


# LIVE EVENT VIDEO



knovio.com | 781-259-9300



Live event video is the fastest way for you to reach new audiences, quickly re-purpose content, and create new revenues streams. Organizations that record live events and re-package them often increase event revenues by 30% or more. Leading global brands like Campbell's Soup, Aetna, and Express Scripts rely on the Knovio platform for both their live and on-demand events.

## Do more with Event Video

1. Offer post-event access to all tracks.
2. Create rich media, interactive online experiences.
3. Upsell premium event content after the event.
4. Curate showcases for marketing, training, and learning programs.

## Six Step Event Capture Process

1. Record the event (use your crew or KnowledgeVision video specialist).
2. Upload speaker presentations to Knovio platform.
3. Synchronize presentations with video or audio files.
4. Publish to your branded Event Showcase.
5. Set up guestbook for registered access to content.
6. Measure content effectiveness and use actionable insights for planning.

## Interactive Attendee Experience

1. Access an Event Showcase from any device.
2. Choose one or many video tracks or sessions.
3. Watch presenters give their presentations.
4. Interact with presentation using zoom, chapters and thumbnails.
5. Download supplemental materials and event presentation.

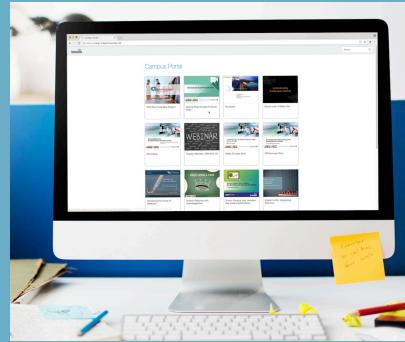
# WHAT IS LIVE EVENT VIDEO?



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LIVE EVENTS



SHOWCASE



ONLINE  
EXPERIENCE

Live event video is the event solution for companies that produce lots of live events but their customers, partners, and employee can't always attend. Record and re-package a live event for on-demand viewing with secure logins and option to monetize the content. Engage your viewers with rich media online experiences with customized, branded content portals.

## LIVE EVENT VIDEO PACKAGES

### Event License

(custom pricing /event)

1. Branded showcase
2. Branded player
3. Viewer-level analytics and insights
4. Unique event web address - available for one year
5. E-commerce paywall for post event access\*
6. Advanced registration options\*

\* **premium event services**

### Optional Event Services

(\$1,500/day/specialist)

1. Project management of entire process
2. Recording by KnowledgeVision video production specialist
3. Sync presentation with audio/video files from event
4. Enhance presentations with clickable chapters & thumbnails
5. Add footnotes and links to reference materials, presentation deck, and more
6. Live streaming license (per event)