



ten & one

Tao

欧洲之路。

European Incoming.

BRINGING VIRTUAL TO LIFE

Think of one more.

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INTRODUCTION

Think of one more

Think of one more.



INTRODUCTION

NEW ROOMS – NEW FORMATS

At a time when everything seems to be at a stillstand, companies are missing the power of events. Events create interactive experiences, generating positive emotions and responses among their participants. That is why we still need to “meet” in order to develop ideas, messages and business.

ten&one offers new formats in new spaces.

Whether webinar, virtual workshop or exhibition, our experts create the right virtual concept for and with you, in a virtual space tailor-made for your event.

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INTRODUCTION

THINK OF ONE MORE

We have the right space, we have the right channels to transport your messaging, professional audio-visual technology and a first-class keynote. What else do we need? A suitable guest-speaker? No problem. And what about a relaxed warm-up at the start of the virtual conference, to get your participants into the right frame of mind for a professional meeting? Finally, some stimulation for the eyes and ears – a show performance, a singer-songwriter?

But something is missing... A beer together would be great. But the office fridge is empty! Not to worry, we have thought of that as well and have already sent enough bottles for the team a couple of days before, together with an encouraging letter.

Look forward to further ten&one features, that will bring your virtual events to life.

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FORMATS

From real to virtual

Think of one more.

FORMATS

VIDEO CONFERENCE

Already standard in many companies. Skype, Zoom & Co. all offer functions such as screen-sharing and document administration, some even offer breakout rooms for smaller, independent groups.

Even with these seemingly simple conference formats, a host is required who masters all the available functions of the software as well as the equipment (good cameras and headsets, external screens and WLAN-repeater). We offer you everything you need.

WEBINAR

Webinars are conceived to allow communication from one point to many others. They allow interactivity and the incorporation of further media such as video and interactive screens. The use of questionnaires before and after the event, as well as recording, make webinars ideal for training and product presentations.

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FORMATS

VIRTUAL WORKSHOPS

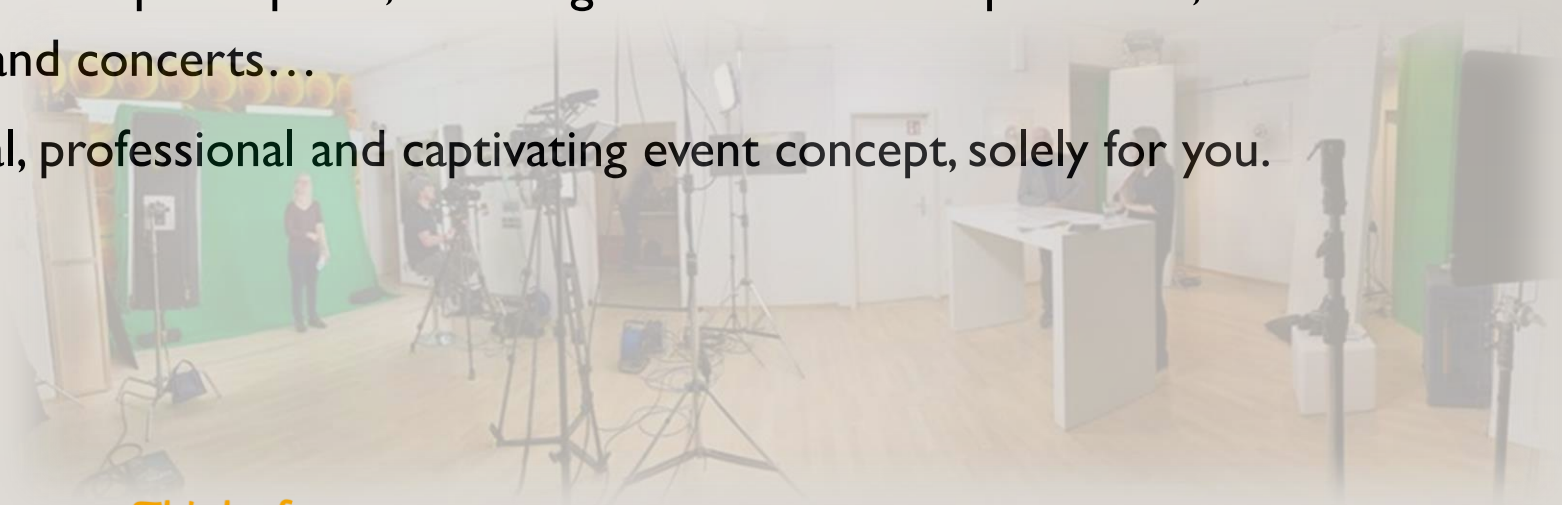
Workshops are often the starting point for important changes in a company. Stepping back and using creative techniques in small groups to find solutions – either for hours or even days. Combinations of video conferencing with different tools, such as a virtual pinboards, can offer a close simulation of a real workshop. Typical workshop formats, direction of the event by an MC, discussions and voting or immediate participant feedback is all possible. A joint warm-up to start the workshop relaxes participants and eases the atmosphere, while generating the necessary level of attention.

