

**Conference<sup>+</sup>**



# The best way to host your next conference or event

Conference+ is a set of digital streaming and production services that allow businesses, large and small, to deliver dynamic live-streamed video events.





# Conference<sup>+</sup>

**Conference+ is a web-based broadcast tool allowing you to bring together speakers from remote locations in front of an online audience of thousands**

C+ is a new approach to creating and delivering your events, made for business who need to replace their old physical events and announcements, moving traditional meetings into digital modernity.

- + Live video streams uniting speakers from multiple locations
- + A branded and secure viewing space on web and mobile
- + Live chat messaging for audience participation
- + Archived video streams for review
- + A professional production and support team





# Why choose C+?

From large scale conferences and announcements, through to media briefings and workshops, the events landscape is shifting fast. With pressure from Covid and expectations of greater sustainability, physical events are not what they used to be. Conference+ is designed to fill that void, allowing businesses to continue to communicate their messages and products in a digital space with a new approach to presenting to audiences at scale, replicating and *surpassing* the single-location, travel-dependent events of yesterday.

C+ allows you to broadcast high-quality live event video. Just like a mini-TV studio the platform lets you curate your live event stream with “in the moment” technology that allows you to dynamically cue in multiple speakers, switch to prerecorded video or presentations and coordinate panel discussions or Q&A's.



Deliver video to a branded mobile optimized web environment (no plugin). Or push out to social channels with live streams in Facebook, YouTube, LinkedIn etc.



## One platform

A single cloud-based tool that allows you to create and produce a branded video event stream and deliver to audiences on desktop and mobile. As well as the video the platform delivers live chat for your audience, a document repository for downloads and 'time shifting' tools for audience re-views, alongside analytics to give you the insights you need.

## A fully managed service

A fully managed service  
The C+ team can help you get your whole event set up. Beyond getting the tech in place, C+ can help with the content and graphics and help you produce the stream on the day. The video tech is 'off the shelf' but there's a real team to hold your hand before, during and after the event to make sure that you and your audience get the most from your production.

