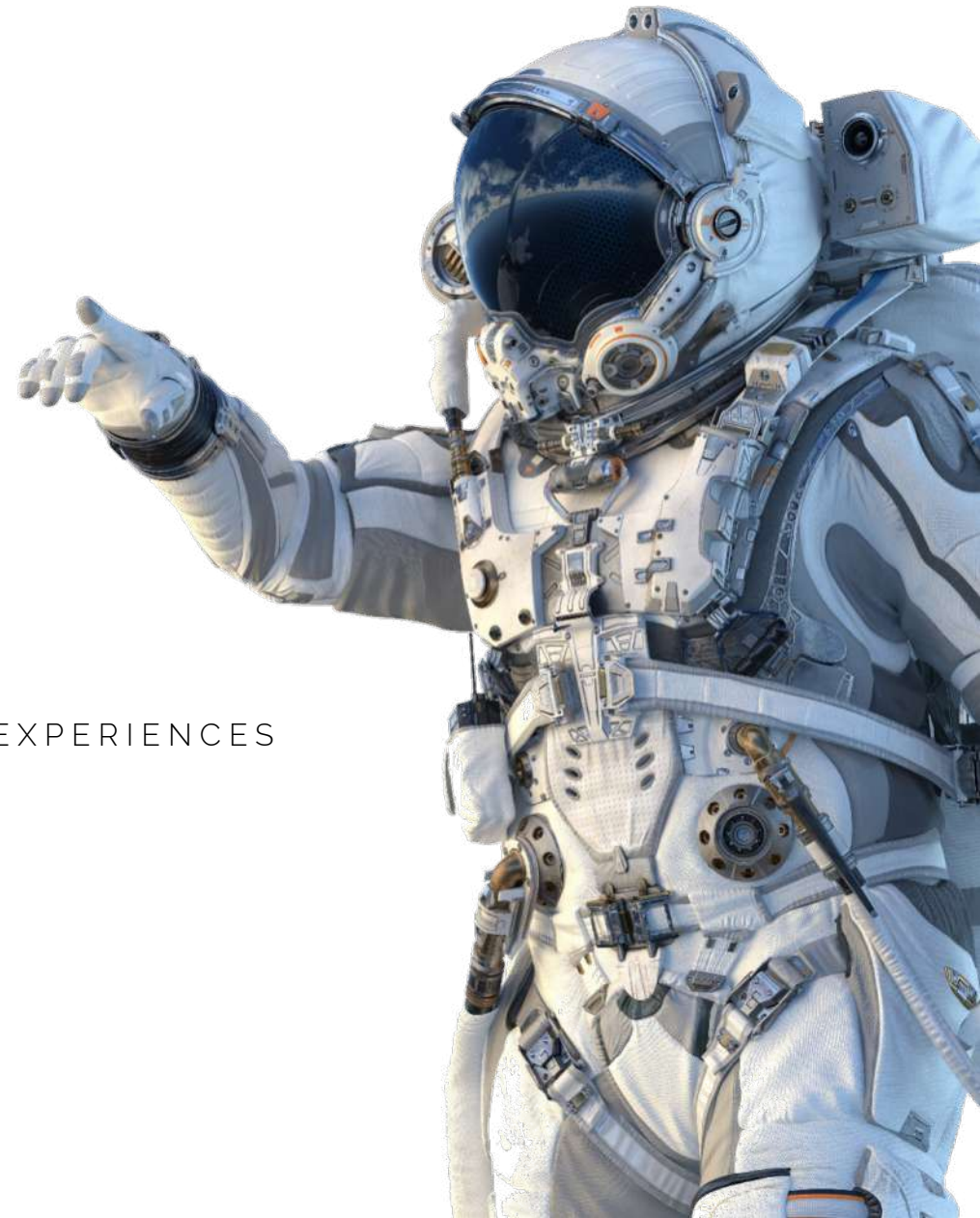


VIRTUAL EVENTS

▶ 10 YEARS OF EXPERTISE IN CREATING MEANINGFUL ONLINE EXPERIENCES



We create and deliver

VIRTUAL EXPERIENCES THAT ARE AUTHENTIC

We have been **taming and humanizing the digital world** for more than 10 years, finding new paths to create the right formats and story arcs to best serve our clients objectives.

Everything we do, we do with three things in mind: **the message holder, the receiver, and the message itself.** Every scenario has its own strategy, technology, and method. This holistic approach enables the creation of a coherent, engaging and strong brand experience for your online audience, speakers and business objectives.



