

HELM

entertainment · projects · experiences



## VIRTUAL EXPERIENCES

COVID-19 has taken virtual events to a new level, and HELM Projects has been on the cutting edge. We take the same focus with virtual event experiences just as we have with producing our clients' live meetings, events, and experiences. We are here to help you navigate virtual production and support you by handling all of the details to executing a flawless and effortless virtual experience.



A string of glowing Edison-style light bulbs hangs against a dark, textured background. The bulbs are illuminated, casting a warm, golden light. The word "Capabilities" is written in a white, cursive font across the center of the image.

*Capabilities*

## Entertainment

Live Stream Studio  
Virtual Concerts  
Music Videos  
Green Screen Studio  
Touring / Concerts  
Projection Mapping  
Video and Lighting Programming  
LED Production Design  
Headliner Technical Production  
Festival Planning and Production  
Full Service Touring Inventory  
Turn Key Rental Equipment [Video, Lighting, Control, Staging, Power and Distribution]  
Set Design and Creation  
Video Direction  
Expert Staffing and Technicians

## Projects

Permanent Video, Lighting, and Audio Installations  
Systems Integration  
Creative Direction  
Event and Production Strategy  
Event Branding  
Post Video Production  
Content Creation  
Graphic Design  
Large Format Graphic Content Creation  
Project Management  
Technical Direction  
3D Production Design  
CAD Planning  
Transportation Support  
Tradeshow/Exhibit Strategy and Design  
Experiential Marketing  
Event Safety Planning  
ROI Planning and Review

## Experience

Entertainment and Speaker Sourcing  
Talent Management  
Venue/Hotel Sourcing  
Travel Planning  
Exhibitor and Sponsorship Management  
Event Furniture and Equipment Rentals  
Event Signage Printing  
Event Design and Execution  
Employee Engagement Events  
Catering Sourcing and Management  
Event Internet/WIFI Management  
Registration Management  
Mobile App Design/Integration  
Tech Design Experiences  
Marketing and Activation Execution  
Brand Ambassadors  
On-site Execution and Staffing  
VIP Experiences  
Incentive Meetings/Events

## Virtual

Project Management  
On-site Coordination  
Conceptual Design  
Platform Selection  
Story Board Concepts  
Content Strategy and Management  
Directing  
Producing  
Writing  
Filming  
Creative Direction  
Graphic Design  
Music Design  
Audio Recording  
Set Design  
Lighting Design  
Video Production  
Animation  
Entertainment and Speaker Management  
Gift Management  
Motion Graphics  
Data Organizing  
Visual Effects  
Compositing  
Post Experience Analytics  
Footage Storage

# Virtual Production



## PLATFORM EXPERIENCE

We have worked with a variety of platforms. So if you already have a platform you prefer, we can work with it to execute a flawless virtual event experience for your audience. If you need platform recommendations, we have you covered there too. Our teams have taken time to test and trial new software and streaming services to provide you with the best options that fit your program and budget needs. Here is just a sample of our platform experience.



## BROADCAST OPTIONS



### Virtual

HELM can support your team with a 100% virtual broadcast. We ensure your presenters have the proper equipment by shipping production kits to either pre-record or livecast their presentation to the platform.

Our production team will also work directly with your presenters to ensure they are comfortable presenting in these formats and our schedule will include rehearsal time with your presenters or will provide post-production video services to ensure a great presentation.



### Broadcast studio

HELM has designed two broadcast studios in the heart of Chattanooga, Tennessee. It features all of our top of the line equipment in either our stage studio or green screen studio. With pandemic safety measures, HELM can set up a broadcast set at your facility as well.



### Studio + virtual

We know that current conditions may not allow all speakers to present from a broadcast studio. Therefore, our team is flexible to offer hybrid options to ensure you have the best virtual event experience.

*The Course to Success*



At the core of all HELM events is a process that includes CAD layouts, production schedules, task lists, and cue sheets. To some this may sound like overcommunication, but communication and details are the core of successful events. HELM will guide the entire process, ensuring we meet deadlines, answer all of the questions, and execute with perfection. As we begin planning together, we will schedule regular meetings/conference calls to discuss the planning process and critical questions. During this time we will also keep you updated on progress and produce documents, such as mini proposals, for each part of the event so you can present to your larger internal team.