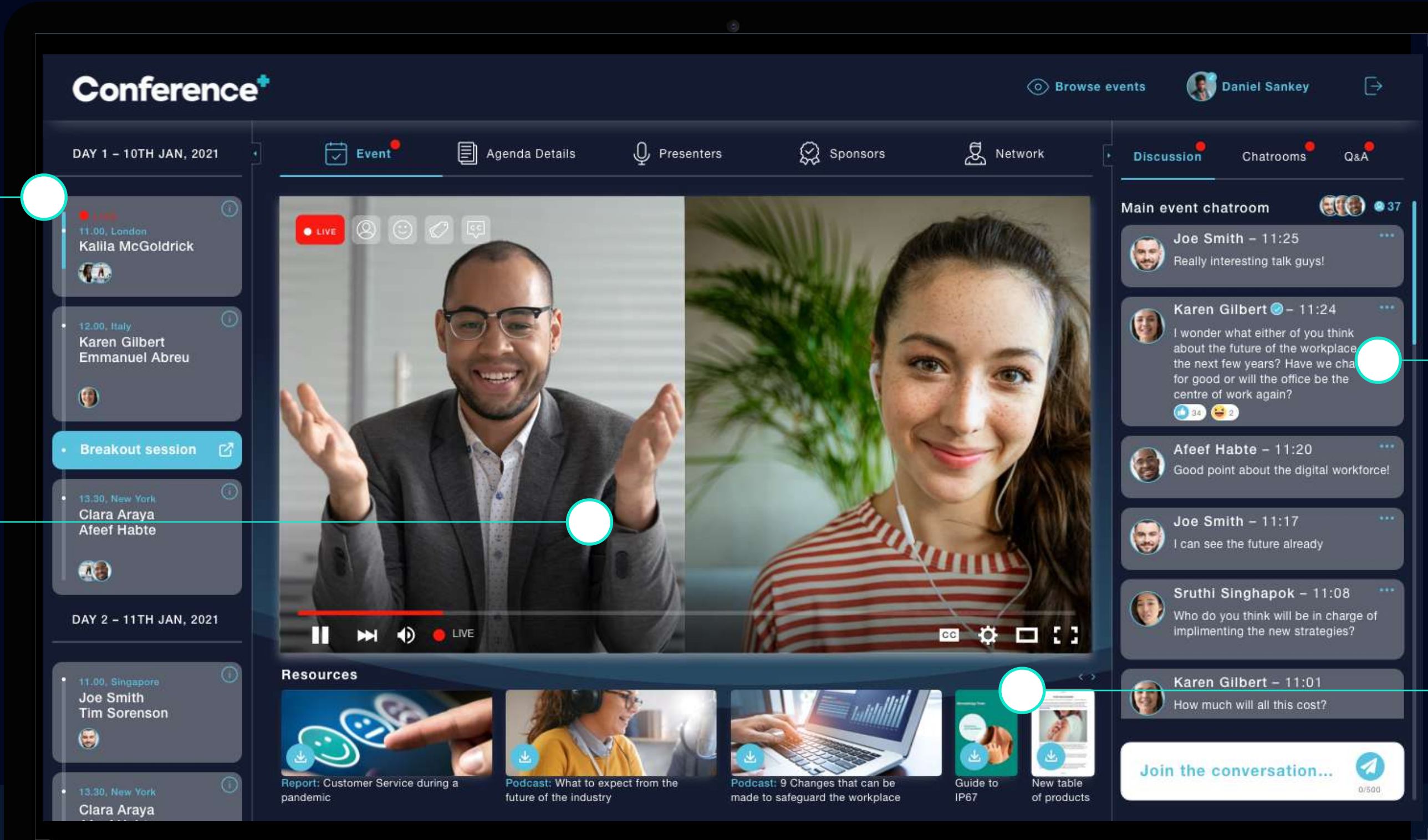
## A branded experience

The Conference+ platform creates a custom branded experience for your event. You can define all aspects of the video appearance itself with logos, video cards, speaker popups and animated intros to give that extra sizzle.



