Videoconferences solutions

Backstage Production Group
The Covid-19 topic is being debated on a global level, as it has a great social and economic impact. For people in Europe, respectively Romania, the risk associated with Covid-19 is considered to be moderate to high, based on the probability of transmission.

Companies as well as educational institutions must limit or adjourn group events and encourage teleworking and working from home, in order to prevent the transmission of the virus.

In this context, events and conferences do not really need to be avoided, since there are virtual solutions: videoconferences, web conferences, webinars.
Who are these services for?

- Companies that promote their services through events with multiple participants, so they need to set up a conference room for an experience that is as real as possible for the virtual participants.
- Companies that organize sales and marketing conferences.
- Companies that organize conferences with employees from several work points.
- Chambers of commerce and industry who intend to maintain a solid relationship with the members.
- Public and private educational institutions.
Webinars

This is a type of web conference that enables work and interaction between the presenter or host and his audience.

Webinars enable the host to give a presentation, thus making possible unidirectional as well as bidirectional communication between all participants by means of live chat or other included features.

These are useful for setting up training session, sales or product demonstrations.
Videoconference

The videoconference provides a high definition audio and video connection, as the videoconference systems allow high quality visual communication ensuring, at the same time, a connection between several participants. They do not focus on the presenter, but rather on the group, as they might involve the setting up of a conference room.

Backstage Production Group uses specialised equipment which includes large display for content (LED or plasma screens), video camera, as well as the videoconference platform.

By using videoconference systems, you can set up online meetings between several participants which have equal contributions in reaching the business goals, as well as face to face meetings.
What we provide

Backstage videoconferencing platform includes the following functions:

• Maximum number of audio/video participants: 1000
• The participants: presenter and participant - 999 presenters and 1 participant or vice versa
• Participants can share any content including video
• Registration of participants
• Rehearsals on a test event page (private page)
• Q&A session, two options available: with written questions, read by the moderator or with "race hand" and the moderator gives the word to the selected person
• Event recording
• Event statistics
What we provide

The videoconference platform, in case the customer does not own one already. **If the customer already has such a platform, we use it and we add the following services:**

- event planning
- event managing direction
- content personalisation
- design and graphics so the conference has the personality of the brand
- backdrops and scenery for speakers
- professional hardware for video editing
- mixing tables, video cameras
- professional sound recording, microphones
- technical support all throughout the duration of the conference
What we provide

Participants can:

➢ view documents
➢ watch presentations
➢ answer to polls, live chats and Q&A sessions in real time
➢ watch and share content as easy as during a face to face meeting

These improved features allow users to better comprehend the analysed data or topics and to develop new ideas or to rapidly expand on pre-existing ones.
Videoconferences advantages

- Cost efficiency
- Simplified communication
- Productivity increase
1. Cost efficient

- Employees already have desktops, laptops or mobile phones.

- In the context of limited travel, videoconferences become optimal solutions for maintaining interactions with the target audience.

- For customers with a constant need for videoconferences, we provide hardware, installing and technical support and maintenance after sales as many times as necessary.

- While the investment on videoconference hardware might be expensive, on the long term the videoconference will save money by significantly reducing travel costs.
2. Simplified communication

- Employees can work remotely without being required to meet at the same physical location.

- A videoconference or webinar will provide to the participants the necessary framework in which they can feel like in a face to face meeting.
3. Productivity increase

- Productivity increases

  - Preparation and meetings with the staff can be more efficient through a videoconference and webcast, since all employees can take part, regardless of their location, improving communication between employees and departments.
  
  - This enables meetings to be faster and more decision oriented, increasing involvement and allowing employees to work more efficiently.
Case studies
Streaming videoconferinta

Servier Pharma
10 cities & 10 conference room
Unilever

15 countries
Videoconference

Dell

7 countries
Equipping conference rooms
Equipping entertainment halls
Thank you!

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