

YOUR TOOLKIT TO RUN VIRTUAL EVENTS

TECHNOLOGY GUIDE



WE HAVE THE
TECHNOLOGY,
TALENT, SPACE
AND EXPERTISE
TO PLAN THE
PERFECT ONLINE
EXPERIENCE.

INTRODUCING MCEC'S VIRTUAL EVENTS

At Melbourne Convention and Exhibition Centre (MCEC), we pride ourselves on helping our customers deliver world-class events which serve to delight, inform and thrill visitors. We regularly work with our customers to live-stream events but, as coronavirus (COVID-19) continues to disrupt the sector, now is the time to embrace new opportunities offered by virtual and hybrid events.

MCEC has the technology, talent, space and expertise to plan the perfect online experience, elevating your event and visually showcasing your brand to a level unachievable with off-the-shelf, at-home technology.

WHY HOST YOUR VIRTUAL EVENT WITH MCEC

Without the necessary expertise or equipment, online events can be challenging to orchestrate to a professional standard. Fortunately, MCEC has the technical knowledge, infrastructure and platforms to create flawless online events, all under the one roof.

WHAT'S NEW?

We have always had the capability to live-stream your event over Zoom, Facebook Live, YouTube or Twitch, but our new Virtual Events offering delivers so much more. Our Virtual Events packages bring together dedicated live studios, state-of-the-art production equipment, award-winning technical expertise, a high speed content delivery network and, if you need it, a brandable virtual event platform to create an event of the highest aesthetic and technological standard.

PARTNERING WITH MCEC

By partnering with MCEC for your virtual event, you can be sure that interstate and international delegates will be able to present and attend your event as seamlessly as they would in person.

THE BEST PART?

There is no need for you to know how to operate the tools. Whether your attendees gather in person or engage remotely, our talented events technology specialists will ensure the flawless delivery of an online experience your audience will love.

WE'LL ENSURE AN ONLINE EXPERIENCE YOUR AUDIENCE WILL LOVE.



Press Room Studio



STATE-OF-THE-ART LIVE STUDIO AND HIGH END AV EQUIPMENT

Our two newly-constructed studios come equipped with state-of-the-art technology, including screens for live-crosses to remote guests or presenters, broadcast-quality cameras, LCD foldback monitors and crystal clear audio. MCEC Virtual Events also ensure the highest quality visual presentation, with attractive set dressing, lighting and furniture also in the package.

PRESS ROOM STUDIO

IDEAL FOR:

- Online-only events or presentations
- Intimate fireside chats (up to two people)

FEATURES:

- Plant wall backdrop
- LCD display screen
- Lighting
- Single camera

CLARENDON AUDITORIUM STUDIO

IDEAL FOR:

- Online and hybrid events
- Multiple presenters on stage (up to six people)
- Larger panel sessions

FEATURES:

- Large stage
- Large LED Backdrop
- Intelligent lighting
- Multiple cameras

Clarendon Auditorium Studio



WHAT IS A HYBRID EVENT?

A hybrid event includes both a stream to remote audiences and live attendees in the studio, subject to the latest Victorian Government coronavirus (COVID-19) restrictions on gatherings.

By hosting your hybrid event at MCEC, you'll have access to both our celebrated technical expertise for virtual events, and our acclaimed on site food, beverage and customer service offerings.

NEXT LEVEL ENGAGEMENT: CHOICE OF EVENT PLATFORM

You can choose to broadcast your event via a fully-customisable and dedicated MCEC webpage, or embed the stream through your own website - the choice is entirely yours. Talk to your Planner for advice on the best configuration for your event.

MCEC'S CUSTOM SOLUTIONS

- Brandable webpage
- HTML5 customisable video player
- Video on-demand playback
- Multiple concurrent session streaming capability
- Event information panel
- Live or moderated Q&A interaction
- Ability to link to external websites
- Real-time analytics
- Mobile-friendly
- Choice to stream to your social media platforms

