

# Sp Screen Presence

## About Screen Presence from Four

During the current global pandemic, remote connectivity and interaction through digital channels has instantly become the new norm. Replacing face-to-face interaction with video conferencing and streaming technology addresses communications requirements, but presents an unfamiliar world to even the most seasoned marketers, communicators, spokespeople and industry leaders.

Our Screen Presence offer provides a range of technical, strategic, communications and content support options to help clients deliver their best performance in webinars, live streaming events and home interviews.

## Some of the ways we can help

No two requirements are the same, and we work with clients to scope and deliver the right format and support for their needs. Live streaming on location is subject to travel restrictions.

	Webinar	Home Interview	Together360
Scenario	One-to-many broadcasts, all hands meetings and discussions, simple press launches and announcements	Preparation for down-the-line live video and telephone interviews with spokespeople for major news media	Social media live streaming, press conference/press announcements
Support	<p>Setup and deployment of a webinar using GoToMeeting</p> <p>Event scoping/structure - run sheet, scripting support and presenter coaching</p> <p>Event management - HTML invitations, RSVP management, pre and post event audience engagement</p> <p>Live event support - moderating Q&amp;A/discussion, presentation aids and content</p>	<p>Spokesperson preparation and rehearsing, media training and message development</p> <p>Branded backdrop for home use</p> <p>Technical setup and best practice on lighting, shot framing and onscreen etiquette</p>	<p>Rapid deployment of a livestream broadcast</p> <p>Basic graphical overlays/titling</p> <p>Streaming to major social channels or client website/landing page</p> <p>Single camera, single microphone setup, basic lighting</p> <p>One person delivery crew</p> <p>Feed to social media channel or Vimeo livestream embed window</p>
Lead time	Two working days	Three working days	Five working days
Indicative pricing	£4,950	£1,950	£4,500

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## Case study: global webinar to launch expert opinion paper

**216**  
attendees  
across **27** countries



The opinion paper on allergies aimed to generate awareness of the synergistic effects of pre- and probiotics in infant formula for the management and prevention of cow's milk allergy as part of a market shaping programme ahead of a product launch.

A global task force was convened to discuss the evidence and the data gaps. The task force meeting was written up as a white paper and launched at a global webinar presented by pioneering doctors. 216 attendees across 27 countries joined the webinar.

### Digital content creation

Four can deliver a range of digital content options to support webinars and livestreamed events, including:

- Digital toolkits for media, stakeholders and delegates
- Motion graphics and animated content including 3D renderings
- Pre-recorded keynote speaker modules
- Sales and marketing materials
- Interactive learning materials
- Marketing campaigns for ticket sales

### Event development, promotion and performance analysis

Four can help to identify, understand and reach the right audiences for your webinar or livestream event through a comprehensive data and insight-led approach to audience engagement. We can offer:

#### Event development:

- Target audience insights and personas to secure the right audience
- Follower analysis or custom audiences of anyone talking about or tagging in at events
- KOL expert and influencer identification, analysis, outreach, negotiation and management

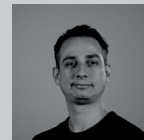
#### Audience development:

- Paid, owned and earned event promotion
- Promotional assets for owned channels including email/CRM and web

#### Event performance:

- Delegate engagement analytics
- Event and competitor/comparator event benchmarking

### Key team members



#### Paul Dalton-Borge

Chief executive, PACE

Paul has over 20 years' experience and has run major global livestream events for clients as well as coaching communications professionals on digital engagement.



#### Mark Knight

Managing director, corporate & finance

Mark has over 25 years' experience and is one of Four's senior media trainers and interview coaches.



#### Emma Martin

Managing director, engagement

Emma leads the team that produces our live streaming and webinar events and ensures the quality of service delivery.



#### Amy Chevis

Creative services director

Amy brings a rigorous approach to scoping and delivering events on time and on budget.

### Contact

If you would like to find out more please email [campaigns@fourcommunications.com](mailto:campaigns@fourcommunications.com)