



HOW TO ACHIEVE REAL-WORLD SUCCESS WITH VIRTUAL EVENTS

THE 4 LEVELS OF VIRTUAL EVENT EXPERIENCES





LEVEL 1: STANDARD "ZOOM" STYLE



Standard "Zoom" Style

- Built-in camera / webcam
- Basic audio setup
 - Built-in microphone / speaker
- Basic lighting



LEVEL 2: ELEVATED VIRTUAL



Elevated Virtual

- Single-camera
 - Speaker eye level
- Better framing
 - Head and shoulders
 - Not much background
- Better audio
 - External microphone, headphones
 - Eliminated background noise



LEVEL 3: HIGHER PRODUCTION



Higher Production

- Multiple, better-quality cameras
- Advanced audio
 - External mic(s)
 - Unobtrusive headphones
 - Zero background noise
 - Possible music or sound effects
- Multi-point, strategic lighting



LEVEL 4: STUDIO-LEVEL PRODUCTION



Studio-Level Production

- Professional cameras
 - Multiple angles
- Professional audio
 - High-quality microphones
 - Unobtrusive headphones
- Professional lighting
 - Multi-point, strategic lighting
 - Studio lighting equipment



VIRTUAL EVENTS WITH LESS STRESS



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