Viewers can either schedule to watch the event live or they can timeshift their viewing, joining at a later date and jumping between session and days

Live video stream player



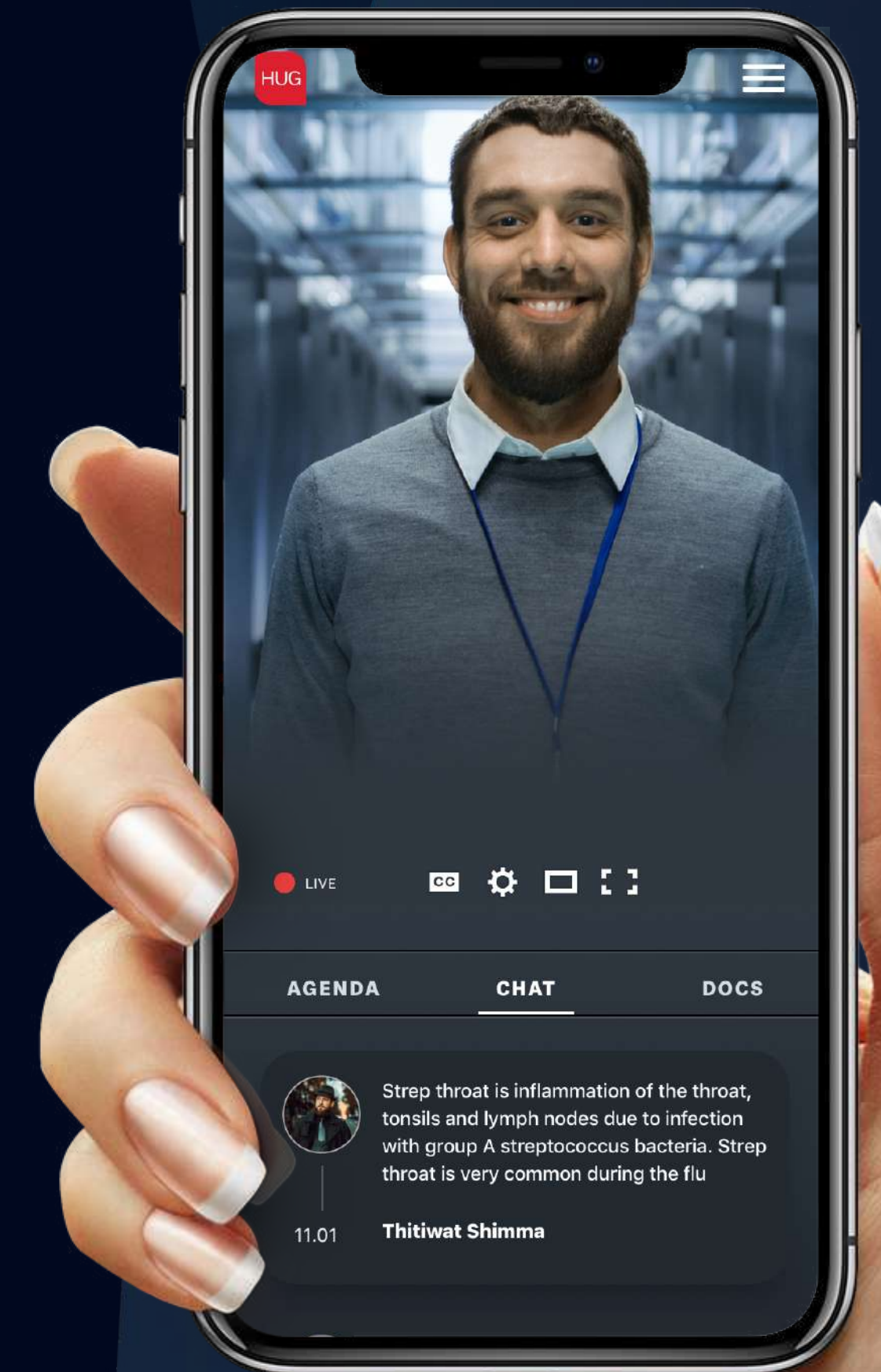
'Live' chat allows participants to interact with presenters and each other, posing questions or adding to the discussion

