

Digital-First Events With GTECH

We are a full-service agency on the leading edge of an every-changing digital space. We believe that cost-effective digital and systems solutions should be the norm and accessible to all.

**We are an interactive agency
reimagining your brand vision through
future technology experiences.**

110+
CLIENTS

410+
PROJECTS

22+
TEAM MEMBERS

12+
YEARS

We've built record-breaking cross-media solutions for Fortune 500 clients such as Standard Chartered, Red Bull, Ford, IBM, SAP, Johnson & Johnson, and Cisco.

www.gtechme.com

WHO WE ARE

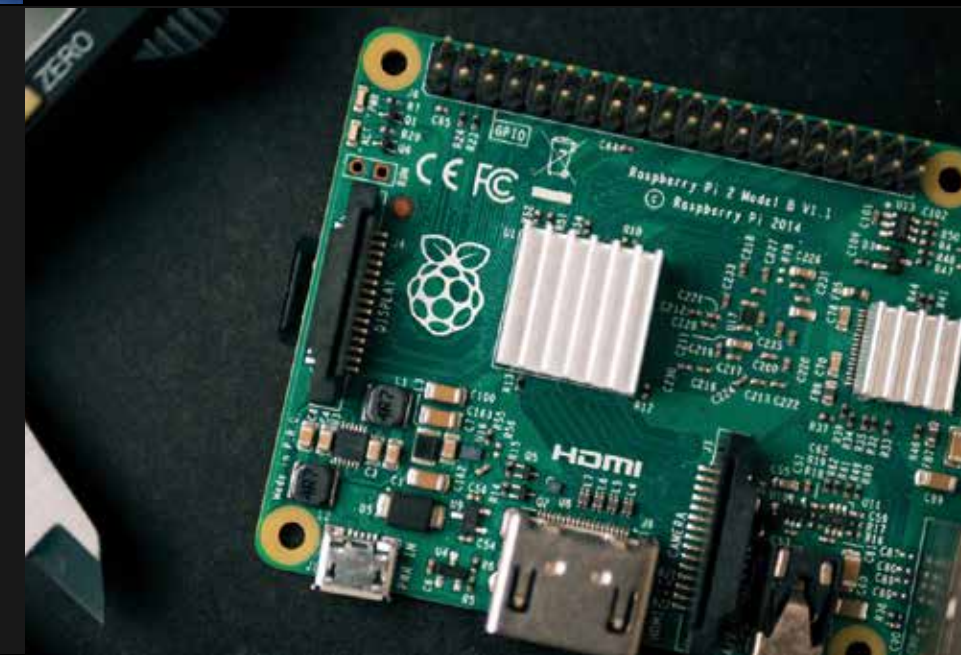
We are GTECH

We're a technology powerhouse with over 12+ years of experience. Backed by 30+ great minds who work towards achieving success for businesses. We've built record-breaking cross-media solutions for Fortune 500 clients such as Standard Chartered, Red Bull, Ford, IBM, SAP, Johnson & Johnson, and Cisco.



We've developed lasting bonds with some of the regions most influential companies and individuals.

Cost-effective digital and systems solutions should be the norm and accessible to all.



Hosting Digital-First Events

GTECH is here to support you when it comes to planning and hosting best-in-class digital-first events in Dubai.

For event organizers that are facing cancellations or postponements in the United Arab Emirates, virtual events can be an effective in continuing your events program and goals. Our experience in helping customers host virtual events will guide you if you are considering transitioning to virtual.

This guide will help you understand how to take your event online.

Advantages Of A Virtual Event

- Building brand awareness
- Generating leads
- Creating and accelerating sales pipeline
- Driving revenue
- Retaining customers
- Engaging and educating prospects and customers
- Continuity of business operations

What Do You Need to Consider?

A number of factors will determine exactly how you should transition and create your virtual event. There are several types of virtual events available, including webinars, virtual conferences, and hybrid events that have both live and virtual elements. As you develop your plan, here are some pointers to keep in mind:

- Are you hosting an internal or external event?
- What type of event are you hosting?
- Is it a single-day event?
- Is it a local or international event?
- Is it a more complex, multi-session event that may require additional engagement tools?
- How many participants do you anticipate?
- Which sessions will be pre-recorded or streamed live?
- How will you ensure that live streams are high-quality and without disruption?

