

For and Against Virtual Studios – Benefits and Challenges Toward an Immersive Program

Benefits

Studios raise the level of virtual events. Many times, using a studio allows speakers more flexibility and require lower time commitment compared to traveling to an in-person event. They give participants a more captivating experience, improve learning through interactivity, and give the opportunity to get on the same “virtual stage” with panellists and ask their questions live at sessions.

If you are an association considering virtual studios, you should be aware of all the customised branding opportunities, including using interactive technology to create compelling moments and make every event unique. Organisations using studios receive rave reviews and positive feedback from attendees, sponsors, and speakers expressing how impressed they are with the high production quality of the event.

Challenges

Like anything new and exciting that we are adding to the event mix, event professionals need to consider the fact that these are new suppliers that bring a lot of capabilities. We need to learn to speak their language, to understand better their industry for optimal outcomes. That means – upskilling team members to enable them to tap into the full potential that studios bring. For us, at Kenes Group, that meant creating new positions that fit the world of TV. We now have dedicated

content editors and studio producers. And once these roles and skills are established in the company, the last step is building a trusting relationship and establishing smooth working processes. The name of the game has changed, and we all need to learn the rules.

Conclusion

At Kenes Group we believe that diving into this new world is exciting and very beneficial for all sides. The advantages of increased engagement, improved learning, numerous branding opportunities, and higher quality of production are just a few of the many reasons to elevate your next virtual event with the use of virtual studios.

By Dori Bisk, Industry Liaison & Sales Associate