

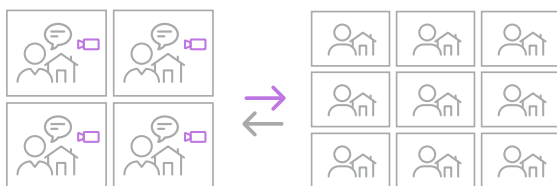
We continue to deliver next-level event and communications management. We have developed a new online tool that combines 30 years of experience in the event & communication industry.

**beyond** will help you get the most out of your events both onsite and online.

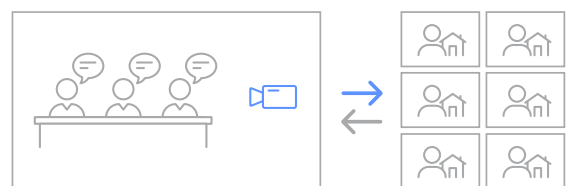


**beyond** is a digital platform that **enhances your events**, makes them **more interactive** and helps them **gain online visibility**.

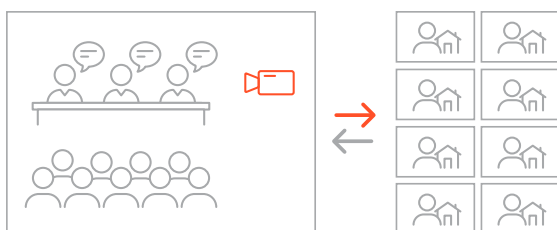
The platform combines state-of-the-art **web streaming and webinar services** and integrates them with the **best interactivity tools** for events.



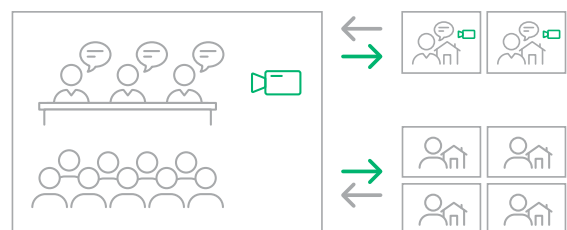
100% Digital



Speakers in studio, participants online



Speakers on stage, participants online and onsite



Speakers on stage and online, participants online and onsite

## An integrated solution

Onsite participants connect to a **user-friendly webpage**. They access an **attractive virtual room** branded with your visual identity where they can follow the discussions between **onsite or online speakers** (up to 10 simultaneously) and **interact** with them. Capacity of the virtual room is unlimited.

Our AV team edits the streaming in real time making sure we **captivate your online audience** with attractive video content.

All participants can use the available tools to **interact** with speakers and participants **both online and onsite**.

With an extremely **easy and reliable** set up, online speakers can join in a digital or physical discussion from wherever they want. They receive **dedicated support**, so they take the floor in the best conditions.

All speakers have the possibility to **interact with their audience both online and onsite**, to make sure the session is attractive.

## A new service for new formats of event

**beyond** will allow you to organise and explore new and innovative formats of events, mixing digital and onsite options. Upon receipt of a request, based on the typology of event and its objectives, cecoforma will propose the most suitable configuration to ensure flexibility and attractivity.

A project management team will accompany you along the way as for any other regular events, from conceptualisation to implementation, from invitation to registration, from design to printing, etc. This project team will be backed up by a digital crew to operate the digitalization of your session.

## Understanding your digital needs

If you decide to go for digital or hybrid events, our account manager, in collaboration with our project team including our digital crew, will make sure to understand the key characteristics of the events, such as:

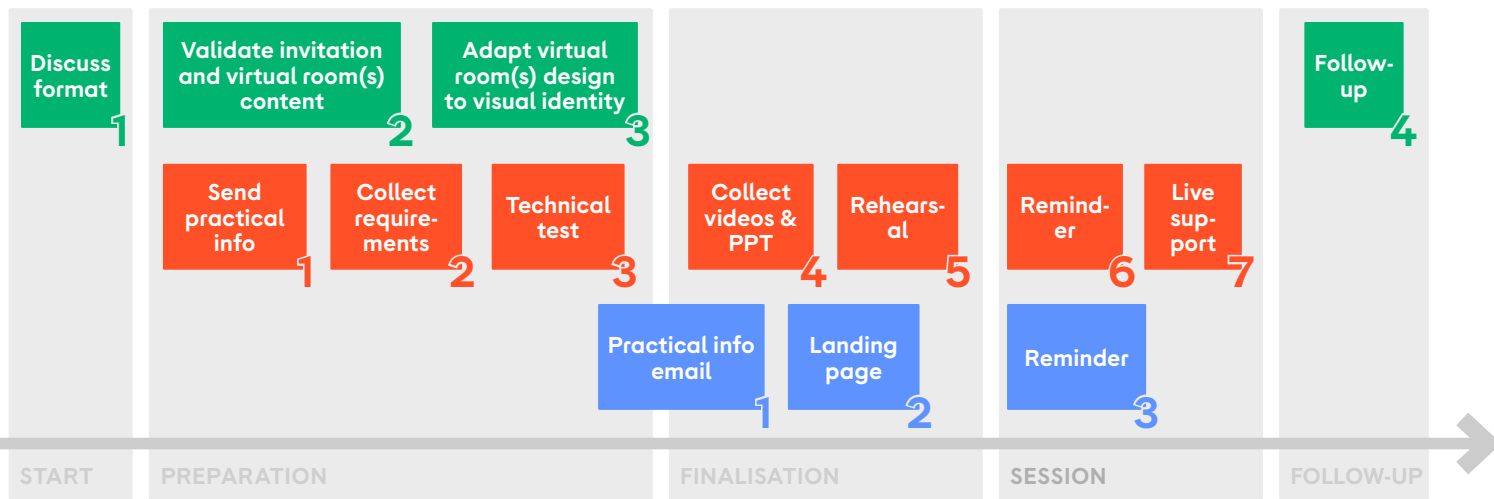
- Date, time and duration
- Number of virtual rooms needed
- Number and location of online speakers
- Size of the online audience
- Interactivity needs

Based on this, cecoforma will propose a tailored solution in its offer, including virtual room(s) rental and associated support.

**beyond** is available from 3.000 € excl. VAT. Contact us to receive a tailored pricing.

## Implementation and follow up

Under the supervision of the project manager, our digital crew will accompany you along a specific digital implementation plan (see timeline next page) to configure and manage your digital set up. Organisers, speakers and participants will be guided step by step making sure the implementation runs smoothly.



## Organisers

The deployment of digital solutions will be done hand in hand with our clients. With the organiser and cecoforma's project manager, our digital crew will:

1. Discuss the format of the agenda of the session to ensure high attractivity for the chosen digital set up.
2. Validate invitation emails and content of virtual room(s).
3. Adapt the design of the virtual room(s) to fit your visual guidelines.
4. Ensure post-session follow-up.

## Speakers and moderators

The speakers will receive a dedicated follow-up, to make sure they take the floor online in the best conditions. Our digital crew will:

1. Send a practical information note (how to take the floor using beyond by cecoforma)
2. Collect requirements in terms of interactivity (questions, polls, votings...) (based on the chosen additional features)
3. Organise a technical test to make sure everyone has a functional setup and gets familiar with the remote stage; or provide practical information on the shooting days in studio
4. Collect & check their videos and PowerPoint presentations
5. Organise a rehearsal of the session with all parties involved
6. Send a reminder before coming on stage with necessary information to connect
7. Provide live support during the session from backstage.

## Participants

All the people who have registered to the digital components of the event will receive a dedicated follow-up making sure they can connect to the virtual room(s) easily. Our digital crew will:

1. send a practical email with information to join virtual room(s); including an e-calendar invitation and guidelines for interactivity
2. offer a standard online page, with a summary of the event agenda and a specific link for each virtual room (e.g. in case of breakouts)
3. send a reminder email a few minutes before the beginning of the event to make sure everyone online joins on time

**Get in touch!**  
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