# ATTENDEE ENGAGEMENT

When planning a virtual event, incorporating elements that engage your attendees is a must. Consider incorporating some of these ideas as you design your program.

## Attendee submitted content

Before the event, send communications to attendees to encourage them to submit content. This could be pictures or videos. For one client we had attendees submit pictures of their team which we ran during the breaks as well as videos from leaders providing shout outs to their team for key accomplishments.

## Questions

Prepare questions to engage your audience encouraging them to respond through the chat forms on the platform. This can be as simple as, “Where is your office located?” to “What do you hope to learn from this session?” Keeping a good stream of questions going even throughout live sessions can help keep users engaged. This is a platform for your speakers to receive live questions as well.

## Thrive breaks

Virtual event fatigue is a real thing, so give your attendees a few work/life balance sessions. Live events feature morning workouts, evening receptions, and food and beverage breaks. Consider adding a Thrive session every 2 hours to your online meeting. These can be someone demonstrating desk stretch techniques, virtual networking receptions, or relaxation techniques.

## Music

During breaks develop a killer playlist! Engage your users to find out their favorite songs. There is nothing better than when your favorite song is played on the radio.

## Games

On a virtual events platform, really consider the gamification. It is a way before, after, and during breaks for your attendees to engage. This could create a fun competition throughout your event among attendees.

## Surveys

Survey attendees right after the event. Continue that engagement and get their thoughts right away on their takeaways.

## Swag

In person events get to display and distribute lots of fun swag such as notebooks, shirts, water bottles, etc. While the delivery method is a little different you can do the same for Virtual Events by mail. Consider sending some great items to your attendees prior to the event.

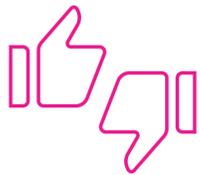
## CONTENT TIPS

Without the traditional networking of live events, content must be perfect as it is the star of virtual events. Check out our content tips to allow your content to take center stage.



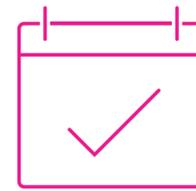
### **20 minute sessions**

Keep sessions to a maximum of 20 minutes. Virtual meetings allow for more distractions giving attendees the opportunity to check out of the session and work on other projects. Keep the content changing to keep attendee's attention.



### **Polling**

If your platform allows for polling or you can access a plug-in feature this is a great way to engage attendee and shape content discussions. Working polling even if just through the chat feature into your content is a great way to connect with attendees.



### **Schedule all content**

Different than an in-person meeting, for a virtual meeting you need schedule all areas of content even during breaks. Remember you never want a blank screen.

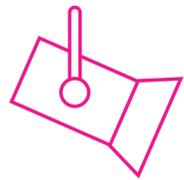


### **Commentary**

When writing the script, consider some fun commentary that is light-hearted. Attendees love the unexpected, fun moments of a virtual meeting. Audience love two people on screen vs. one. Develop some fun commentary between them.

## PRESENTATION TIPS

They may sound simple, but so many forget the simple tips. Implement these tips to help your virtual presentation shine.



### Lighting

Good lighting is a key to a great virtual meeting presentation. If you are not in a production setting, consider web cam lighting enhancements. Remember you want front lighting not backlighting to enhance.



### Simple content

For slides keep the text and content simple. Depending on internet speed slides can appear blurry. You want to highlight the key takeaways.



### Personal presentation

As you would with a stage production consider makeup powder to reduce shine. Web cameras are similar to IMEG shots; they are very close up. Present your best self during your virtual meeting.



### Test

Do a test run or runs to ensure your equipment is working and your presentation looks good in your virtual meeting platform. The key is rehearsals, rehearsals, rehearsals.

## VIRTUAL SWAG

Who says event swag has to change for Virtual Events? Here are some recommendations:

### **Pre-packaged tea or coffee with a mug**

These are great especially if your meeting is starting super! Everyone can enjoy a coffee break together virtually.