How Can We Help?

With our Event Marketing and Management experience, GTECH can support your entire event lifecycle, no matter the size, or complexity of your virtual events.

Event Website

We can help build branded and professional event websites to communicate the value proposition of your virtual events. Invitees can access important event information, such as agendas, speakers, exhibitors and sponsors, and FAQs.

Virtual Experiences

Incorporate an interactive, virtual experience to surprise and impress your attendees. Browse and book curated virtual experiences to promote engagement, team building and fun

Registration

Capture registrations for your virtual events, with the ability to create dynamic registration paths, collect attendee preferences, ask pre-event questions, and securely process payments if necessary. You'll be able to quickly collect all the right information to plan and coordinate meaningful events.

Online Event Guide & Mobile App

Whether it's through a mobile event app or web experience, attendees can access all key event information and you can use features like live Q&A, polling, feedback surveys, and gamification to make sure attendees feel like they're part of the event. They can also easily network with and schedule appointments with other attendees, including exhibitors and sponsors.

Event Promotion

Send targeted, personalized, and automated emails to engage the right audience, boost response rates, and drive attendance. Effective communications before, during, and after your events will help build excitement, keep attendees engaged, increase attendee loyalty, and drive sales opportunities.

Event Feedback

Collect attendee feedback through registration surveys, live session polling, live Q&A, native surveys within your mobile app, post-event surveys, and more. Use these actionable insights to make improvements on-the-fly, tailor event follow-up, and improve future virtual events.

Event Live Streaming Basics

Before starting to live stream, ensure you have sorted out the technical aspects of streaming – from testing your internet connection to making sure you have the right hardware and software.

Internet

First you need to make sure you have good upload bandwidth by speed testing your network. Repeatedly test it to ensure a consistent range. According to streaming standards, these are the minimum requirements for the different quality formats:

- Standard Definition Video: 3Mbps
- 720p & 1080p High Definition: 5 to 10 Mbps
- 4k Ultra High Definition: 25Mbps

Software

There are many types of encoders, and the best one for you depends on your needs. Make sure to evaluate the products and decide which option makes the most sense for your business.

Stream Your Live Event from Dubai

Webcam

Webcam is an easy way to go live using your computer, without the need for live streaming encoding software.

Mobile

You can stream from your mobile devices as well, without the need for live streaming encoding software.

Streaming with encoder

Streaming using an encoder lets you do more with your live stream. You can use external audio/video hardware, involve multiple cameras and more.

Creating a schedule & strategy for your Live Event in Dubai

It's important to create a schedule and strategy around how and when you host your live virtual events.

Here are some tips to help you optimize

Preparation: Prepare your live stream in advance of your stream date

Pre-event Marketing: Consistently tease your event with posts on social media

Pre-event Marketing: Remind viewers periodically via SMS or Emails

Post-event Marketing: After your stream, consider creating a highlight video to drive audiences to the full archived live stream.

Community engagement: Interact live with your biggest and viewers. Help foster conversation and deepen the connection with your present to make your viewers feel a part of your content and community.

Post-event Marketing: Consider editing some of your best live moments into more digestible highlight reels to reach a broader audience. These videos can act as an anchor to expose new audiences to your next live stream

Post-event Marketing: After the stream, create FOMO & reward viewers in attendance with recaps, inside jokes or shout outs on social media platforms.

Ready To Start?

Our team in Dubai will work with you to make sure you're all set up for success.

- We'll discuss your event marketing and management needs. We'd like to understand your event program and what you're hoping to accomplish.
- Share with us the details of your existing virtual meeting solution provider. If you don't have one, let's talk through your web conferencing needs and we can help make a recommendation.
- We'll help to handle integrating your virtual meeting solution.

Our Clients

We've had the pleasure of working with



Our Clients

We've had the pleasure of working with



GET IN TOUCH

Let's Talk!

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