FORMATS

VIRTUAL CONFERENCES

Professional planning and direction play a leading role in these virtual events. With these two elements under control, almost anything is possible. Round table discussions in a studio, with speakers from other locations joining in virtually, Q&As, voting, the integration of video and films, connection to individual participants, the integration of workshop formats, the live broadcast of performances and concerts...

We will develop an individual, professional and captivating event concept, solely for you.



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FORMATS

VIRTUAL EXHIBITIONS AND TRADE FAIRS

Virtual trade fair and exhibition tools allow for as realistic a trade fair experience as possible, through one's own browser.

The exhibitors wait “behind” their eye-catching stands in 2D or 3D, generate contact with trade fair visitors through live chats and can provide them with fact sheets, links and further content in real time. Keynotes or expert-talks are broadcast to exhibitors and visitors through live streams.

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OUR CONCEPT

How we approach the task



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APPROACH & CONCEPT

DRAMATURGY / DRAMATIC COMPOSITION

The attention span of participants at virtual events is generally shorter than in face-to-face events, which makes dramaturgy even more crucial – tailor-made for the format, the length and the target group.

- The ideal length of an event depends greatly on content, messaging and the number of participants, and needs to be finely adjusted.
- Breaks, visual or audio support, as well as the active inclusion of participants all help to maintain the attention of viewers and listeners.
- A host or presenter guarantees the format, the flow and order of the event, as well as its structure.
- Content from sponsors, polls and surveys, networking (with games) etc. can be used to fill breaks
- Fascinating images and content, interesting presentations and a very good speaker help to keep the participants' active attention.
- Surprise your audience!

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APPROACH & CONCEPT

GOOD PREPARATION IS EVERYTHING

And that includes:

- A clear briefing
- An exact analysis of requirements and needs
- A fitting concept
- Detailed preparation
- Professional equipment (microphone, camera and lighting)
- Test, test and test again

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APPROACH & CONCEPT

LIVE DIRECTION

If you would like to show different external speakers and content we offer you new formats by using a live direction. Unlike usual web conference tools, we can actively decide what appears how, where and when. You can imagine this like a live TV-show.

This means that we make sure that the technology perfectly supports the content of your events. We can invite up to 8 external callers and include over 1000 inputs like videos, sounds, animations, power point presentations, websites, unlimited cameras and guests into our online direction. The final product – your event – can be streamed on any platform.

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APPROACH & CONCEPT

VIRTUAL, BUT VITAL

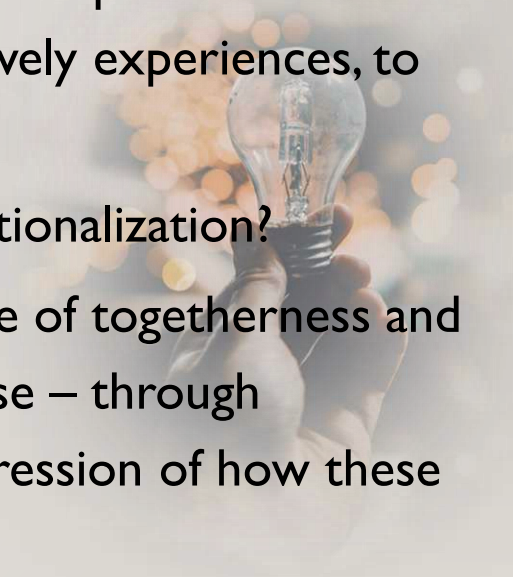
Just like an offline project, a virtual event needs to be vibrant and filled with life.

