



HOUSE OF EIGHT  
MEDIA

---

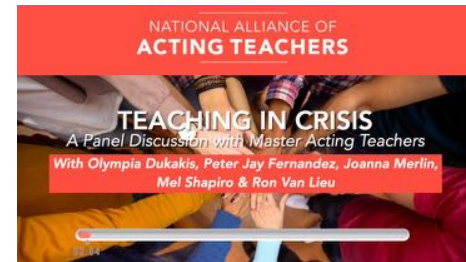
# High Impact Online Events

Contact: **Mike Buffo**  
mike@houseof8media.com  
(323) 945-3979

# Live and Online Event Types

House of Eight Media has experience designing and managing a wide variety of live and online events.

Conference • Summit • Concert • Trade Show • Awards Ceremony  
Workshop • Corporate Event • Fundraising Gala • Symposium



# The 5 Cs of a High Impact Event

---

By considering all of the “5Cs” in designing and producing your event, we deliver maximum value to organizers and attendees.



## Content

Discover new ideas and new approaches. Meet experts. Find inspiration. Develop expertise.



## Connections

Meet new people. Expand network. Expand influence.



## Conversations

Synthesize ideas and discuss applications with like-minded people who have a shared context.

## Commerce

Promote brand. Expand business relationships. Sell products or services.

## Camaraderie

Relax and have fun with people who share interests and values.

# Experience: Virtual Events and Video Production

Our experience producing virtual events ensures high creative standards and a smooth production - onsite or remote.



**Entrepreneur Showcase: Food with JEDI Impact**  
10th Annual Food Investor Fair

Hosted by The esteemed Investor Feedback Panel!

After the Showcase, meet the 2020 Finalists and in the Expo!

**ESCA BONA**



Digital NEST  
EMPOWERING YOUTH TO LEAD NOW

**CAREERS NOT JOBS**

JACOB MARTINEZ  
FOUNDER & EXECUTIVE DIRECTOR

**REVO.LUTION**

Saturday, 20 Jun 2020, 3:00 PM  
Pacific Time (US and Canada)

Virtual Event Production By **HOUSE OF EIGHT**

[REGISTER](#)



Employment & Macroeconomic Impact

Category	Area	Impact	Impact	Impact
Direct	Jobs	100	100	100
	Revenue	\$100M	\$100M	\$100M
Indirect	Jobs	100	100	100
	Revenue	\$100M	\$100M	\$100M
Total	Jobs	200	200	200
	Revenue	\$200M	\$200M	\$200M



# Process Outline

---

We follow a comprehensive design and production process to define and support organizer goals before, during, and after an event.

## Design

- Event goals
- Audience profile
- Technology stack
- 5C elements
- Sponsorship program
- Registration workflow

## Setup and Preparation

- Platform configuration
- On-site venue(s)
- Organizer, facilitator, and attendee training
- Registration setup and tracking
- Marketing and sales

## Event Management

- Event hosting and facilitation
- Organizer, speaker, and exhibitor support
- Attendee support
- Tech troubleshooting
- Interim reporting and analytics

## Post-Event Production

- Summary reporting and analytics
- Highlight reels
- Evergreen content production
- Debrief and lessons learned