



**The impact of a face-to-face  
conference – even though you  
can't get everyone in one place.**

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The DNA Way

## In a nutshell

For lots of organisations, face-to-face conferences will be off the cards for the time being, but that doesn't mean leaders and managers (or in some cases, all staff) can't come together for an immersive and interactive experience. We've created and hosted some great conferences for clients over the years, and whilst we'd love to run similar face-to-face events right now, it makes more sense to plan for a remote or hybrid event. Virtual events have certainly become the 'new normal' for both internal and external comms; we've developed a hybrid solution that delivers the punch of a live event without the need to bring your delegates together in one place.

# The business case

- We can't ignore COVID-19's impact on the world, so planning and preparing for a fully remote or hybrid event is the only sensible option for 2021. You can't put your business plan on hold
- However, it has to be an investment not a cost – and we'll always aim to prove ROI for you
- Hybrid or remote conferences are also ideal for increasing how many people can participate
- It can also save you a significant amount of money on travel and accommodation costs – and in the time spent at an event. Our events are typically 2-3 hours, not all day
- This also means you can run several 'events' in one day – useful if you run a 24/7/365 operation
- We'll ensure content can be reused or repurposed for both internal and external comms
- Make it easy to collaborate and build communities
- Provide polling and feedback opportunities
- Showcase how it's possible to have a significant reduction in carbon footprint

# The DNA way

We start with the end in mind, understand what you are trying to achieve and deliver against it. It might be:

- Share your business plan, the key elements and milestones to date
- Reassure staff that they are well-led and that you have a plan and a great offering
- Share the broader strategy, generate some excitement for the future and ignite the passion and determination needed to realise it
- Build a 'One Company, One Team' ethos – remind them you're on a journey together
- Help each member of staff understand upcoming change and the part they play
- Launch your new mission, purpose or values
- Recognise achievements and celebrate success

Whatever your aim, making sure everyone gets the same message – one version of the truth – is critical going forwards. You don't want the message to be interpreted differently, so while hybrid or remote conferences are clearly comms events, Employee Engagement is all about how your people feel, not what you tell them or send to them.

In every event we run, our overriding focus is to deliver an experience that will stay with delegates. We make sure that they will remember how you made them feel.

Once we've set objectives, agreed what success looks like, discussed budget and logistics considerations, we'll advise you on a range of options such as pre and post-event comms and how to have the most impact on the day. We'll also explore how we can guarantee a legacy of improvement that lasts beyond the event itself.

Just because we're running a remote or hybrid event doesn't mean that we can't nail the messaging, catalyse change, make memories and inspire action. Far from it. In fact, it's an opportunity for you to act and be seen to be different.

## How it works

Events are broadcast live via our client's preferred platform. Delegates will dial in from anywhere in the UK, on a device of their choice. These 'as live' shows allow delegates to have a worthwhile and memorable experience without putting them at risk of mixing with other people – or enduring the cost and inconvenience of travel and hotels.

Shorter and harder-hitting events have a greater impact due to attention spans (we think 2 hours is the perfect duration). We suggest a mix of live host and Q&A interaction, with the opportunity to add a high degree of pre-recorded video content that carries the key messages, too. We can advise you on (and create) content that can be reused for recruitment, induction, employee comms etc. We can also coach presenters on style and impact.

As with many of our previous events, we have the option to partner with our long-time friends at Mocean. This partnership benefits from their recent remote success with Babcock and Microsoft among others. Their Live Studio product features include:

- A high quality, portable broadcast facility that can be set up anywhere
- Professional production values – quality AV, lighting and sound etc.
- COVID safe protocols for crew and presenters
- Live chat show style for Q&A, feedback and polling
- The ability to run breakout rooms
- A possible second stage for backstage-style coverage

The technology is proven, as is our ability to create impactful, enjoyable and engaging events – whatever the brief or audience.

## Cost model

We know budgets aren't limitless, so we produce content that can be repurposed for future events, marketing, inductions, recruitment etc. Every pound has to be a pound invested, not just spent, and we'd expect to be able to show that against ROI and fulfilment of objectives. We work openly and transparently and always quote 'no more than' costs.



# Thank you

Thank you for taking the time to consider this short document. We hope it's proved useful at this time. If we can help in any way please do let us know.



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