Document repository to allow viewers to access 'takeaway' content related to the current speaker / topic



# More than just the basics

- Live video
- Video archiving & review
- Email invite & follow up
- Variable branding
- Desktop / mobile / tablet
- Simulcast to social
- Live chat: 1-2-1-, 1-2-moderator, global & group
- Pinned messages
- Networking
- Polls
- Sponsors
- Q&A - ability to up & down vote
- Live & post event analytics
- Video reactions
- Resource hub / downloads
- Product feature - linking to e-commerce
- Breakout rooms
- Zoom / Teams / Miro integration
- Explore - link out
- Support button - Teams/ email Helpdesk
- Interactive agenda - live progression
- Attendee profiles
- Custom registration forms
- Pre-registered login
- Single-Sign-On
- Add to calendar
- SMS integration
- CRM
- Augmented reality





# Engaging your digital audience

In the digital realm of C+ we can do things that just aren't possible in a physical event space.

Adding layers of interaction between your business, your speakers and your audience, creating a more participatory environment with richer opportunities to communicate your key messages.

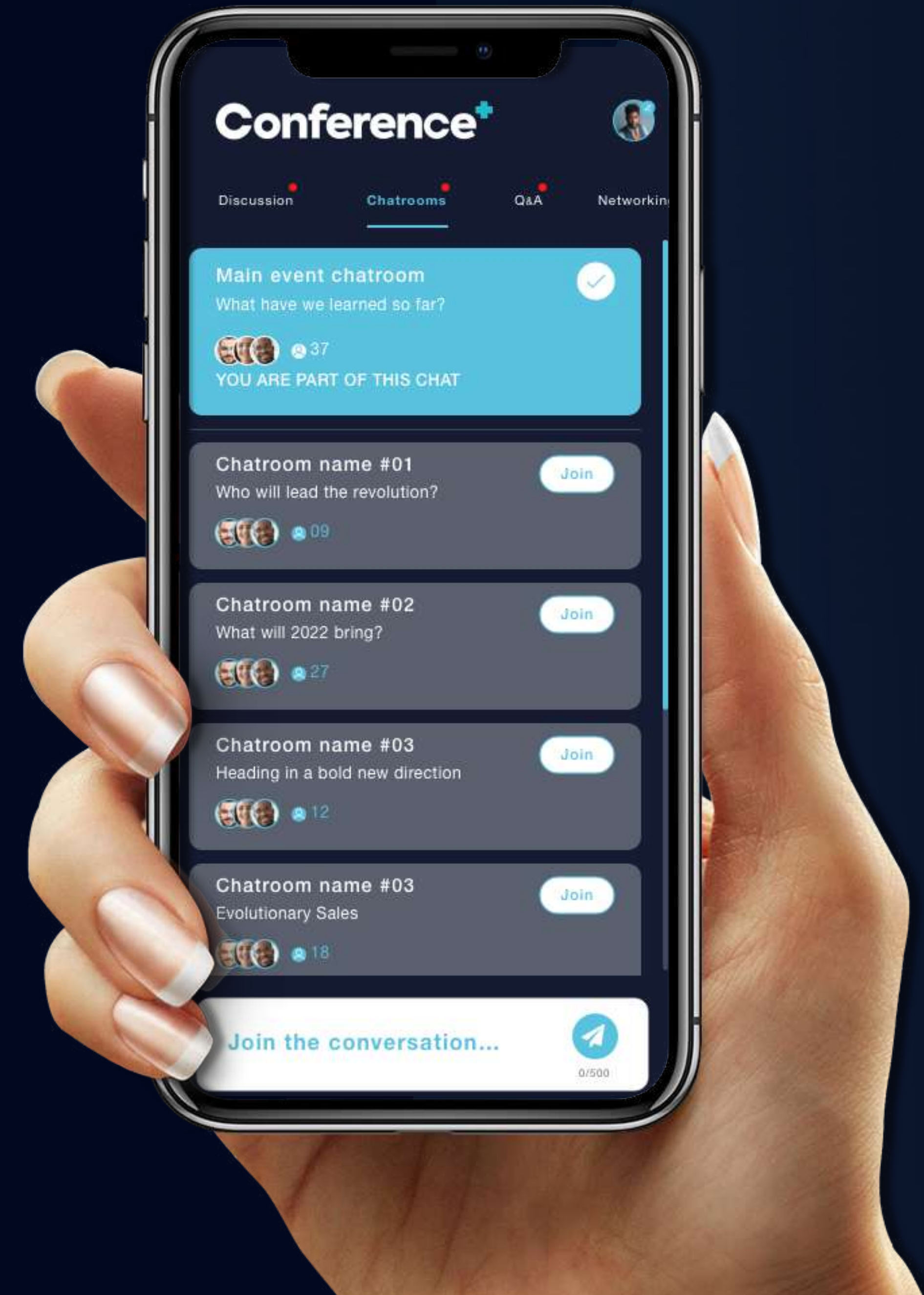


## Secure or open access

Configure your event the way you need it. Broadcast to a controlled audience in your own password-protected secure environment or simulcast your stream to social channels like Facebook, YouTube, Teams and more.

## Live audience chat

Allows your audience to speak amongst themselves whilst watching the big event, access chatrooms, or even chat directly with the speakers and organisers to interact and pose questions.









## LIVE EDIT FEATURES

Add company branding or overlays to introduce speakers. Deliver 'picture in picture' presentations.

Mix pre-recorded video with live presenters.

