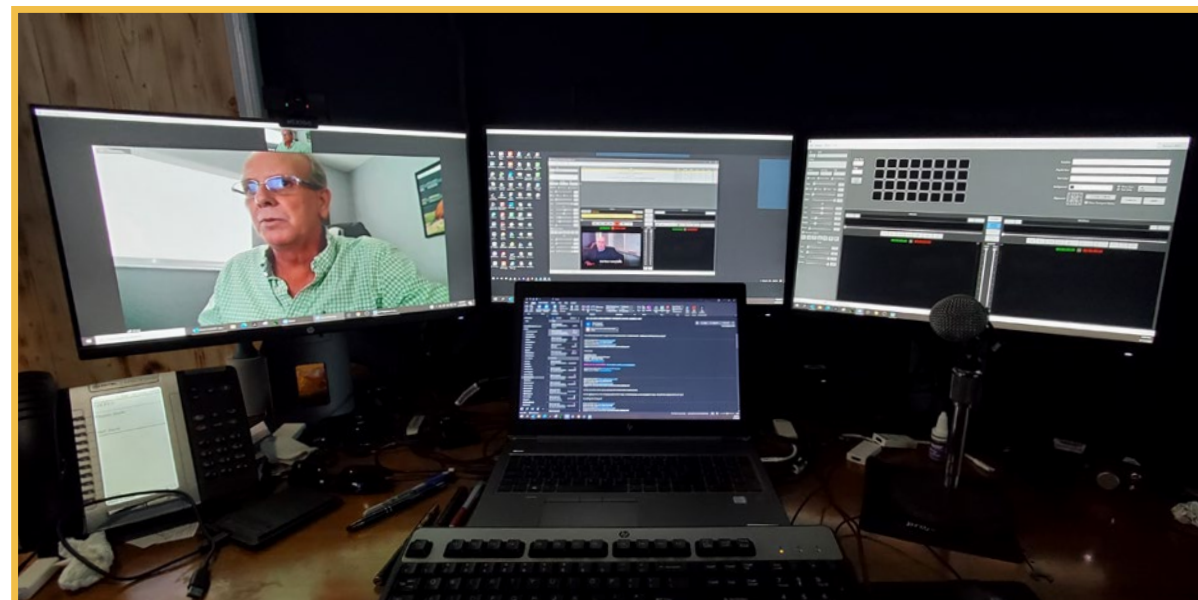
Webinar and Live Stream Production

For many virtual events, webinars are a main component. They allow for the live presentation of content along with interaction with attendees, through tools like chat and Q & A.

To deliver the kind of experience an attendee will talk about after the event (in a good way), a lot has to happen behind the scenes. From the right equipment and planning to speaker preparation and management, the success of each webinar depends on many factors – including an experienced team.

We offer:

- Webinar producers and production assistants to run live webinars;
- Studio-quality equipment to record, stream and edit live and pre-recorded content;
- Graphics support, including title slides and lower thirds.



Broadcast-quality Keynote Production

As we all know, one of the most anticipated parts of an event is the keynote. That moment when the lights dim, the crowd gets quiet and the stage comes to life with the speaker everyone's been talking about. While it can't be exactly the same in a virtual setting, those feelings and emotions can be achieved with the right planning, production and content.

Our team delivers:

- Pre-Production support, including event design consultation, experience, logistics and media;
- High-end graphics packages including opening video, lower thirds, title animations and custom transitions;
- Creation of technical show flow;
- Rehearsal and virtual stage management;
- VOG scripts and recordings.

Hybrid Meeting Design and Execution

As we start to gather again – with some presenters and attendees meeting in person while others join virtually – planning and execution will be more important than ever.

When it comes to your hybrid meeting, all platforms are not created equal. It's important to define the vision, identify the desired attendee experience and ensure brand consistency. Once you have that nailed down, the team can get to work on designing a meeting that exceeds everyone's expectations.

For more, check out our article [How to Design and Execute a Hybrid Meeting Strategy](#).

