

THE PROBLEM

With the shift to digital events, a lot of event professionals find themselves in the challenging situation to pivot their event to a digital platform or app that they have little control over and technical knowledge of.

THE SOLUTION

Because of the heavy production and technology background we possess, we are fully equipped and capable to expertly handhold your hand through the entire process of planning and producing your first virtual event (may that be a virtual meeting, conference, trade-show, or a virtual fundraising gala) to ensure the success of your digital event, based on the experience you seek your online audience to have.

**For examples of our virtual events,
please visit our website or email us:**
hello@treefanevents.com

ADDRESS

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CONTACT US

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TECHNOLOGY & AV PRODUCTIONS

VIRTUAL EVENTS PLANNING AND PRODUCTIONS

We come alongside you, offering technical event consultation, strategic event design, production management and flawless execution of live, virtual and hybrid events.

HOW IT ALL WORKS



INITIAL CONSULTATION

The first step is determining if we're the right fit for you and your event.

We schedule a free 30 min consultation in which we get to know each other, and we ask a lot of questions to find out more about your event.



PROPOSAL ACCEPTANCE

The next step is where we do all the research for you, providing you with a couple of options within the budget

discuss which would include, based on the specific need of the event, event platform recommendations for registration, online bidding, audience engagement & live broadcasting. If necessary, we will bring on one of our trusted AV production house partners to do the heavy-lifting of live-streaming and/or provide us access to an in-studio high broadcasting experience to elevate the production value of your virtual event.



PRODUCTION TIMELINE, SCRIPT & RUN-OF-SHOW, CONTENT DELIVERABLES

In this step we create a production timeline which would have the content deliverables deadline listed on, as well as any specific details related to your event, such as

virtual speaker training, assigning teams to oversee the online auction page creation, virtual booths, scheduling time for event platform training, virtual booth vendor training, technical rehearsals for anyone participating in the event (speakers, presenters, etc.), recommendations for registration integrations, graphic work (lower thirds, overlays, etc.) deadlines for the broadcast, finalizing the script and ROS (run-of-show) to benefit the shorter attention span of an online audience.



DAY-OF – EVENT PRODUCER & TECHNICAL PROD. SUPPORT

All the hard work put in the pre-production of the event, it will pay off the day of the event when everything goes smoothly and you can enjoy the fruits of your labor and your attendees will have a great time enjoying a well-planned and well-produced virtual event.



ANALYTICS & FOLLOW-UP

In this last step we look at the event's analytics to measure ROI for your stakeholders and follow-up with your attendees, sponsors, vendors & partners to gather feedback and knowledge for your future virtual event.

Allow us to
take care of
your event's
technical &
production
needs for a
flawless event.

– Anca, Principal Event Producer