

The background features a vibrant, abstract composition. On the left, a dark purple, brain-like shape is partially visible. The rest of the image is filled with flowing, ethereal forms in shades of purple, magenta, and bright orange, set against a white background. The overall effect is one of dynamic energy and fusion.

Fusion: a unique offering

Leveraging Virtual

Engaging participants virtually: the basics



Listen

Allow participants a voice and show you have heard



Share

Your time, ideas and expertise to build trust



Engage

In a way that they want to be engaged and with intriguing content



Reward

People for their time and contribution



Participate

Create opportunities for conversations, not just broadcasts



Enable

Empower and enable advocates during / post-event

Embracing the best of virtual



Flexible agenda: key plenary sessions for all, then participants-elected elements, i.e. breakout sessions, fireside chats, expos, hackathons, wider company colleague sessions



Virtual is social: Embrace the possibilities of virtual and design with the best attributes of social media in mind



Networking capability: App-enabled networking or a buddy system for greater post-event sustainability



Strong 'Red Thread': A compelling narrative with tangible business outcomes as a result of the event



Capture real-time input: Voice, AR, Chatbox and AI, plus use of polling both pre and during the event



Have some fun: Think Tik Tok: a viral icebreaker or skills sessions, work-focused or fun to bolster relationships



Increased interaction: Steer clear of lengthy presentations: use 3-word stories, Pecha Kucha or props...use experiential activities or an interactive 'pack' sent to attendees in advance



Use of Facilitator/s: an outsider chairing a meeting / sessions can bring a feeling of difference and effectiveness



Gamify: Healthy competition. Individual, team and virtual teams can challenge each other / gain badges / prizes - continue 'league tables' post event.



Go viral: Use secret cinema-style intrigue. Let participants find surprises and see elements of the programme go viral.

Thinking broadly

Allowing for a wider target audience

1. **Future Shapers:** up-and-coming talent to challenge and question thinking throughout
2. **Clients/customers:** to show benefits and set challenges for us to respond back to
3. **Leadership interventions:** specific interactions throughout
4. **Champions:** to drive messaging/action post-event
5. **External Guests:** interesting insights or surprise cameos



Additional
components

Participant empowerment

Empower participants to input to the event

- Pre-event survey to tailor elements to the individuals' preferences
 - Method of engagement, snacks, drinks, music, etc
- Update on the 'worst kept secret' to align and allay
- Ask for any questions, concerns or expectations to help inform the event
- Include base measurement / KPIs
 - Measured again post-event and 6 months later
 - Example: <http://fusioncomms.co.uk/reveal>

Teaser options

To drive early engagement

1. QR Codes:

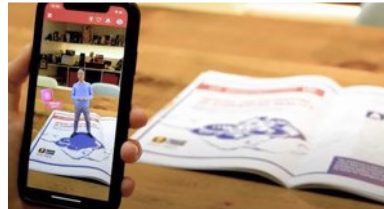
'What If...' Surprising data / insights / analytics – business, fun and weird!

2. Zappar AR:

Dave walking and talking on your kitchen table!

3. Google Cardboard VR:

VR insights to provide a different perspective and lens





Platform options

Platform Options: Level Zero

Zoom/MS Teams/Webex

What you get

- Off-the-shelf product
- Low cost
- Simple, trusted functionality

What you don't get

- Clarity of sound and picture
- Customisation
- Some features limited by IT
- Technical support

Cost: £NIL (excluding support)



