



WHITE LIGHT

LIGHTING • AUDIO • VIDEO

Digital Events



DIGITAL TRANSFORMATION

www.WhiteLight.Ltd.uk



White Light - Your Digital Specialist Partner

We are the complete technical solutions specialist offering a range of services including lighting, audio and video to the broadcast, education, theatre, corporate events, retail and leisure markets.

Since our formation in 1971, we have been at the forefront of integrating technologies and our centralised knowledge base makes us the best placed company to deliver full lighting, video and audio solutions. We are leaders and specialists in delivering conferences, live events, and experiential activations. Our team supports projects on a national and international scale and our dedicated technical solution and design teams work worldwide to deliver ground-breaking, immersive experiences.

Based in London, we are a privately held, multi-award winning company employing over 250 staff.

Our recent strategic acquisitions, investments and ongoing commitment to R&D continue to strengthen our market-leading position as a technical solutions provider, by empowering people and places with the most innovative technology.



Helping You To Evolve, Every Step of the Way

Digital Events - Welcome To Your New World

Who knew that over the course of just a few weeks our whole world would move online? Whether within your professional or personal life, or both, we've all had to adapt to the new situation in a very short lapse of time. It can be a bit daunting to comprehend how will we continue to interact and engage with our clients, colleagues and peers, as we move into the next phase and establish a 'new normal'. As human beings, we thrive on regular interactions with people; so inevitably, we've recently seen the use of social networks and increased creativity with virtual forms of communication spike. What does this in turn mean for the imminent future of digital events?

In times like these, content is key as it creates and shapes your audience's experience and generates engagement. Defining your digital event strategy and objectives is paramount to making your programme a success, as is finding the right tool to deliver it.

At WL, one of our primary focuses is to ensure people remain connected and continue to engage with one another in more effective ways. Whatever your strategy, we are here to offer customised solutions to ensure the success of your digital events.



Web Conferencing

Web conferencing is the simplest form of remote event. Whether you wish to host an external or internal meeting with clients, colleagues or peers; a webinar or webcast, we can guide you through choosing the most suitable platform to fulfill your requirements.

Platforms include:

GoToMeeting, CyberLink U Meeting, Zoom Meetings, Bluejeans, Google Meet, Lifesize...

Utilising these platforms will enable you to screen share content with your audience for interactive presentations or demos. Although technical support is not required while running your web conference, we are happy to help with any technical information and consultation prior to choosing your platform as well as with the integration into your organisation. We can also offer virtual training to ensure you fully maximise the capabilities of your chosen solution.



Remote Presenters and Equipment

While we have all had to adapt to a world of video calls, standard laptop cameras and audio settings might not offer the best experience.

We have a range of solutions to enhance the look and feel of your environment and make sure you present the best possible visual representation of your brand.

From upgraded microphones, lighting, green screen backgrounds and remote operated cameras, to the support of a dedicated team at your location, we have the equipment and expertise to ensure your presenters look and sound their very best.



Large Scale Conferencing

One of the many benefits of online conferencing is to monitor and measure instantly your metrics, from attendees numbers, to audience participation, etc. As you may have already discovered, there is no shortage of web conferencing tools available, but not all are suitable for reaching a large audience. For many years, we have acquired specialist knowledge in the delivery of live and digital events. With this in mind, we know how best to create and execute large scale digital conferences, ensuring the best experience for your audience.

We can help with:

- Set-up of a branded landing page and virtual waiting room
- Seamless integration of presenter and visual content
- Audience participation, including Q&A and voting
- Delegate registration and reporting
- Seamless integration of multiple presenters from different locations and platforms
- Enhanced cameras and audio solutions for key presenters



Event Streaming

Due to the current situation, live streaming has become an ever-increasing tool to reach delegates while physical attendance at events is prohibited. Streaming also allows small, traditional events to reach a worldwide audience, amplified through existing social channels and corporate web presence. While this seems to have become a new normality, having the right equipment is critical to ensuring this is executed successfully.

At WL, we are here to help facilitate your event streaming in order to maximise your audience engagement.

Our services include:

- A full range of application sizes, from single camera to multi-camera shots
- Seamless integration of full presentation and video overlay
- Audience participation, including Q&A and voting
- Recording for later playback and video on demand
- Branded web pages and website integration
- Broadcasting direct to social channels if required
- Seamless integration into your physical event

Event App

Now that you are confident in the choice of platform to stream your event, you may need to include some add-ons to enhance your audience interaction and turn your live event into a digital experience.

We work with a number of partners offering key event app platforms, and can fully integrate these into your application.

Please contact one of our experts who can guide you through the options.



Virtual & Immersive Events - SmartStage

As we find ourselves in a world where both internal and external communication is becoming increasingly difficult, our Innovations Team has quickly responded to the current situation and further developed our award-winning SmartStage.

This pioneering solution utilises the latest technologies to provide an immersive digital platform for real world, face-to-face engagement - all from the safety of remote access.

What is SmartStage?
Watch Now >>

Due to the recent demand for utilisation of the SmartStage technology, we have built a dedicated studio at our London base, available for hire. More information [here](#).

Alternatively, bespoke SmartStage solutions are also available for purchase. Due to its scalability, it can be installed within any space and fully customised to your needs. Ongoing technical support and maintenance are also available.

Contact us to find out more about how this technology can be adapted to transform your next virtual event. We regularly host demonstrations from SmartStage, to book your slot email us on SmartStage@WhiteLight.Ltd.uk.



Case Studies

SmartStage transports Methodist Central Hall Westminster to a virtual new world for church service

On Sunday 29th March, Methodist Central Hall Westminster (MCHW) delivered the first-ever live church service to be streamed from technical solutions specialist White Light's SmartStage. This pioneering technology enabled the ministerial team to engage virtually with an international congregation of over 3,000 people. The service was streamed via YouTube, with viewers from as far afield as Ghana, Australia, Nigeria and the USA tuning in remotely. MCHW's Deputy Superintendent Minister, Revd Tony Miles hosted the service directly from the SmartStage at WL's Studio 15, with other ministers connecting remotely from the safety of their homes.



Live Streaming Events for Financial Institutions – Claridge's London

For many years we have worked with a wide range of clients from the financial industry to deliver live streaming events for delegates across the world who were not able to attend in person. These events helped many companies to convey their messages to a wider audience, achieve their goals and increase lead generation.

NATO Engages - London 2019

On December 3rd 2019, WL facilitated the live stream of the NATO Engages Conference held at Central Hall Westminster, a town hall conversation to honour and celebrate the organisation's achievements. The primary objective was to connect with a large audience over 100K people, however due to the inclusion of high-profile speakers measures were taken to limit venue access due to security screening requirements. The stream enabled the desired reach, more feedback and higher quality data. The WL service provided centred around a branded streaming platform showing camera feed, content PiP, audience interaction tools including chat, polling, and graphic overlays. In addition to this, we also provided the technical production including audio-visual, lighting and scenic elements including a custom thrust stage and digital backdrop.



We Are Here For You.

Thank you for taking the time to read our brochure.

Our expert team is only a phone call, email or video conference away should you need some help, from initial advice through to the provision of a fully integrated solution for your digital event. We can fully support digital, virtual and physical events thanks to our many years of experience and extensive product inventory. You can choose from a wide range of price points and complexity levels to best suit your needs.

To arrange a video conference with our expert team, please contact Jonjo Glynn and James Thurlow by phone on +44(0)20 8254 4800 or email Virtual@WhiteLight.Ltd.uk.

We look forward to discussing your next project.





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