Digitalize your event



The key steps to your success





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.



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COM&CO GROUP 15, Bd Gravitz - 13016 Marseille, France T, +33 (0)4 91 09 70 53 - F. +33 (0)4 96 15 33 08 www.comnco.com

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 production

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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