DIFFERENT POSSIBILITIES FOR YOUR VIRTUAL EVENT

FILMING FROM **A PROFESSIONAL STUDIO**



- Professional equipment
- Onsite technical team
- Speakers immersed in a virtual or physical environment

FILMING FROM **YOUR OWN LOCATION**



- Connect multiple speakers from different cities
- Speakers stay home/office using their own device
- Branded layouts and background integration







FILMING FROM **A PROFESSIONAL STUDIO**

TAKE ADVANTAGE OF A 100% **CONTROLLED ENVIRONMENT**

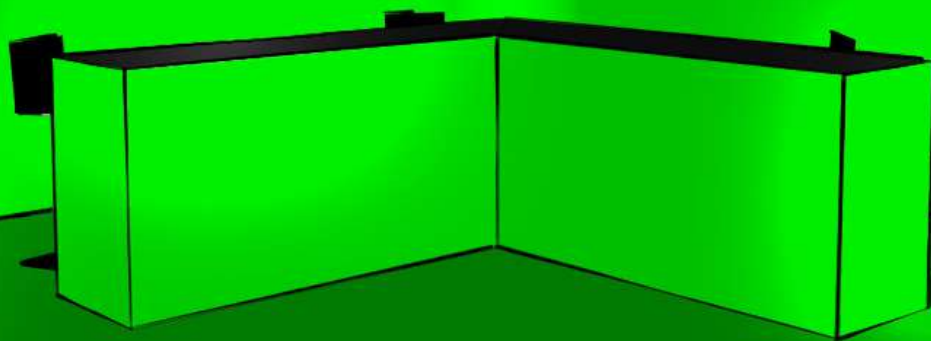
Conducting your event from a professional studio offers multiple possibilities to improve the power of your message and deliver a higher level of engagement and interaction.

THE DORIER STUDIO

-  Located in Satigny, Geneva
-  50m² of green screen for perfect chroma keying
-  Professional audiovisual equipment & technical team
-  3D virtual environment integration = enhanced content!

OUR STUDIO IN GENEVA

SET-UP I, GREEN SCREEN



OUR STUDIO IN GENEVA

SET-UP I, VIRTUAL INTEGRATION EXAMPLE



OUR STUDIO IN GENEVA

SET-UP I, VIRTUAL INTEGRATION EXAMPLE



OUR STUDIO IN GENEVA

SET-UP II, GREEN SCREEN



OUR STUDIO IN GENEVA

SET-UP II, VIRTUAL INTEGRATION EXAMPLE



SESSION I
THE ERA OF
TOMORROW



Mary-Jane **DOE**



THE MIDDLE **X** OF NOWHERE

OUR STUDIO IN GENEVA

SET-UP II, VIRTUAL INTEGRATION EXAMPLE



SESSION I
THE ERA OF
TOMORROW



Mary-Jane **DOE**



THE MIDDLE **X** OF **NOWHERE**

OUR STUDIO IN GENEVA

SET-UP II, VIRTUAL INTEGRATION EXAMPLE



OUR STUDIO IN GENEVA

SET-UP II, VIRTUAL INTEGRATION EXAMPLE



DIFFERENT POSSIBILITIES FOR YOUR VIRTUAL EVENT

FILMING FROM **A PROFESSIONAL STUDIO**



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FILMING FROM **YOUR OWN LOCATION**

ERASE GEOGRAPHIC BORDERS **AND DIFFERENT TIME ZONES**

Connect your experts in real-time from multiple locations and broadcast the discussion to your online audience, offering an enhanced and coherent visual experience.

THE DORIER EXPERTISE

-  Endless creative layout possibilities and branding options
-  Unlimited number of speakers
-  Possibility to add a physical hub (studio) for moderation

