

# EVERYWHERE EXPERIENCES

In the modern age, online events are capable of almost anything. The personalization, the connectivity, the surprises—all of it can be as great as an in-person event, and sometimes it can be much better. Indigo crafts digital events that break free from the confines of convention centers and event halls, offering attendees rich, in-person experiences from wherever they are.

## Planning your year



### Populating your calendar

Before you cancel your 2020 event—or even if you already have—consider moving your event online. Your calendar will be full with can't-miss dates in no time.



### Landing your big moment

Your big, in-person event can still come alive and impress attendees. Modern online events have major benefits over their physical, expensive counterparts.

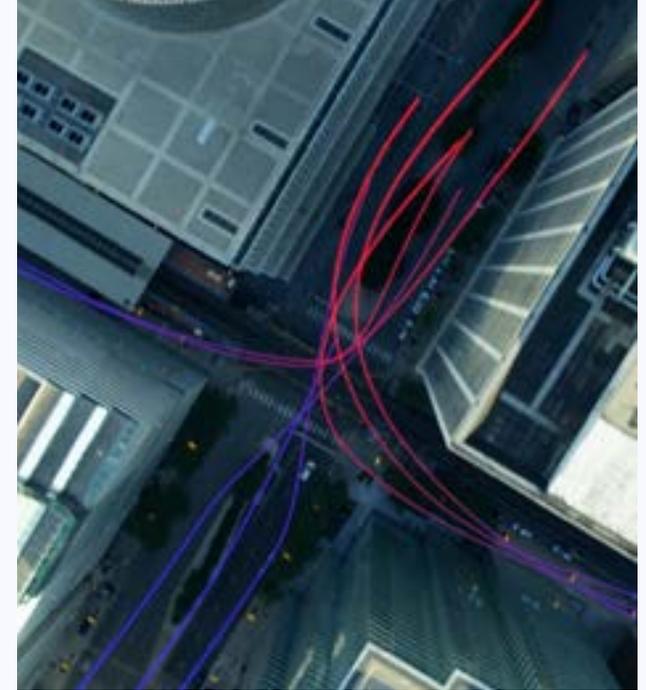


### Planning the future

You may not have a canceled event, but that doesn't mean planning a new one is out of the question. From team-building sessions to live, episodic shows, 2020 is a great time to think differently about virtual events.

## Have a virtual event in mind?

We're itching to help. For a free consultation and strategy workshop, contact our event team at [eventdesk@indigoslate.com](mailto:eventdesk@indigoslate.com) or check out our free e-book, [A Marketer's Guide to Virtual Events](#).



The virus outbreak has pushed conference organizers and business owners to think outside the box ... this push could also result in innovations for the future with how people meet and interact better virtually.

— FORBES

# VIRTUAL EVENT SPECTRUM

## Moments in time

We understand your event isn't one-size-fits-all. The tools available to you are fully customizable and can be tailored to your audience's specific needs. Here are some examples:



### On-demand video

Inspire and inform your audiences with digital-first video experiences.



### Training and webinars

Create user experiences that are smooth, interactive, and best of all, focused.



### Internal connections

Avoid putting company-wide rallies, employee onboarding, and off-site meetings on hold.



### Product reveals

Make announcements and reveals that still have big theatrics and ways for attendees to connect.

## Full productions

Just like when you're in a physical location, the options and creativity available for your virtual live event are endless—except the scale isn't bound by the number of seats available. Examples include:



### Global conference

Don't worry about how many attendees can fly or the number of tickets you can sell.



### Live productions

Offer top quality online content—down to fit, finish, and delivery—for attendees and speakers alike.



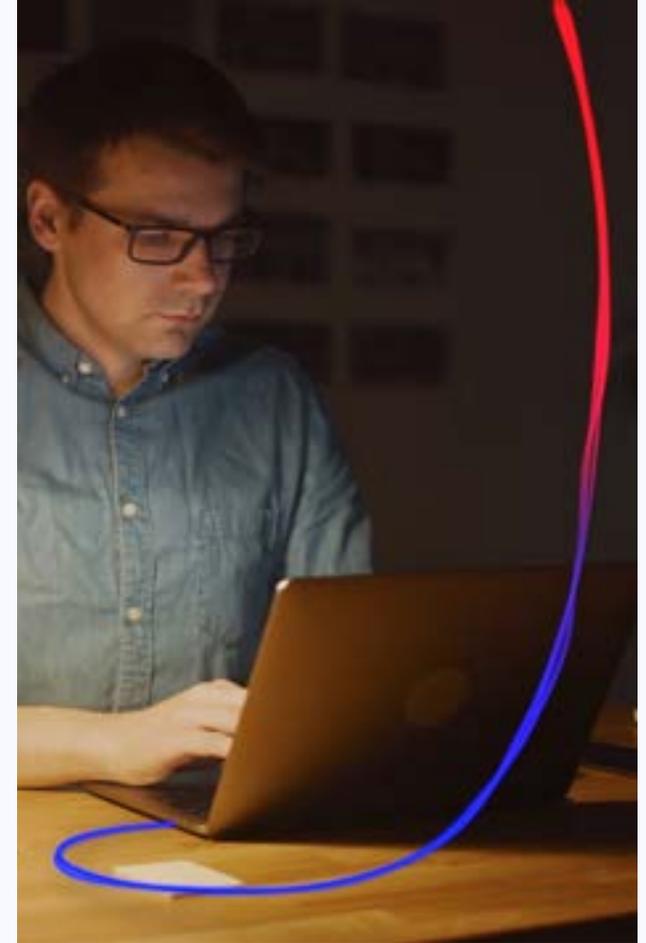
### Episodic/studio shows

Create reoccurring engagement digitally with the professionalism of a live show.



### Digital mix events

Mix platforms and devices, add side chatrooms, and more—making your event uniquely your own.



## About Indigo

We were founded as a digital-first agency, so virtual events are in our DNA. Our expertise in creating compelling content stories and professional video production helps our clients build memorable and successful experiences for their attendees.

To find out more about who we are and how we work, visit [www.indigoslate.com](http://www.indigoslate.com).