We offer you complete solutions for your virtual event including design and conceptualization, organization, management, direction and production. Your speakers and workshop-leaders can focus entirely on their essential content, which we reinforce through vivid, lively experiences, to anchor your core messaging in the memories of all participants.

But how is it possible to bring virtual events to life and ensure positive emotionalization?

By generating a sense of achievement, respect, a satisfaction of needs, a sense of togetherness and shared identity. But also through music, humour, taste, smell and – no surprise – through surprises! Take a look through the following pages and click [here](#) for an impression of how these elements can be blended for success.

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OUR IDEAS

How we implement them



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IDEAS

IMMERSIVE THROUGH VISUAL TRANSLATION

GRAPHIC RECORDING allows Powerpoint presentations or complicated, interconnected content to be translated into simple visual imagery in virtual events. This process ensures that content is made understandable and accessible to even the most jaded of participants, in a way that is varied, humorous, coherent and clear.

An illustrator creates an image live, which is shown, for example, on a split screen – on one side is the speaker, on the other the image is drawn. The drawn image contains core statements and bullet points in symbols, metaphors and graphic elements, and provides a visual big picture of the complete message. This image can then be sent to the participants or communicated further through social media.

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IDEAS

IMMERSIVE THROUGH ACOUSTIC TRANSLATION

Robeat notes the contents of individual meetings and conferences and then relays this back to his audience (before or after breaks, or at the end of an event) in his very own way, emphasizing key facts.

A mixture of **BEATBOX** musical sounds ensure audience attention and fun during the event, as well as sustained messaging and a great atmosphere afterwards.

You won't believe that the core messaging of an event can stay with you so long!

Think of one more.

IDEAS

IMMERSIVE THROUGH INDIVIDUAL INITIATIVE

Using the hashtag **#ACTIVATEYOURLIFE**, guests are actively urged to take a break from their computers, engage themselves with a particular theme for a set time and so generate creative, inspirational or funny photos and videos which they can share online.

- A quiz or a small knowledge game
- Perfect Day, Perfect Break

There are no limits to the themes that can be used. The images can be posted to a closed group on LinkedIn and liked. A stopwatch countdown shows the remaining time participants have to “like” their favourite posts.

At the end of the event, the posts with the most likes receive awards. Other forms of contest can also be run during the event. We will develop custom-made challenges, unique to your event.

Think of one more.

