

Your guide to

FITWISE ONLINE CONFERENCING **PRODUCTS**

We have the solution you're looking for



FITWISE ONLINE CONFERENCING PRODUCTS

A virtual conference which purely has an online presence.

A physical event with a virtual online component.

An online interactive meeting such as seminars, workshops, AGMs.



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REQUIREMENT

"I am looking to run an e-conference."

DEFINITION

A virtual conference which purely has an online presence.

SOLUTION



Fitwise
e-conference



The right mindset – the advantages of virtual events



- **Wider spread of participants** – this can be invaluable. Widening the demographics of your delegates can potentially enrich the conference and ultimately its long-term sustainability and reach.
- **The event becomes accessible** to people who couldn't attend in person whether that be for financial reasons (no travel or no accommodation costs) or time restrictions (limited study leave).
- Acts as a **marketing channel** to promote your conference and organisation's existence.
- **Potential for higher standard of programme** by attracting diverse and/or international speakers who might otherwise be unable to attend in person.
- **Delegate convenience** - they can access and dip in and dip out of sessions of interest.
- Appeals to the **new mindset and shift in attitude** towards the value of online participation following the COVID pandemic.
- There is a **permanent record** of proceedings.
- Can act as a **recruiting tool** for future physical conferences.

“The key is to embrace the virtual conference format. Our belief is that attendees do not attend a virtual event expecting to feel like they're at a physical event. Focus should be on 'how can we make our virtual event engaging, educational and positive for all' rather than trying to imitate a physical event, in an online format. It's about understanding the advantages of a virtual event and being brave enough to exploit them.”

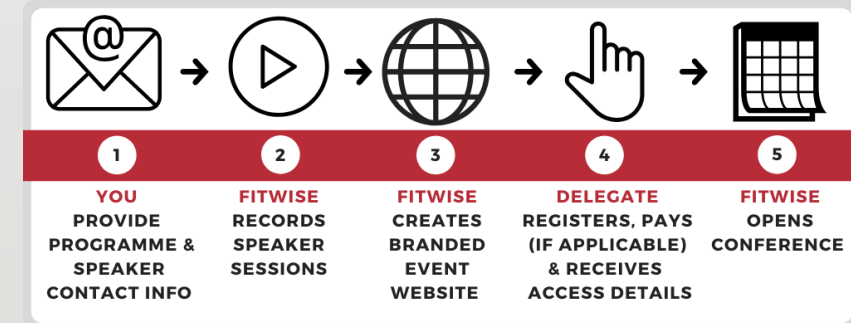


Jenny Elliot, Head of Events, Fitwise
Jenny@fitwise.co.uk | 01506 292033

Hosting an event on the 'Fitwise e-Conference' platform

You provide the programme and speaker details – we'll do the rest!

- A full Professional Conference Organiser (PCO) service is automatically included with the platform (but variations on this can be discussed).
- A unique event website is created (or this information can be hosted on your existing website).
- Delegates are able to **register and pay** online (our chosen event management software (EventsAIR) was voted best Event Management Software in the Event Technology Awards 2020).
- Delegates are permitted access to the e-conference (housed on the platform)
- We strongly advise that we pre-record presentations and run them 'as live' (combined with truly 'live' Q&A sessions etc.) to avoid connectivity issues.
 - In summary, we provide a 'hand-holding' speaker liaison service. A speaker will be sent date/time options to undertake their recording with one of our AV technicians. They will help the speaker find the best possible lightening/background set-up. Our approach to recordings is flexible – we will re-record or edit as necessary (an unrivalled level of service in the world of virtual conference platforms). The presentation is then given a professional makeover – embedded into a branded background with slides playing seamlessly alongside the speaker head/shoulder shot.
 - Comments and Q&A thread with reply functionality (sessions and posters).
 - Polling ability with instant results (all managed by our AV team).
 - Networking opportunities throughout the site.
 - Facilitation of live debates and audience questions



[CLICK HERE to view our e-conference guide for speakers and other participants](#)

Key features

At this point, we encourage you to view the **12 minute demonstration**

Fully customisable: Colours, branding, content, terminology, number of 'rooms', icons to suit the look of your brand/event, no limits on capacity - it's your event.

