

# CONFERENCES DELIVERED DIFFERENTLY

DELIVERING INNOVATION, KNOWLEDGE  
AND ENGAGING EXPERIENCES

THE BUSINESS OF EVENTS | THE ART OF ENGAGEMENT

## EVENT INSIGHTS

WHITE PAPER SERIES TO  
HELP YOU TRANSFORM  
YOUR EVENTS

People attend professional conferences to learn new ideas or approaches they can implement back in at work, network and hear from inspirational speakers. They expect it to be engaging, relevant and thought provoking. In the end, they just want to feel that it was good value when taking time out of their busy schedules.

The ability to turn content into an engaging experience is what distinguishes an ordinary conference from a great one. This is where creative event production comes into play as it focuses delegate's attention, making it visually exciting and memorable, creating new ways for delegates to connect, collaborate, learn and network. Imagine kicking off your conference with an opening sequence on a giant 3D screen or LED wall, delivering presentations using gesture control, or even revealing a new product on a holographic screen!

**In this edition of Event Insights we discuss some great ways you can create an immersive experience at your next conference.**

# MAKE AN IMPACT

You need to grab the audience's attention right from the very beginning – make them look up from their phones and take notice. Kickoff with the unexpected, start with a bang, capture your listeners' attention and make them part of the story.

Imagine if the welcome address was delivered by the VIP spokesperson appearing as a hologram on stage.



Not only does this have a huge impact, positioning the event at the forefront of technology, but it also has the added advantage of including a presenter who is not able to be in the room.

A reveal is another dramatic way to introduce a star presenter. The conference commences with a dramatic animation on a giant LED screen which then splits in half as your presenter walks onto the stage.



Another suspenseful conference opener can also be created by starting with the room in darkness then illuminating individual, spherical kinetic lights one-by-one across the stage to reveal the star presenter at the end of the sequence.

# SET THE STAGE

The stage is the centrepiece of most events. While the content is the main focus, a carefully and creatively designed stage ensures you have every eye in the room. It should combine staging elements, styling, furniture and branding into one cohesive look. Utilise multiple screens in different formations, shapes, angles or 3D objects and project images, video or animation to create a unique visual experience.



Promoting your conference name, theme, or brand in an impactful and effective way on stage will draw attention to the main message and make it more memorable. Plus all photography and video will feature your brand/message front and centre. At its most basic form, using letters projection mapped with interesting content is an engaging way to continually reinforce your brand and message throughout the conference.

"It All Adds Up" was the theme for a building investment conference. Our team designed a stage set that literally built upon itself using creative scaffolding formations as the conference progressed.



A real estate company conference had the theme "opportunity knocks" and we designed a stage look using multiple doors of different shapes, colours and sizes. During the presentations each speaker appeared from behind a different door creating a theatrical element.



An example of a dynamic visual presentation was a recent conference, where the team created a giant screen which wrapped around the entire room and mapped the conference content all around the room to create a surround-vision experience.

## CREATE A VISUAL SHOW

Creative lighting is an effective way to create energy, atmosphere and enhance your delegates experience. Lighting plays an instrumental role in delivering the right tone and emphasis on a speaker and vibrancy of the event.

Encore were recently challenged to create an energetic opening sequence for an investment conference. The team produced an amazing laser show kick-off the event, delighting the audience and creating a sense of energy and anticipation of what was to come on stage.

Another dynamic projection effect can be achieved using interlocking panels and projecting individual video or animation onto each individual panel surrounding the main presentation screen to give maximum impact.

Projection doesn't have to be on flat screens or panels. The technical team at Encore have projected onto the enormous wall of a sand stone quarry to give a rugged and dynamic canvass for the content.

LED walls create a spectacular, super bright screen for your content or animation, they can be used as a large screen on stage, hung from the ceiling or used in modular formation to create totems along the stage. But imagine creating a wall to floor LED screen to create dynamic 3D effect and your star presenter stands within their presentation or an image from their story. Their message or presentation will literally encase them and make them the focus within.



## DESIGN THE UNEXPECTED

Delivering your message in a creative or unusual way makes it all the more memorable. You can take attendees on a journey or create an experience to deliver your message to attendees.

At a recent event, Encore helped a technology company tell the story of their company's history in a unique way. The team created a 30m tunnel for delegates to walk through and projected beautiful content of their machinery and history as they took a journey through time. Guests were immersed in the company's story as they entered into the conference creating a sense of intrigue and excitement for what was to follow.



## AUDIENCE PARTICIPATION IS KEY



Convert delegates into active participants and make audience interaction fun and exciting. Bring the spotlight to your guests to make discussions more thoughtful and connected and see how different participants interpret and absorb the content presented to them.

Social media integration is another great option. By having attendees getting involved and tweeting or posting on screen during the conference, it expands the awareness of your event and brand online by reaching their colleagues and followers who will then be encouraged to attend next year.



There is no better way to measure the success and effectiveness of an event than through live voting. Facilitate a Q&A, complete surveys live on screen, collect valuable audience opinion, display charts, graphs, word clouds or custom graphics and gain instant real-time statistical results. Encore's Event Poll creates this seamless polling experience using a solution that attendees simply utilise from their phone with no app to download.



## TAKE YOUR PRESENTATION TO THE NEXT LEVEL

Another really impressive presentation technology to use is gesture control. At a recent sales conference, Encore helped the president of a paint company deliver his presentation in a really dynamic way using gesture control to reveal content. Using 'painting' gestures he revealed on the main screen beautiful murals commissioned by the company on buildings in India.

This cutting-edge interactive technology injects life and movement into any presentation, and is sure to captivate any audience.

No more death by PowerPoint. Encore's Intelli-Touch is challenging the traditional presentation and allowing presenters to be hands-on and interactive using touch screen technology for a sophisticated high-tech presentation. It allows presenters to seamlessly access a variety of content and multimedia from a single slide, flip through 3D product drawings and link to websites without leaving the presentation to access other programs, documents or sites.



## THE TAKEAWAY

Of course, your speakers and topics are important for attracting delegates and ensuring a valuable conference experience. However, the event production elements of your conference have a vital role in the engagement level of you attendees. Do it right and you'll be rewarded - your conference will be the must-attend event, circled in calendars each year. Make your event memorable and your attendees will not only come back for more, they'll tell their friends!

Each year your attendees expect a new experience as engaging as the last. Innovative ideas and creative technology can be the most impactful way to achieve this. As leaders in event production and technology, we make it our business to design new experiences every time. Let's start exploring how Encore can partner with your brand to deliver an unforgettable conference experience.

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