



# Virtual Meetings and Events

---

Elevating Audience Engagement

## We all deserve better virtual events

There have been plenty of lackluster webinars, training sessions, and online conferences in recent times. But meaningful communication and engagement are too important to sacrifice. Digital gatherings must rise to the same standards we demand of every other branded touchpoint. Major brands need an established, confident partner to facilitate meetings and events, whether the audience is intimate or massive. They need a partner with the flexibility to serve as a turnkey event producer or to fulfill a specialized role as part of a wider collaboration.

### Your full-service solution partner

From VILT to all-employee meetings to public-facing product launches, GP Strategies® can handle development and production across a spectrum of online events, drawing on our design and production capabilities. Whether the event is centered around sales, leadership, technical, or public relations subject matter, our 50+ years in deep partnership with automotive OEMs make us a knowledgeable content and production partner.

Depending on the scale and scope of a meeting, event, or training program, we'll work as your event planning agency to review business goals and complete a needs assessment before moving on to creative development, including:

- Content ideation and production
- Run-of-show development
- Script writing
- Event branding and promotion
- Invitation and registration tracking
- Automated attendee management
- Post-event follow-up
- Success measurement
- Reporting and analytics

**GP Strategies has certified virtual producers around the world.** Clients can rely on 24-7 support, local-language and bilingual facilitators or talent, and a relevant understanding of regional production standards and creative trends. What's more, our global network allows executives and SMEs from anywhere to share one virtual stage, in real time.







## Production value in more ways than one

In addition to our creative and production planning services, we produce events with broadcast-quality technical and aesthetic value befitting the client's brand:

- Studio mixing (live and recorded)
- Video conference
- Livestream
- Product specialists and presenters
- Media and graphics (in front of, behind, or side-by-side with on-screen presenter)
- Video production (in-studio or remote, local or international)
- Technical support



### Virtual Event Production Graphics



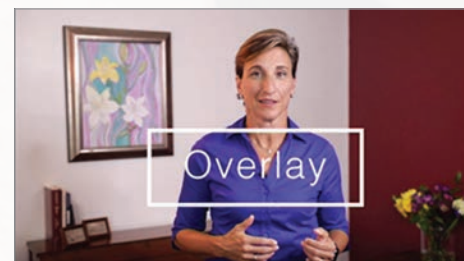
3 up Mortise



Green Screen



Graphics with PIP



Information Overlay

## Elevating audience engagement

Even more important than mastering the visual product, however, is achieving real engagement. Without this essential element, there's no ROI, no way to sustain momentum long term. That's why the science of engagement and retention is the foundation of our event design practice.

To complement our unique strategic concentration, we also apply key tactics to make your virtual program truly valuable:

- Panel and/or chat moderating
- Break out sessions and small-group workshops
- Attendee networking platform before, during, and after the event
- Accessible, shareable supplemental content throughout the experience

## Partner with the experts

Working with GP Strategies is easy—we can come in as a project-based resource or serve as a turnkey partner. Our solutions are fully customizable and scale up or down to meet client needs. But what really sets us apart is our global expertise across automotive and other industries delivering high-impact events that move audiences and shape behaviors.

Your  
workforce  
transformation  
partner

••• Reimagine virtual events with GP Strategies. Contact us today at [info@gpstrategies.com](mailto:info@gpstrategies.com) to learn more.



[gpstrategies.com](http://gpstrategies.com)

1.888.843.4784

[info@gpstrategies.com](mailto:info@gpstrategies.com)

GP Strategies World Headquarters  
70 Corporate Center  
11000 Broken Land Parkway, Suite 300  
Columbia, MD 21044 USA