Choose a format to suit you: One day, multi-day, streamed live, 'as live', catch-up TV, purely on demand or a combination - the format is flexible to suit your event.

Delegate interaction and participation: Attendee directory, chat facility, live chat feed, live Q&A, live polling, post event analytics.

Exhibition (terminology will differ) : 'Floorplan' leading to each 'stand' with an ability to display images, links, downloads, blurb, private meeting rooms (all dependant on level of sponsorship package). [Click here](#) to view an example of how each 'stand space' is displayed.

Poster area (healthcare/educational conferences): Includes poster image which can be viewed in full screen and downloaded, abstract, author details with hyperlink to website/social media. Short video talks can accompany posters.

Affordable: Originally created to meet the needs of associations and charities looking for virtual conference platform which offered excellent functionality and flexibility.

Fully compliant: GDPR ✓ MedTech ✓ ABPI ✓



Click play below to view the 12 minute demo



Management of virtual events



- You will be assigned a dedicated event manager who will look after your conference from start, through to delivery of the live event then any post event wrap-up.
- Your Fitwise team will include a specialist from marketing, sales and accounts (as required).
- Your event team will also include **specialist AV technicians** from our partner company Talking Slides who are experts in the field and will arrange speaker recordings, and facilitate the professional delivery of the live event. **This is what makes our virtual event platform so unique – not many PCOs have their own in-house platform, and ours is fully supported by AV technicians which results in a professional finish.**



Our talented events team ↗

Don't just take our word for it



*“Following the decision to move our international conference online in mid-2020, the Fitwise team worked tirelessly with the conference organising committee to adapt the 3-day face-to-face event into a fully virtual event in under 5 months. The Fitwise e-conference platform enabled us to deliver a mix of **90 pre-recorded and live presentations, 200+ virtual posters and a forum for delegates to engage with our sponsors.** Registration numbers of **over 1000** far exceeded our expectations and delegate feedback on the event has been **extremely positive.**”*

*The online event format was new to us all and our speakers and session chairs were thankful for the **excellent behind the scenes technical support they received.** We are so grateful to the Fitwise team – **we couldn't have delivered such a successful event without them.**”*

Helen Davies

Membership Education and Events Manager, Healthcare Infection Society

Click play below to learn more about this virtual event



Indicative costs



Standard package

You provide the programme, we'll do the rest.

Full delivery of a 'one' day, single stream conference including:

- ✓ Full Professional Conference Organising Service (PCO)
- ✓ Up to a maximum of 6 hrs of recordings (one conference stream)
- ✓ Up to 300 delegates
- ✓ Streamed 'as live'
- ✓ Live Q&A session with live polling option
- ✓ Up to 3 months post event access for delegates ('catch-up TV')
- ✓ Analytics provided

£8,950 +VAT

Optional extras

- Per 6 hours of recording thereafter (e.g. additional room or additional day) (£POA)
- Marketing costs (POA)
- Certificates of attendance (POA)
- Other services e.g. collation of an electronic handbook (POA)

Contact us for a tailored quote

No hidden charges. At Fitwise we pride ourselves on transparency and there being no hidden charges. This package price includes everything you need to deliver a virtual event – all we need from you is your programme.

Larger and more complex events can be facilitated, this package is just to provide an indication of costs.

All costs are subject to VAT at the prevailing rate.

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REQUIREMENT

"I am looking to run a hybrid event."

DEFINITION

A physical event with a virtual online component.

SOLUTION



Fitwise
hybrid 

Contact us for a tailored quote 



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For info at fitwise.co.uk/e-conference-and-hybrid-events

SOLUTION



REQUIREMENT

"I am looking to run a webinar."

DEFINITION

An online interactive meeting such as seminars, workshops, AGMs.

Packages from £495+VAT

Contact us for a tailored quote



Which **product** is right for you?

Let's chat!



See more at www.fitwise.co.uk/e-conference-and-streaming

For further information contact:

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More information available at fitwise.co.uk/e-conference-and-hybrid-events/



People make Fitwise



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