GRAPHIC LAYOUT

Multiple speakers configuration example



LAUSANNE



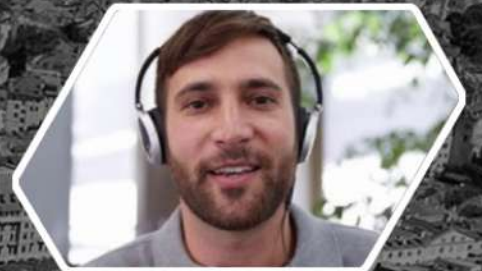
COPENHAGEN



MÜNCHEN



PARIS



MADRID



CAPE TOWN



LONDON



LISBOA



MILANO



ATLANTA

GRAPHIC LAYOUT

Two speakers configuration example



LAUSANNE



LISBOA

GRAPHIC LAYOUT

Full screen speaker configuration example

LAUSANNE



Thomas ROCHAT

Business Development Director

GRAPHIC LAYOUT

Speaker + PPT configuration example

GENEVA
premium digital agency



LAUSANNE

THE VALUE OF AN IDEA LIES IN THE USING OF IT

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

AERIAL





HAVE A LOOK BACKSTAGE

Filming from a studio



WHAT'S HAPPENING LIVE

Speakers in front of a green screen



WHAT YOU SEE ON SCREEN

Speakers integrated live in a virtual environment



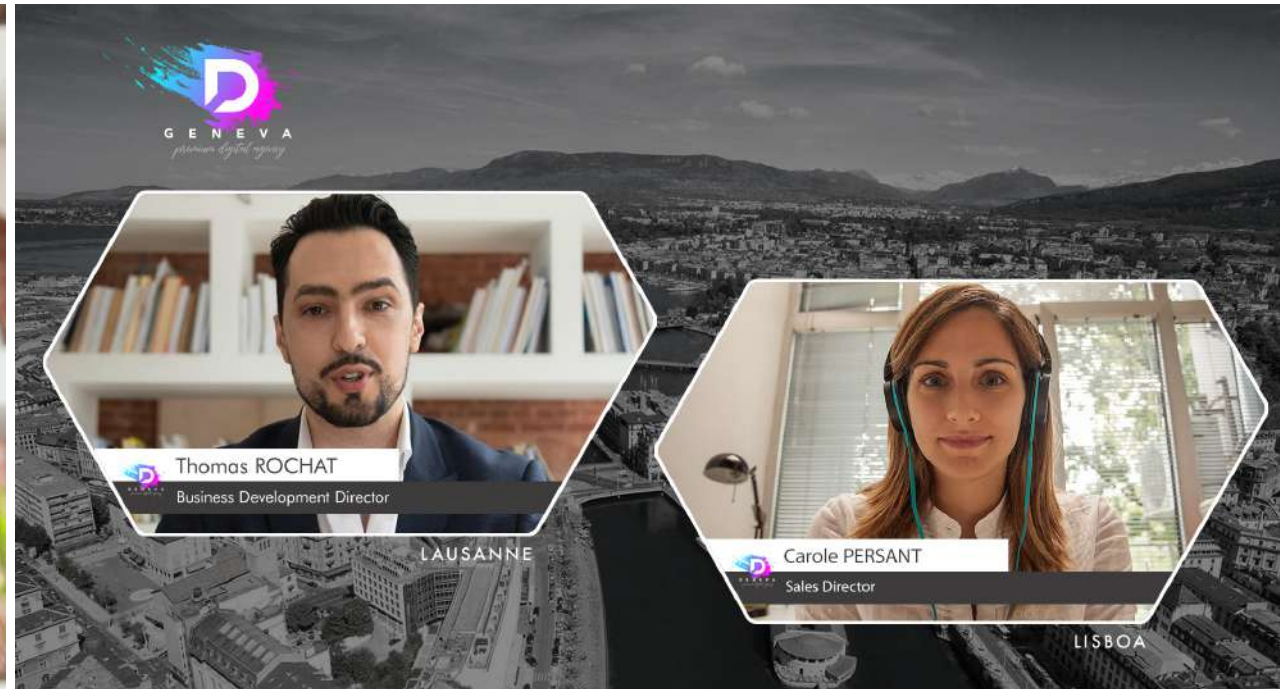
HAVE A LOOK BACKSTAGE

Filming from your own location



WHAT'S HAPPENING LIVE

Speakers live from home



WHAT YOU SEE ON SCREEN

Speakers integrated into a branded layout

VIRTUAL EVENT:
THE CASE STUDIES

EUROPEAN CLUB ASSOCIATION / THE CASE STUDY

LEAPING INTO THE DIGITAL WORLD FOR THE FIRST TIME

 Audience profile: Association's members.

CONTEXT

A virtual studio, a 6-language streaming platform, and a live broadcast on Youtube. This is what happens when the European Club Association (ECA) decides to pivot to virtual.

We guided ECA on the digital path and hosted and produced live their 24th General Assembly from our studio in Geneva.

OUR EXPERTISE ON THIS EVENT

- Green screen with chroma key integration
- Virtual Design
- Production management



INFORMA TECH / THE CASE STUDY

CREATE VALUABLE ATTENDEES ENGAGEMENT IN A VIRTUAL WORLD

 Audience profile: Senior leadership team

CONTEXT

Attendee engagement requires experience design and staging to provide an interactive and immersive experience.

Upon the request of a client, we explained and demonstrated live how to lead a successful digital transformation and create meaningful engagement in a virtual world.

OUR EXPERTISE ON THIS EVENT

- Green screen with chroma key integration
- Virtual Design
- Production management
- Audience engagement tool

This webinar was a great showcase of the MCI & Dorier Group's ability to support Informa Tech in its digital transformation. By sharing best practices on how you have been helping your own customers, you made us realize the importance of co-creation and collaboration in the events industry. It also demonstrated your professionalism, and how human, genuine, and fun you are as a team.

“



SEEDSTARS SUMMIT / THE CASE STUDY

AN AUDIENCE REACH EXTENDED TO 5K WITH VIRTUAL TRANSFORMATION

 Audience profile: Top management + public

CONTEXT

A global organisation had to bring their flagship event to the online world due to the global pandemic in early 2020.