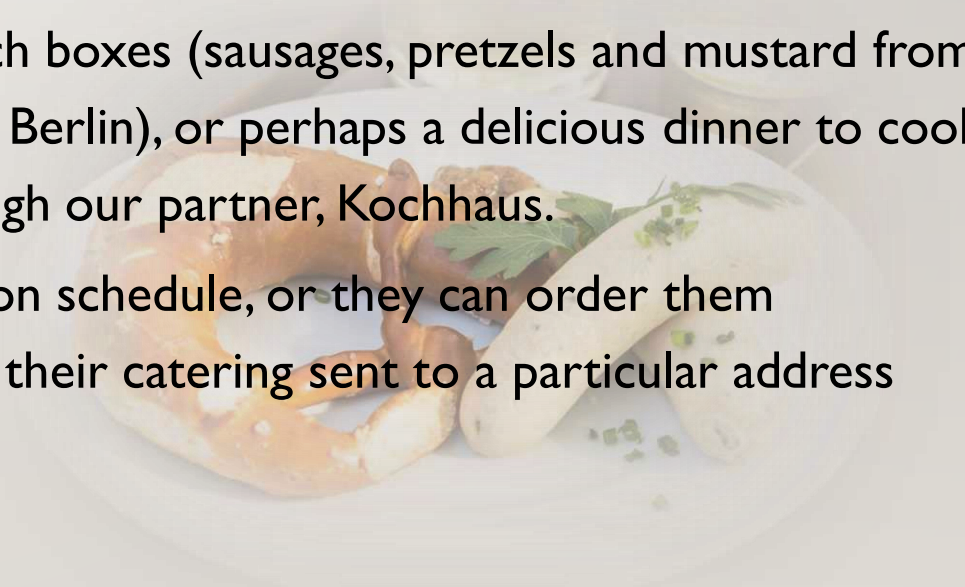
TASTE & SMELL

DELIVERY SERVICE

An event without catering? Unimaginable. Many people consider food and drink to be the most important element of an event.

Then why not have the catering delivered directly to the client? Muesli for breakfast, branded cookies and cakes for a coffee break, regional lunch boxes (sausages, pretzels and mustard from Bavaria or currywurst, fries and pilsner beer from Berlin), or perhaps a delicious dinner to cook yourself? All this and much more is available through our partner, Kochhaus.

We will send the individual boxes to your guests on schedule, or they can order them themselves with a voucher code, in order to have their catering sent to a particular address (naturally in accordance with GDPR).



Think of one more.

HEARING

MUSIC, TONES AND SOUNDS CREATE EXCITEMENT

An event completely without music? Hard to imagine.

Introductory music, applause, the integration of your own audio CI and sounds specially developed for the event all create an exciting atmosphere. In a live-streaming event, live sound design is also possible.

A violinist, a singer-songwriter or perhaps a well-known **MUSICIAN** can be broadcast into the event - from a concert hall or from beside a campfire on a beach - ensuring goosebumps for everyone watching and listening, whether at home or in the office.

Think of one more.

LAUGHING

...IS CONTAGIOUS

Imagine that one of the conference guests drops his pen, then his mobile phone and then his coffee mug.

But instead of excusing himself, he starts juggling with them!

This could be the lead-in for an unexpected, seemingly impromptu **STAGED PERFORMANCE**, but lots of other scenarios can also be developed.

What about a speech that becomes more and more absurd, before giving way to a **FULL-ON COMEDY PERFORMANCE**?

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LAUGHING

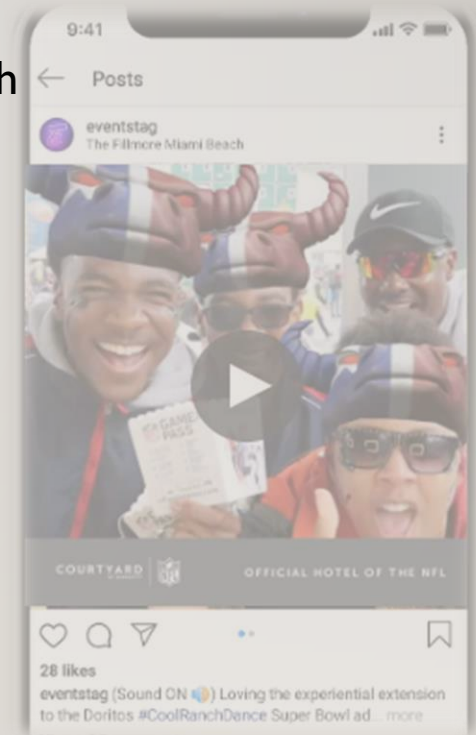
...SOMETIMES IT'S GOOD TO LAUGH AT YOURSELF

During a break, participants are invited to use an online **PHOTO BOOTH**. Through a link, laptop cameras and mobile phones can be connected to back-end software, which generates **3D ANIMATIONS** and overlays.

Or a **CARTOONIST** can create images of individual participants and presenters from behind the scenes – in amusing or more serious styles.

Following the event, these artworks can be presented, adorned with logos, slogans or key visuals, ready to be admired, forwarded, posted and liked.