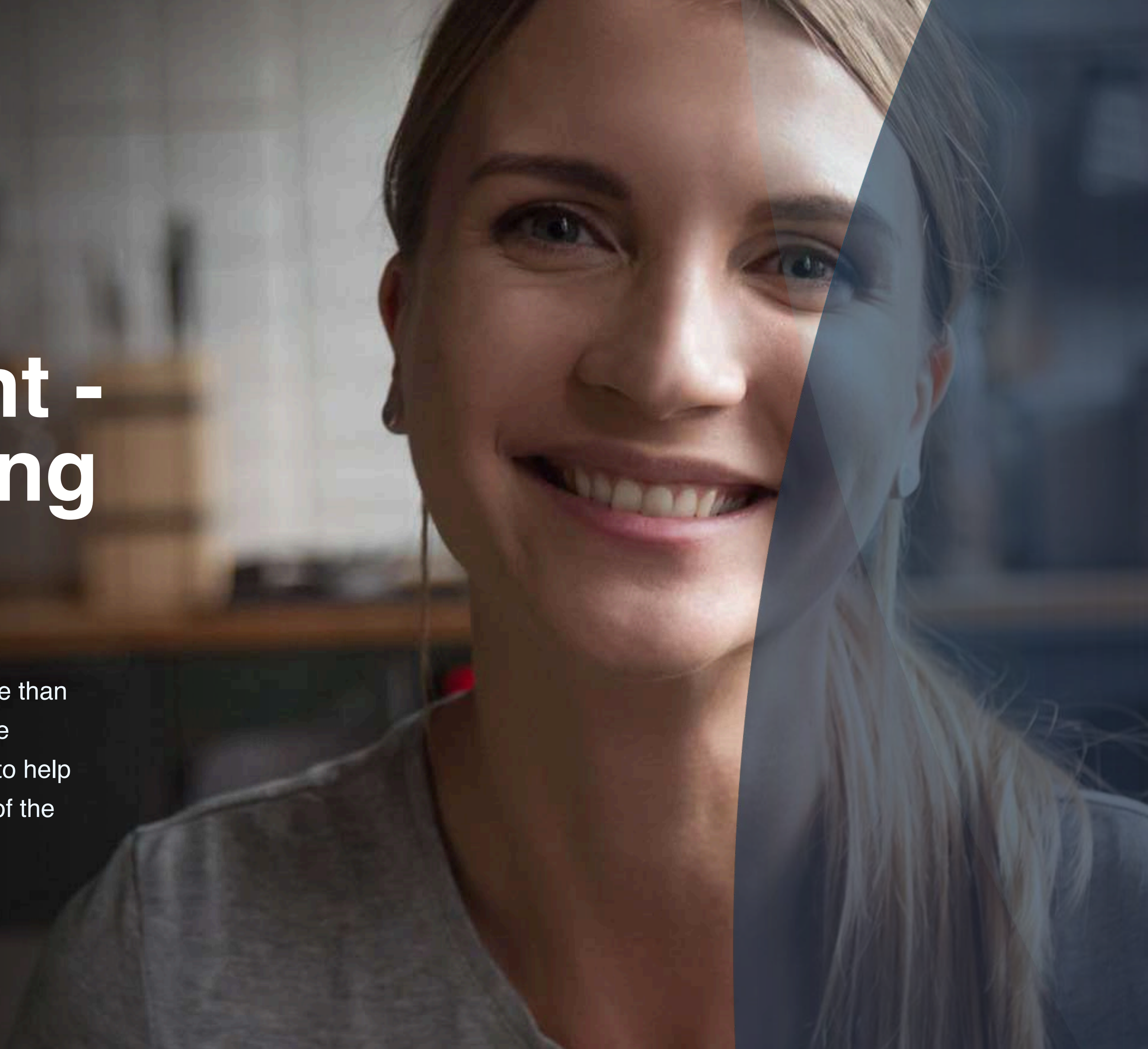
All this can be tailored live and inserted 'ad hoc' with no video render time -it's like your own live production studio.