Pivoting from a live event to a compelling virtual experience comes with a shift of concept and format. Technical partner of Seedstars since 2016, we were in a strategic position to rethink strategy in terms of production, marketing and management.

OUR EXPERTISE ON THIS EVENT

- Audiovisual consulting
- Event design + Production management
- Video production & services + Streaming technology

5'000 ATTENDEES

a 500% increase from 2019

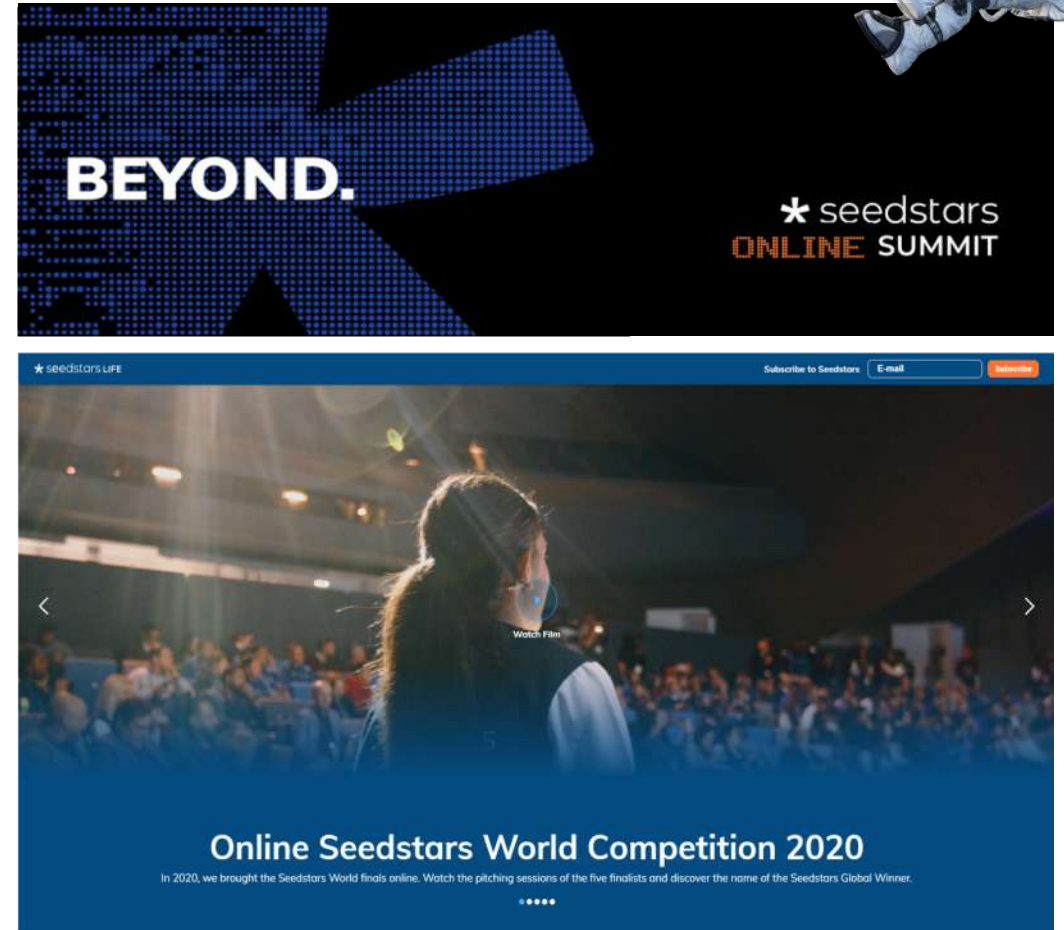


50+ CONTENT PIECES PRODUCED

Now strategic on-demand content for Seedstars

12 MILLION

social media + press reach



HYBRID DAY / THE CASE STUDY

A LIFE-SIZE DEMO OF MULTIPLEX TECHNOLOGIES IN **REAL CONDITIONS**

 Audience profile: Top management

CONTEXT

To help our clients to understand the power of hybrid events, we simulated, in our studio, a life-size demo.

Connecting 3 distant hubs, we unveiled the most iconic features of multiplex technologies and hybrid events and provided the unique opportunity to experience a digital event from both the audience and the speakers point of views.

OUR EXPERTISE ON THIS EVENT

- Multi-site event technologies
- Production management
- Audience engagement tool



THEY ALREADY GO ONLINE WITH US



BVLGARI



seedstars*



abbvie



AP
AUDEMARS PIGUET

Alcon



NOVARTIS

la prairie
SWITZERLAND

TRUST
VALLEY

MORE INFORMATION?
EMAIL US!