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PLAY

PAY ATTENTION & JOIN IN

An **ONLINE QUIZ** tests the audience's knowledge of the content being presented, with knock-out rounds for all participants. After each round, those with the fewest points leave the quiz until only the winner remains.

A **VIDEO CREATION ACTIVITY** will bring the participants together – not physically, but virtually. Through a link, they receive instructions for the video they are meant to generate (down, down, swipe left), the camera starts to roll and the guests create their own short film, which is then merged with other videos (e.g. TikTok) – bringing them together with celebrities or other event guests. The finished films can be downloaded and shared.

Think of one more.



EXCERCISE

WARM UP & RELAX

If you want to move people, sometimes you must make them move!

In order to inject some variety and stimulation into the periods directly before, between or after event sessions, trained coaches can offer participants effective, five-minute workshops

- Warm-up
- Relaxation and loosening of the neck and back muscles, and the body's whole motor system
- Short meditation and relaxation sessions

Think of one more.

OUR SERVICES

What we offer

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OUR SERVICES

FULL SERVICE

Alongside consultation services and the conception of your virtual event, we also offer:

- Renderings & Graphics / Creation of virtual rooms, offices, studios, exhibitions stands in 2D and 3D
- Consultation services and support with collaboration tools
- Generation of invitations, virtual guest management, reporting and evaluation of leads
- Creation and management of live streams
- Online live direction
- Creation of virtual trade fairs and content curation
- Provision of professional equipment
- Give Aways
- Tips, tricks & more...

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360°



VIRTUAL ROOMS



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TAO

Team Thinking.



VIRTUAL ROOMS



EXHIBITION BOOTH

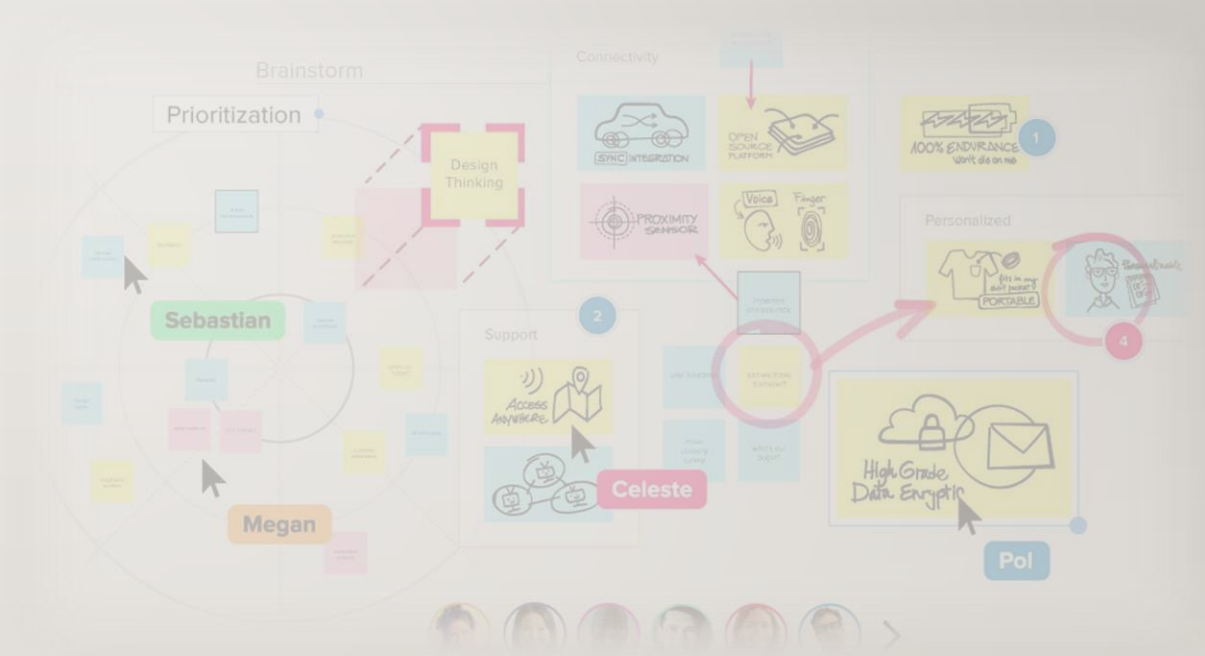
TOOLS FOR COLLABORATION

WHITEBOARDS & CO.

