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.

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

Case study: global webinar to launch expert opinion paper
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.