Webex Meetings



Platform options: Low

Simple platform with limited customisation and interactivity

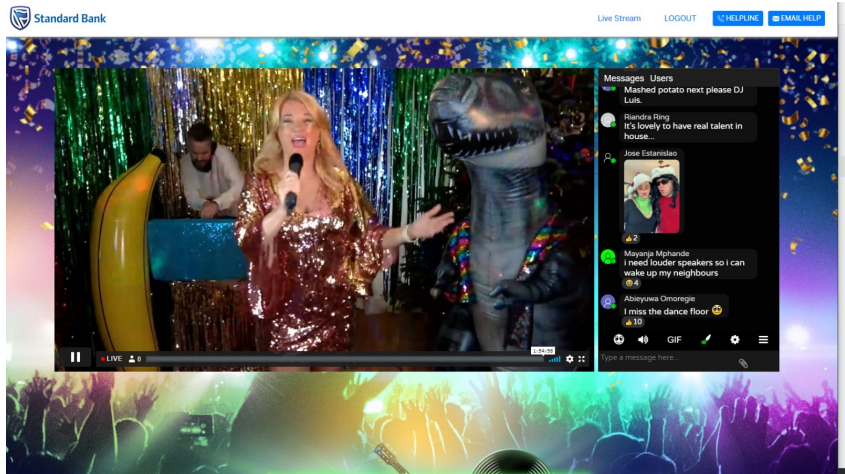
What you get

- Branded, customised platform
- In-platform features, e.g. breakouts
- Technical support

What you don't get

- Bespoke interaction
- Integration with bolt-ons

Cost: £-££



Platform options: Medium

Branded platform with mid-level options/interactivity/features

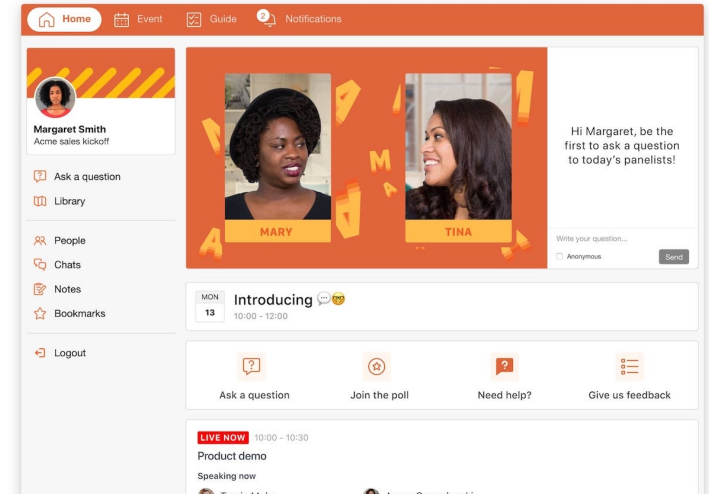
What you get

- Fully branded, customised platform
- In-platform integration with bolt-ons
- Quick response Technical support

What you don't get

- Full producer control
- Full customisation
- Full user flexibility

Cost: ££-£££



Platform options: High

Fully customised with high-level options/interactivity/features

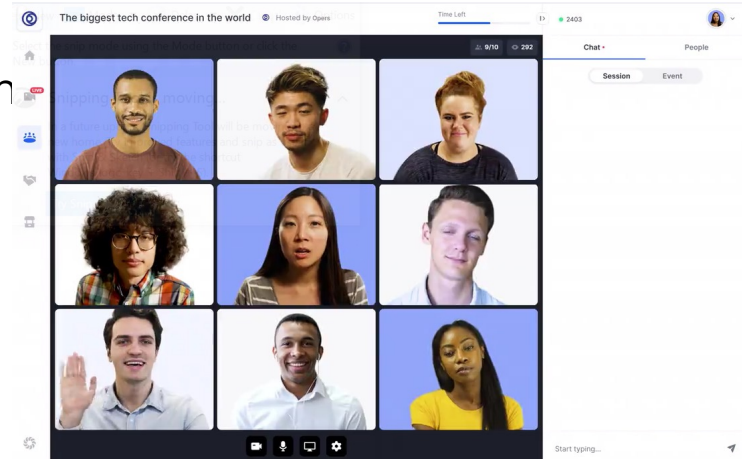
What you get

- State-of-the-art UI and UX
- Fully branded, totally customised platform
- In-platform integration with bolt-ons
- 24/7 Technical support






























What you don't get

- Bullet-proof reliability or security

Cost: ££££+



Virtual Production

	Simple, 'home' studio	Pro studio set-up	Green screen backdrop	Apartment rental	LED, immersive xR studio
AV Quality		 	 	 	  
Camera/s				 	  
Crew support					 
Interactivity features				 	  



Business Consultancy



Applied Creativity



Seamless Execution