



## **SIGNATURE SERIES EVENTS**

A Live Event Strategy –optimized for social media and/or podcast distribution – alternative to the traditional Annual Conference or Summit

CONCEPT DOCUMENT

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## Concept Summary

### **SIGNATURE EVENT SERIES**

Annual summits or conference events seek to garner a large in-person audience and cover a wide range of topics requiring large production infrastructure and large budgets for keynote speakers and panelist travel and fees. Alternatively, consider this approach that seeks to align better with modern audiences.

In this approach, the host produces a **series** of small, subject-matter-focused events. Each event will engage a **curated group of attendees** and feature a small select group of keynote speakers and panelists **w focused on**. The event can be extended to the public via webcast and/or integrated into podcast strategy. Video from behind the scenes interviews with participants, person-on-the-street interviews with attendees, as well as the program content itself from each event will generate a rich archive of audio and video content used to create short and long form video for the host website, social media, podcasts and other platforms.



# SAMPLE PROGRAM AGENDA

## SIGNATURE EVENT SERIES

### 1:30pm OPENING SESSION: KEYNOTE SPEAKER

Webcast/Podcast Episode  
5 min Intro  
10 min HOST intro  
20 minute Keynote Speaker  
15 minute Interview with Keynote Speaker  
30 minute Q&A w/Keynote Speaker  
5 minute close

### 3:00pm BREAK

### 3:30pm INTERACTIVE ROUNDTABLE FORMAT

Keynote, panelists, key HOST leadership & full audience engage in dialogue  
Question: How would HOST engage it's curated audience?  
Unique workshops or networking, hollow square forum,  
Activities & Focus could be different per event directed by the subject matter & current events

OR

### 3:30pm PANEL DISCUSSION FORMAT

Webcast/Podcast Episode  
5 min Intro  
30 minute Panel Discussion w/3-4 Panelists  
45 minute Q&A w/Keynote Speaker  
5 minute close

### 5:00pm SIGNATURE EXCLUSIVE RECEPTION

## SIGNATURE EVENT SERIES

### **Curated Participants AND Attendees:**

Each event will feature a select few thought leaders, policy makers, experts, celebrities etc. especially those with large social media followings to engage in focused, in-depth discussions about the event's subject matter. The audience will also be comprised of leaders, scholars and influencers in the highlighted areas of discussion, especially those with large social media followings giving them a more intimate connection with featured participants. The smaller, higher caliber attendees will engage participants and amplify the public reach by harnessing the power of their collective social media audiences.

### **Webcast/Podcast Strategy**

To maximize the social media impact of the events, engaging the younger generations and advance the mission of the event host, we are also suggesting that the event host integrates this content with their podcast to build a large, generationally diverse, and engaged virtual audience. Each event could be streamed live for a paid subscribers or donor audience who would login to view and participate in chat, submit questions or access exclusive content. The live event program format could generate content for two podcast episodes. Additional podcast episodes beyond those generated in the Signature Series can utilize a simple remote interview format.

### **Post Production**

Post production video deliverables might include a set of short and long(er) form videos from each event to be used in social media, on the website, in direct communications and on future events or other video based programs.

