Digitalize your event

The key steps to your success

com&co GROUP

You'd like to create or transform your congress into a hybrid event or a 100% digital one?

Com&Co will be with you to define a tailor-made project in line with your goals. Thanks to more than 10 years of experience in the field, we digitalize your events by offering adapted solutions and innovative functionalities.

Project conception, an essential step

How do you adapt your event and allow maximum interactivity?

3 principal areas of focus define the event's positioning: the program creation, the management of participants and the partners' visibility.

Scientific program

- Format: remote or present speakers, sessions program, live and on demand content
- Typology: plenary sessions, workshops and parallel symposia, oral communications and e-posters...

Participation

- In-person and/or digital
- Registration: free or paid
- Private or public attendance

Partnerships

- Set-up of the partners' platform: specific pages, virtual hall, 3D stands, brochures...

Project management, for a turnkey event

Digital roduction

Pre-production

- Tests and technical support of all project's stakeholders
- Creation of visual supports and graphic presentations
- Production of teasers and credits, motion design

Capture & diffusion

- Live or deferred capture: sessions, presentations, operating room procedures...
- HD transmission
- Personalized, tailor made streaming platform

Post-production

- Editing for online publication of on demand videos

Web and graphic design production

- Dedicated, tailor made website
- Virtual 2D/3D exhibition hall
- Partners' stands
- Newsletters
- Digital support and social media
- Digital interaction tools: chatbox, contact forms...

Project management

- Technical specifications definition
- Registration management
- Partners' relations and sponsoring offers conception
- Continued training credits' management
- Budget management (if necessary)
- Speakers' personalized support
- Digital content verification
- Web and social media communication campaign
- Providers' coordination

It is essential to be able
to measure the customer's
experience and to know
the performance indicators

We will also be with you in **the analysis and the follow up** of your project.

- Attendance and audience statistics
- Satisfaction survey for participants and partners
- Monitoring of the on-demand content's online release
- Acknowledgement's campaign

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