There are lots of ways to support team-meetings and workshops. Whiteboards, screen-sharing, mind-maps or virtual pinboards can all assist with complex questions, as well as with communicating, regardless of location.

Tip: Some of these support tools are only suitable for small teams or recurring meetings/webinars. We can support you with finding the right tools for the job and give you advice on how best to use them during your event.

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EQUIPMENT

GREAT PERFORMANCE – EVEN IN YOUR OWN OFFICE

- High-speed routers, guaranteeing stable internet connection
- Custom-made, three-capsule microphone with clear, powerful sound in broadcast quality
- Webcam with high resolution, automatic focus and tripod, as well as mounting clips for laptops or monitor



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GIVE AWAYS

There are numerous give aways that can be used to enhance virtual events – just as they enhance offline events. Some can be helpful little gifts; some are practical and some are simply for entertainment. In any case, branded give aways will remain in your guests' hands and on their desks long after your virtual event is completed.

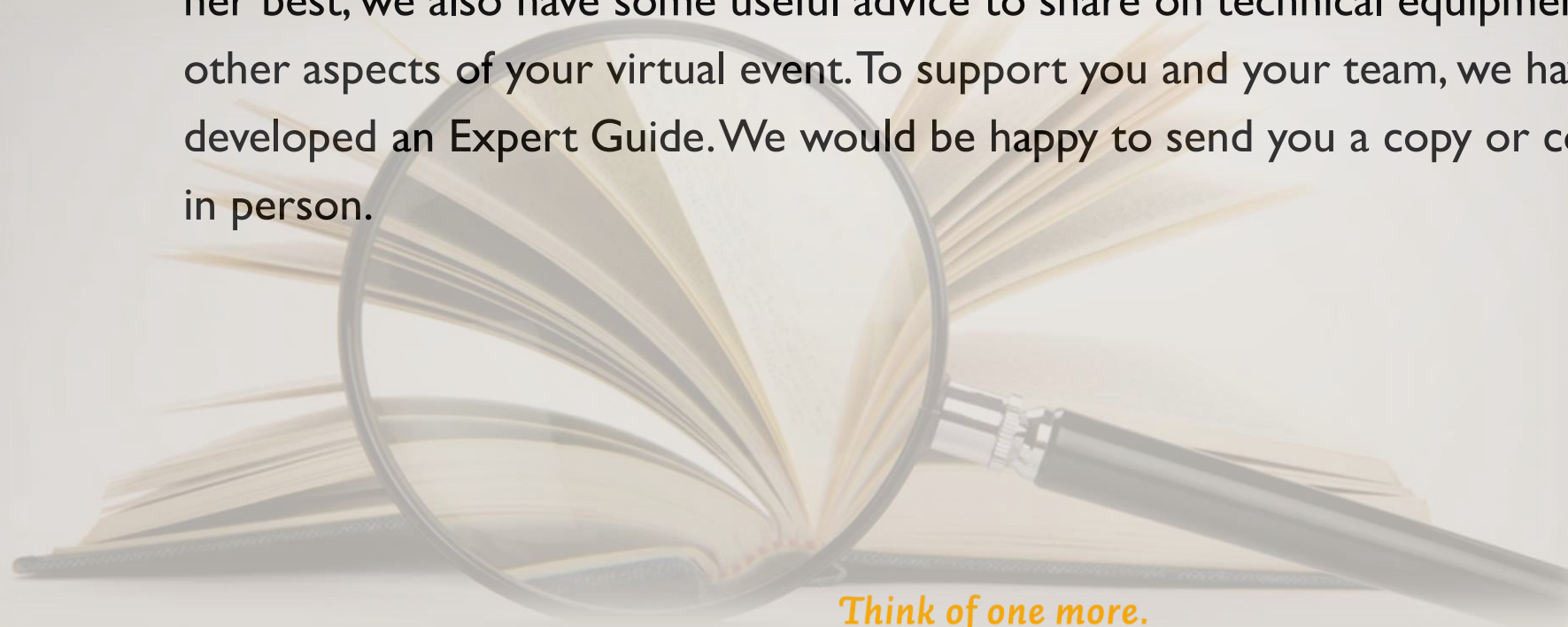


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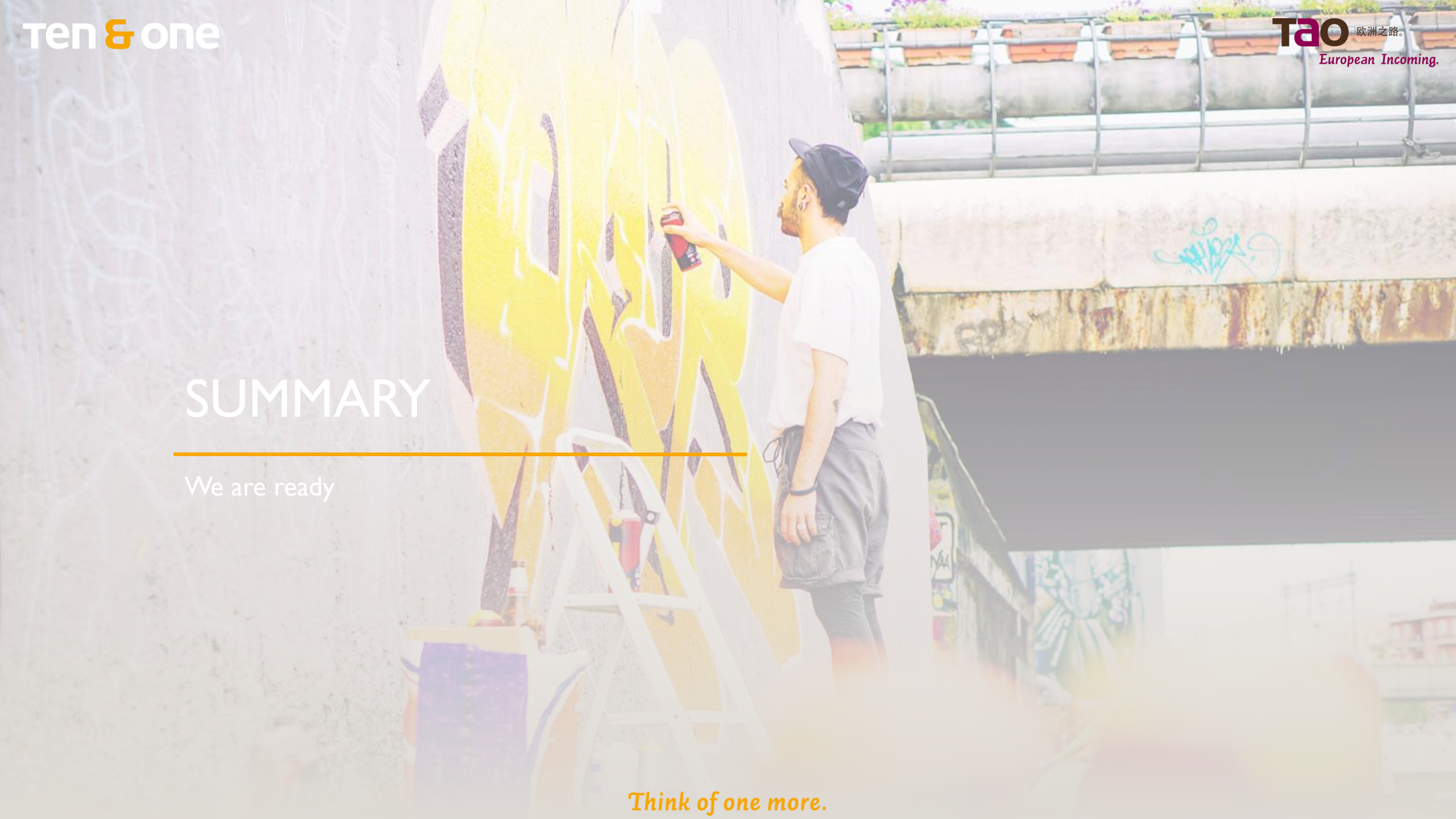
EXPERT-GUIDE