YOUR BRAND AND SPONSORS IN THE SPOTLIGHT

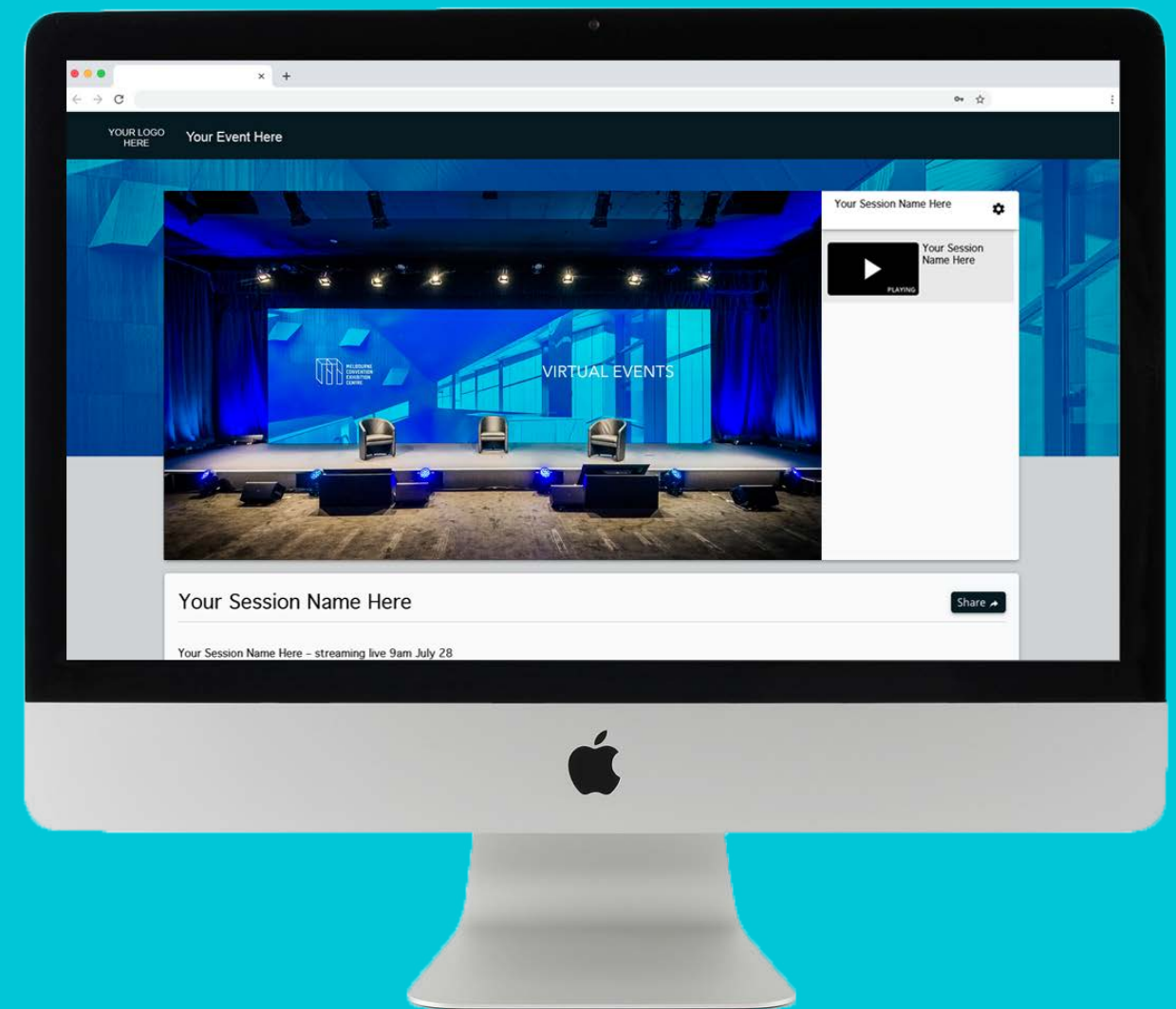
MCEC virtual events can elevate your event experience, visually showcasing your brand to a level unachievable with average at-home technology.

BRANDING OPPORTUNITIES IN THE STUDIO

- Lectern
- LED wall
- Decals on stage
- Banners

BRANDING OPPORTUNITIES ON THE EVENT PLATFORM

- Tailored colour scheme of player controls
- Your logo instead of "play" image in centre of video player
- Top left logo
- Background top banner image (ideal dimensions: 1920x450 or 2560x450)
- TV Commercial message from you or a sponsor can be added at beginning or end of livestream and video on demand.



FREQUENTLY ASKED QUESTIONS

We understand that changing your event format can be daunting. Have a read through the FAQs below and if you have more questions our Technology Planners and Sales team are here to help.

WHAT IS A VIRTUAL OR HYBRID EVENT?

A virtual event is a pre-recorded or live stream of your event that your delegates can watch from any device. It can be as simple as one presenter onstage in our studio, or could use a format of multiple speakers and live-crosses to remote guests.

A hybrid event includes both a stream to remote audiences and live attendees, subject to the latest Victorian Government coronavirus (COVID-19) restrictions on gatherings.

WHAT IS A PRE-RECORDED STREAM?

A pre-recorded stream is a session that has been recorded prior to posting the video on our customisable streaming platform. This is a good option for product demonstrations or nervous presenters. We can also edit the pre-recording for you – talk to your Technology Planner for more details.

WHAT SUPPORT WILL I HAVE?

Our people and passion are our differences. Even if you are a technological novice, our award-winning team will guide you through the process and will be with you every step of the way. Our teams have experience putting together unforgettable experiences for everything from intimate gala dinners, to rock concerts and live performances.

HOW LONG WILL MY CONTENT BE AVAILABLE FOR?

We can customise this to suit your event. Please speak with your Technology Planner for more details.

CAN I DO VIDEO ON DEMAND?

Yes you can. Talk to your Technology Planner for more details.

CAN I GET THE ANALYTIC DATA POST EVENT?

We can provide you with live analytics to give you the insights you need. Find out how many people are watching, what device they are watching from, geographical locations, how long they watched for and more.

HOW SECURE IS MY DATA?

Your security is of paramount importance to us. To ensure the security and privacy of live streams we have a number of options available including geographical location restrictions (allowing only viewers from certain countries or states), IP address lockout (if there is sensitive material and you want to limit the audience to a certain IP address range within your organisation) and email address access (providing us with only approved email addresses for entry to the event). All these measures ensure the security and privacy of your material. Please talk to your Technology Planner for more details.

HOW DO MY GUESTS ACCESS MY EVENT?

We provide a customisable web page designed around your branding and messaging for your delegates to view all sessions that you wish to stream. You can link the webpage to your guests via an email and through your own website or social media platforms. Alternatively, the video can be embedded into your existing website.

CAN I INCORPORATE MY GUESTS VIRTUALLY?

Yes. Our platform includes a moderated question and answer feature for all virtual guests. Ask your Technology Planner for more details.



WANT TO KNOW MORE?

Let's discuss the possibilities.

Contact our technology team on 03 9235 8180 or technology@mcec.com.au for further information.