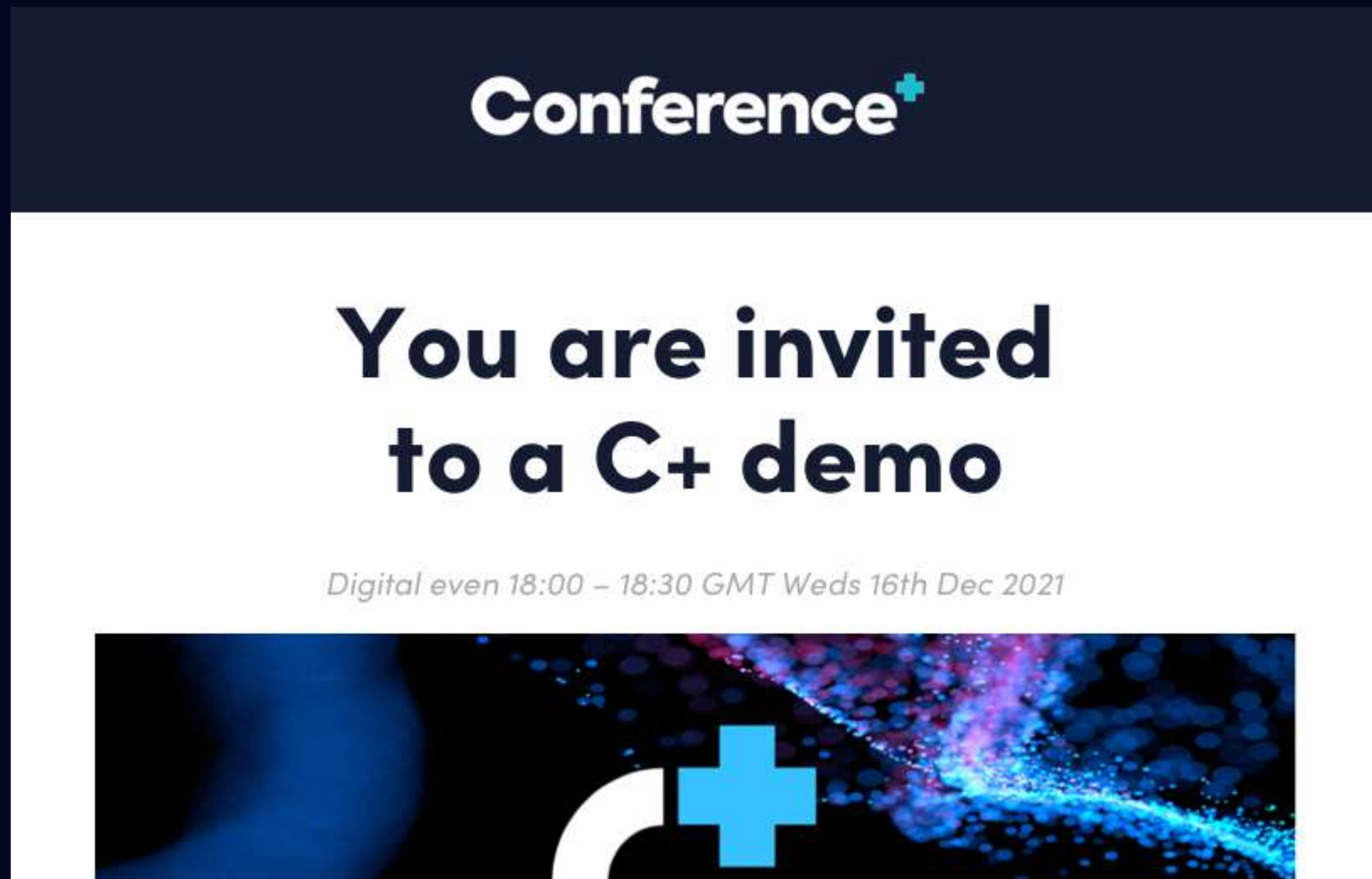


# Full event management - before, during & after

Running an online conference is more more than just getting the streaming tech in place. The Conference+ service has been developed to help you build your event and get the most out of the whole event lifecycle.