TIPS FROM OUR EXPERTS

Alongside tips on how we make sure your speaker is looking and sounding his or her best, we also have some useful advice to share on technical equipment and other aspects of your virtual event. To support you and your team, we have developed an Expert Guide. We would be happy to send you a copy or coach you in person.



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SUMMARY

We are ready

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SUMMARY

&ONE - PROMISED!

Virtual events are quickly becoming standard.

In future, your image will also be transported through the quality of your virtual events.

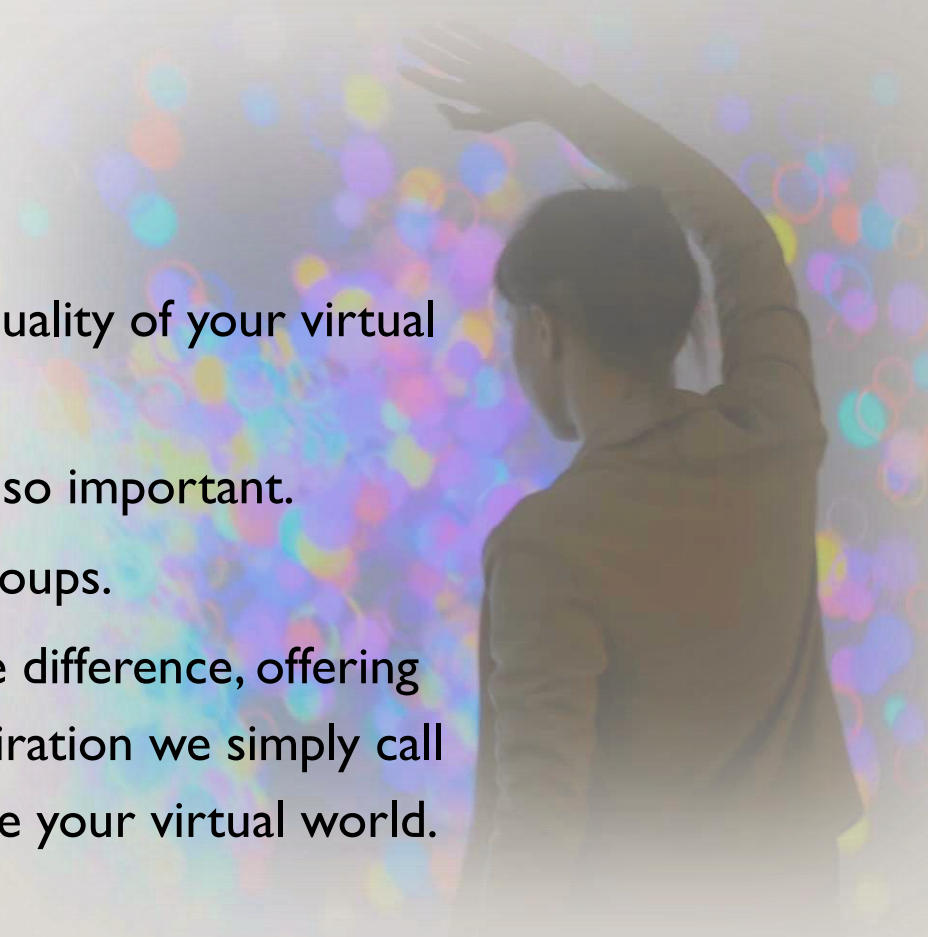
And that is why strong partners, who guarantee quality, are so important.

Together, let's stream your message direct to your target groups.

Whether through virtual or real events, ten&one makes the difference, offering new impulses, going above and beyond the norm. It's an aspiration we simply call "&ONE". &ONE is the exacting standard by which we shape your virtual world.

&ONE brings your virtual event to life.

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