### **Event Formats**

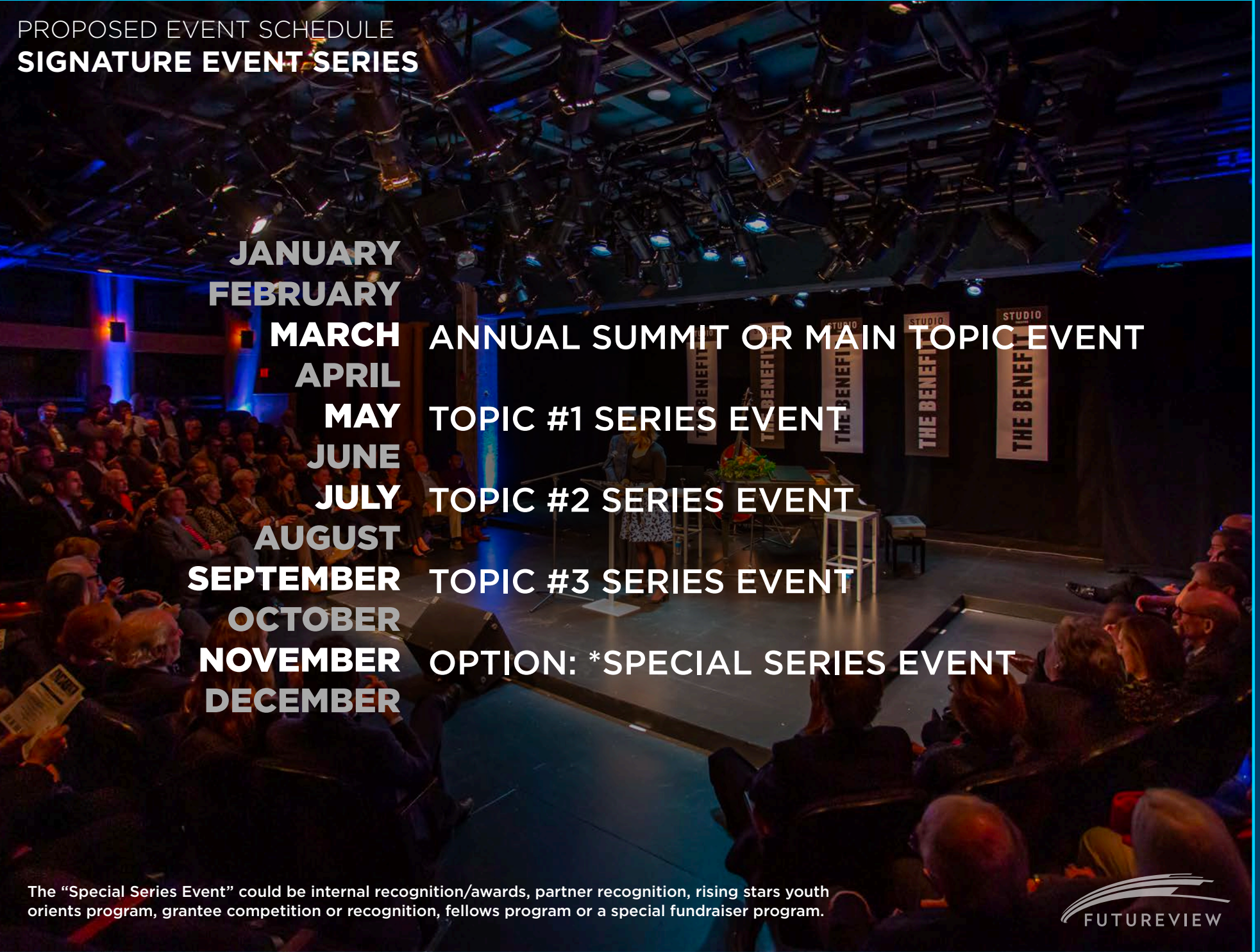
The previous page represents a simple proposed event agenda for an afternoon of programming followed by a networking reception. Traditional keynote and panel discussion formats are proposed, but our staff is prepared to collaborate with the host on potential interactive formats that will engage the audience in unique ways and attract a high caliber of attendees such as the proposed Interactive Roundtable Discussion.

### **Live Social Clipping Strategy**

We also propose using a live clipping service (ClipSocial) during each event whereby short video clips with high viral potential will be clipped and shared **immediately** during the event. Immediate sharing has demonstrated exponential engagement with online audiences as opposed clips shared in the days after an event has ended. This strategy also has been effective at acquiring a larger live audience, as the shared clips invite the viewer to click on the link to view the live content in progress when/where live streamed content is available.

We propose to take this strategy to the next level during these events by leveraging the social media power or the curated audience. During the live sessions, attending leaders and influencers will be encouraged to engage their social media audiences by liking, commenting and reposting the ClipSocial clips. This coordinated effort will significantly amplify the reach of collective networks and garner a larger following to the host, partners and advance the shared subject matter — especially among younger, next generation leaders and influencers.

PROPOSED EVENT SCHEDULE  
**SIGNATURE EVENT SERIES**



<b>JANUARY</b>	
<b>FEBRUARY</b>	
<b>MARCH</b>	<b>ANNUAL SUMMIT OR MAIN TOPIC EVENT</b>
<b>APRIL</b>	
<b>MAY</b>	<b>TOPIC #1 SERIES EVENT</b>
<b>JUNE</b>	
<b>JULY</b>	<b>TOPIC #2 SERIES EVENT</b>
<b>AUGUST</b>	
<b>SEPTEMBER</b>	<b>TOPIC #3 SERIES EVENT</b>
<b>OCTOBER</b>	
<b>NOVEMBER</b>	<b>OPTION: *SPECIAL SERIES EVENT</b>
<b>DECEMBER</b>	

The "Special Series Event" could be internal recognition/awards, partner recognition, rising stars youth orients program, grantee competition or recognition, fellows program or a special fundraiser program.