### **Shirts**

Consider a wearable item. This can unify the team when they are all wearing the same item. Encourage them to share pictures of them wearing their matching shirts and then compile those into a video during one of the breaks.

### **Blue light glasses**

We all know staring at a computer for a long time can have damaging effects on our eyes and give you headaches. Give your guests branded Blue Light Glasses to use during the event.

### **Gift cards**

If your event is going for a number of hours consider gift cards for delivery services such as Door Dash or Postmates. This will allow your attendees to order lunch while the session is going on. They will really appreciate the gesture!

### **Earbuds**

Our pro tip here is to send them the old fashion wired ones. These will have a better signal providing better audio to the attendee for your virtual meeting.

### **Work from home kit**

Consider sending your attendees a work from home kit that includes an empowerment statement, planner, mini desk plan, pens, and small desk light.

### **Reusable water bottle**

Send your attendees a reusable water bottle and work in water breaks to the event programming to encourage them to drink more water.

### **Snacks**

Who doesn't love snacks! Consider sending a snack with your swag for the breaks during the virtual breaks.

## VIRTUAL SWAG TIPS

- Plan, plan, plan. There are a few more details that go into getting swag to attendees for virtual events. Ensure you start collecting addresses and other shipping details early. We recommend starting 5-6 weeks out.
- You need to ship items 10 days out for most locations to receive them prior to the event.
- Remember if you are sending a wearable item like a shirt to request shirt size during registration.
- Brand the outside of the box you ship the item in. This can be as simple as a sticker. We receive so much by mail these days that having some designation on it will encourage them to open as soon as they receive the package.
- If you want to incorporate a reception into your virtual event come up with questions you can ask attendees. We recommend hosting receptions in small groups via personal rooms. Go around the “video circle” and let each attendee answer as a way of networking. However, if small groups are not an option you could pose questions via the chat room features for everyone to answer. On the live video feed you could bring in a Master Mixologist to show attendees how to make a great cocktail.





*The Team*

HELM is more than your events and production agency. We are your team, your band, your troupe, and most importantly your partner. When we work with a client, we become an extension of their team and make you shine to your executives and team.

With over 30 years of combined experience, we know how to think on our toes and we pride ourselves on helping clients figure out solutions to seemingly impossible problems. With HELM, you have a trusted partner that can create an unforgettable experience for your guests.





**Veronica Seaman, CMP, CSEP**

*Director of Events*

With over 13 years of event experience, Veronica has produced all types of events. From California to Cagliari and from Sales Incentives to Sponsorship Activations, she has produced meetings and events for clients all over the world. Locally, she has supported TVA, BCBST, McKee Foods, and Lamp Post Group. Nationally, she has produced meetings, events, and tradeshow for Software AG, Farmers Insurance, VW, ExxonMobil, and Shaw Flooring.

Veronica believes making an event an amazing experience is about anticipating the needs of the guests. She keeps her eye on the big picture, keeping the team energized and motivated.

Veronica will be your main point of contact during the planning process. She will ensure we are meeting every deadline as we prepare for execution. She manages the team on-site to make sure your events run smoothly so you don't have to worry about a thing.



**Justin Casey**

*Technical Director/Principal Owner*

While his specialty is lighting and video, there is nothing Justin can't figure out and execute. From projection mapping a show on an entire building to managing production teams at Walmart Shareholders. He too can say he has encountered every type of event. From custom lighting rigs to production fabrications, he has done it all. Locally he has produced events for BCBST, Chattanooga Film Festival, AVA, TVA, and VW. He is known for his production designs at the Bonaroo and Hulaween Festivals.



**About HELM Experiences**

Veronica and Justin have worked together for years. Veronica creates concepts that push the boundaries while Justin has the experience and knowledge to make the vision come to life. Together, they have expanded HELM from production to full meeting and event services, including, but not limited to, creative strategy, planning, AV, transportation, registration, and content.



*At the* **HELM** *of your* **EXPERIENCES**

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