



Making the jump from in-person events to online events seems like a lot. And just like any other thing in life, having the right partners and allies on your side will make that pivot seem like a walk in the park. As a highly experienced tech-savvy agency, Tree-Fan Events can help you make this transition as seamless as possible. Everyday we're helping our clients witness this transition and we believe we can contribute tremendously to your virtual event, designing an experience that your online audience gets involved in with true moments of interaction, engagement and co-creation, all with the flawless use of technology.

## **In-Studio Virtual Producer + In-Studio Virtual Event Production & LIVE Broadcast -**

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- ❖ Participating in the ideation phase to generate event concepts and develop the plan for executing the vision
- ❖ Acting as technical project manager to ensure efficient workflow and communication between all stakeholders
- ❖ Negotiating production cost with our AV production partners upon agreed terms and event needs
- ❖ Planning, coordinating, and overseeing all production and technical aspects of virtual event
- ❖ Scheduling & attending pre-event walk-throughs & technical run-through at our chosen AV Production partner location
- ❖ Creating & providing production timeline and ROS (run of show) with key deadlines, URL links and content assets deliverables
- ❖ Working collaboratively with your event's key staff and auctioneer to create/solidify script/event flow
- ❖ Collaborating closely and providing guidance on writing an impactful & focused Script w/ technical details
- ❖ Coordinating collection and sharing of all necessary event assets, content & media for live streaming of the virtual event
- ❖ Facilitating technical assessment testing & run-throughs for speakers/presenters and their at-home equipment to ensure optimal CALL (camera, audio, lighting, location) setup
- ❖ Assigning/reviewing graphic work from graphic designer for slides, overlays, lower thirds
- ❖ Working closely with the on-site studio director to implement event's vision during broadcast
- ❖ Managing & overseeing all production elements with AV production partner during the live stream