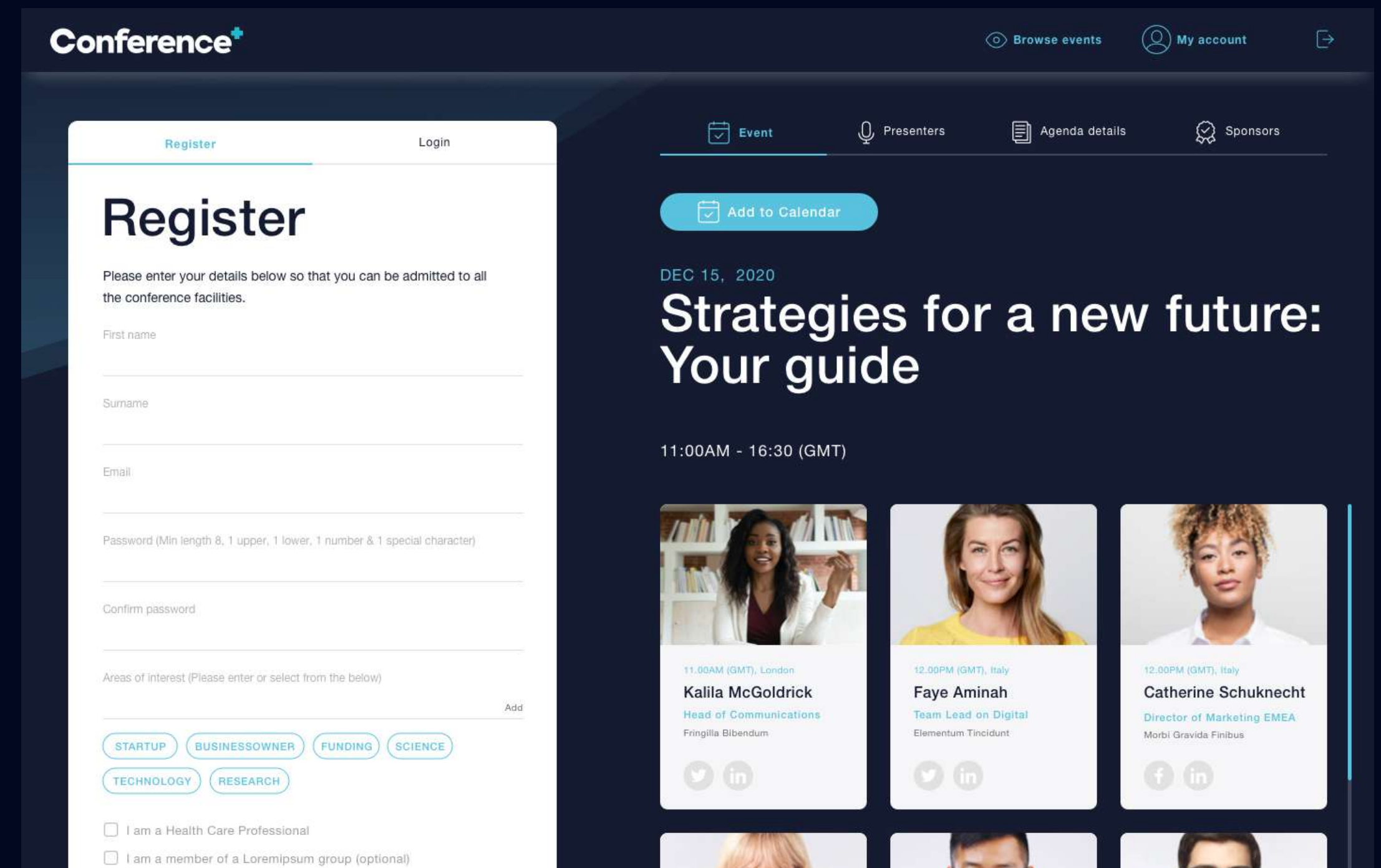






## Email invite & reminders

C+ allows you to create invite and announcement emails that you can send out to potential event attendees informing them of the event and providing links to pre-registration and the ability to add the event to their diary. As well as the initial invite you can send follow ups and reminders closer to the event time too. All GDPR compliant, naturally.



## Event registration page

Following receipt of the invite email an attendee can visit a registration page, allowing you to keep track of who has registered for your conference. The registration page also acts as an event microsite allowing you to include your event branding and agenda to communicate what's coming.



## Post event archived streams

A live event generates buzz and a sense of occasion but if viewers can't make streamed event then the moment is gone. Not on C+. Event streams are automatically archived, allowing viewers to watch the event following the initial live stream. The video is archived with unlimited storage, allowing people to 'timeshift' their viewing to a time of their choosing.

## Participation analytics

C+ lets you access post-event analytics reports giving you details of numbers of attendees, popular streams, viewing times and other critical stats to track the popularity of your conference, getting you an even sharper insights on attendance than you would have received at an in-person event.



# The best way to host your next conference or event

Would you like to have chat about brining your event into the digital world? The C+ team are here to talk you through how it all works or share a demo of the tools in action.

[hello@cplus.live](mailto:hello@cplus.live)

+44(0)203 816 0293

<https://cplus.live>