# FUTUREVIEWEVENTS

CONCEIVE | ORGANIZE | MANAGE

EVENT PRODUCTION SERVICES  
CREATING UNIQUE AND MEMORABLE ATTENDEE EXPERIENCES - ORGANIZED AND  
MANAGED BY QUALIFIED EVENT PROFESSIONALS



PLAY VIDEO



# FUTUREVIEWCREATIVE

DESIGN | STYLE | ELEVATE

GRAPHICS AND VIDEO CONTENT CREATION  
COMMUNICATING YOUR MESSAGE, TELLING YOUR STORY & PROMOTING YOUR BRAND



PLAY VIDEO



# FUTUREVIEW AUDIOVISUAL

PRESENT | EXECUTE | SUPPORT

AV EQUIPMENT AND SERVICES  
CREATING A SEAMLESS TRANSITION FROM BACKSTAGE TO ONSTAGE - MANAGING THE  
TECHNOLOGY SO YOU DON'T HAVE TO



PLAY VIDEO



Meeting  
Agenda

Webpage



Visit the Expo Hall

WELCOME  
MESSAGE

BASF

Bayer Crop  
Science

Proagrica

Member  
Services  
Live!



INSTRUCTIONS

Corteva Agriscience

DXC Technology

EFC Systems

Key Cooperative

Negotiator Guru

RiceTec

Rosen's

Software Solutions  
Integrated, U

**FUTUREVIEWINTERACTIVE**

ENGAGE | INNOVATE | CONNECT

EVENT WEB AND MOBILE SOLUTIONS  
INTERACTIVE SOLUTIONS THAT CONNECT YOUR VIRTUAL AND IN-PERSON  
AUDIENCES WITH YOUR BRAND



PLAY VIDEO

## NONPROFITS

PLANNED PARENTHOOD  
EMILY'S LIST  
ROOSEVELT INSTITUTE  
VICTORY FUND  
NO KID HUNGRY  
ENVIRONMENTAL WORKING GROUP  
NATIONAL HISPANIC FOUNDATION  
FOR THE ARTS  
LBJ FOUNDATION  
CASA DE MARYLAND  
MINORITY BUSINESS DEV AGENCY

## CORPORTATIONS

MICROSOFT  
GM/BUICK/CHEVROLET  
TESLA/SPACE X  
AMERICAN EAGLE OUTFITTERS  
FORD  
BLUE CROSS/BLUE SHIELD  
SIDEM

## CORPORTATIONS (CONT'D)

TERRACOM  
MEDIA OUTLETS  
SAMANTHA BEE/FULL FRONTAL  
FORTUNE MAGAZINE  
WALL STREET JOURNAL

## ASSOCIATIONS

ENTERTAINMENT SOFTWARE ASSOC  
NEW YORK AUTO SHOW  
MORTGAGE BANKERS ASSOC  
INT'L BROTHERHOOD OF  
TEAMSTERS  
ENTERTAINMENT SOFTWARE ASSOC

## GOVERNMENT

DEPARTMENT OF EDUCATION  
DEPARTMENT OF ENERGY  
DEMOCRATIC NAT'L COMMITTEE  
GOV. TERRY MCAULIFFE  
GOV. ED RENDELL

## EDUCATIONAL

EDUCATIONAL TESTING SERVICE  
ROBERT WOOD  
JOHNSON FOUNDATION  
EVERFI

## EVENTS COMPANIES

JACK MORTON  
BOND EVENTS  
SILO PRO AUDIO  
KATE FEE PRODUCTIONS  
ATMOSPHERE LIGHTING  
MRB FILMS  
RIVE COMMUNICATIONS  
GROUP INCORPORATED  
PRECON EVENTS  
PODIUM ARTS COMMUNICATIONS  
HATCH EXHIBITS  
XPERIENCE  
HARGROVE INC.  
...more

