

AUCKLAND LANTERN FESTIVAL 2021

EVENT MOBILE APPLICATION & HYBRID EVENT PROGRAMME





AUCKLAND LANTERN FESTIVAL 2021 EVENT MOBILE APPLICATION & HYBRID EVENT PROGRAMME

EVENT APP

AVAILABLE ON IOS & ANDROID WITH FEATURES FOR INFORMATION, NAVIGATION, TICKETING & ENGAGEMENT.



HYBRID EVENT

STREAMING / WEBINAR / STAGE / STUDIO

- live programmed interactive streaming event
- two hour live stream sessions
- streaming host / existing staged content
- lower third & logo advertising & sponsorship
- scalable programme / agile small team
- specific dependencies / analytics / KPI's
- ZOOM, YouTube & Facebook Live



SCALEABLE HYBRID ACTIVITY

OPERATIONS

CAMERAS / STUDIO / OPERATIONS - LOCATIONS



camera positions

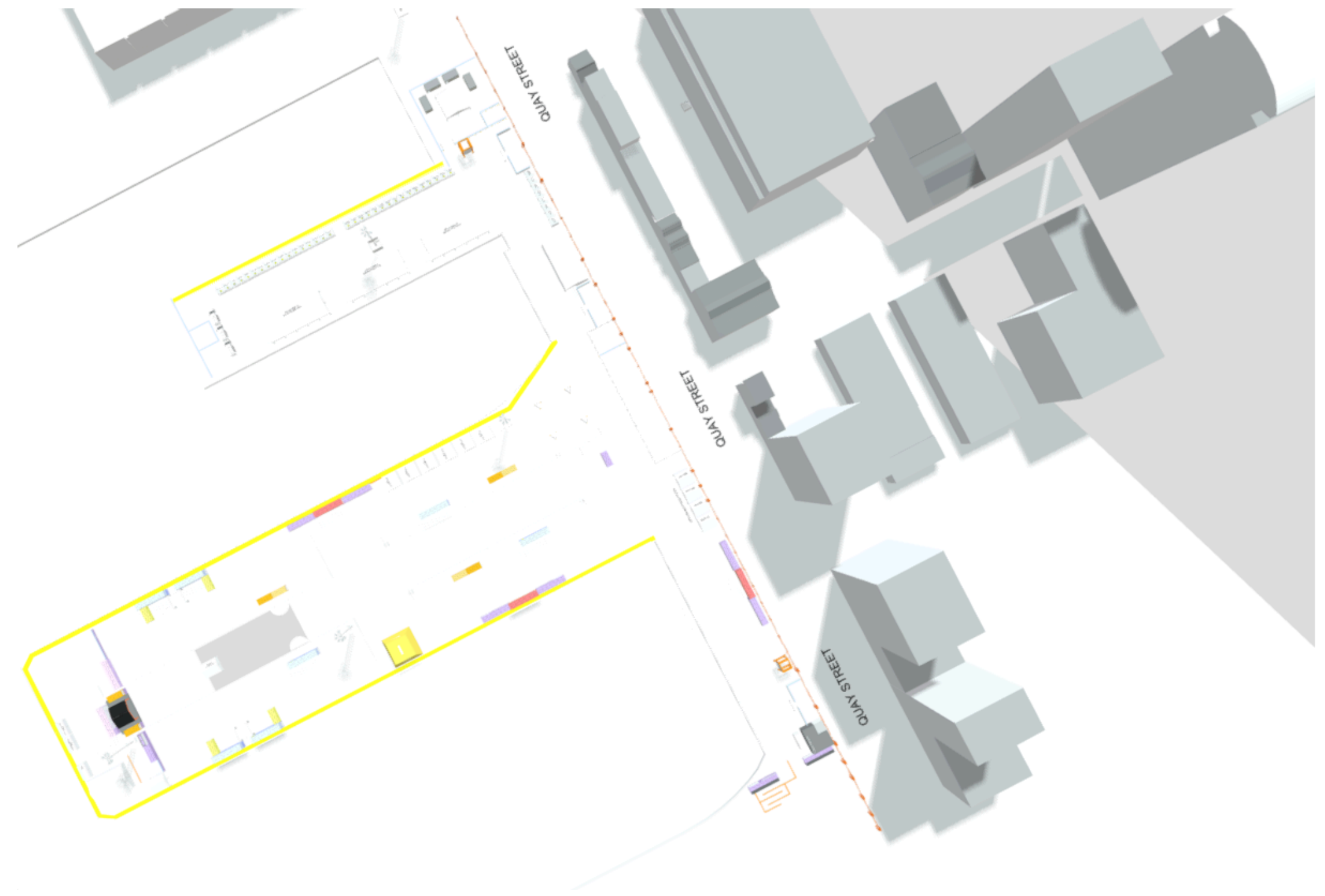
studio location

ob / operations

LIVE TO AIR

PROGRAMMED SCHEDULE / LIVE!

- a 120 minute interactive streaming programme to coincide with each of the event sessions - 7 sessions from Thursday to Sunday of the event schedule.
- 4 cameras used at 8 locations capturing stage & featured event content.
- a studio & host; live & prerecorded items; interactive items & interviews (scalable).
- sponsor & information lower 3rd graphics & logos - high value repetitive brand activation.
- live to ZOOM, FaceBook & Youtube.



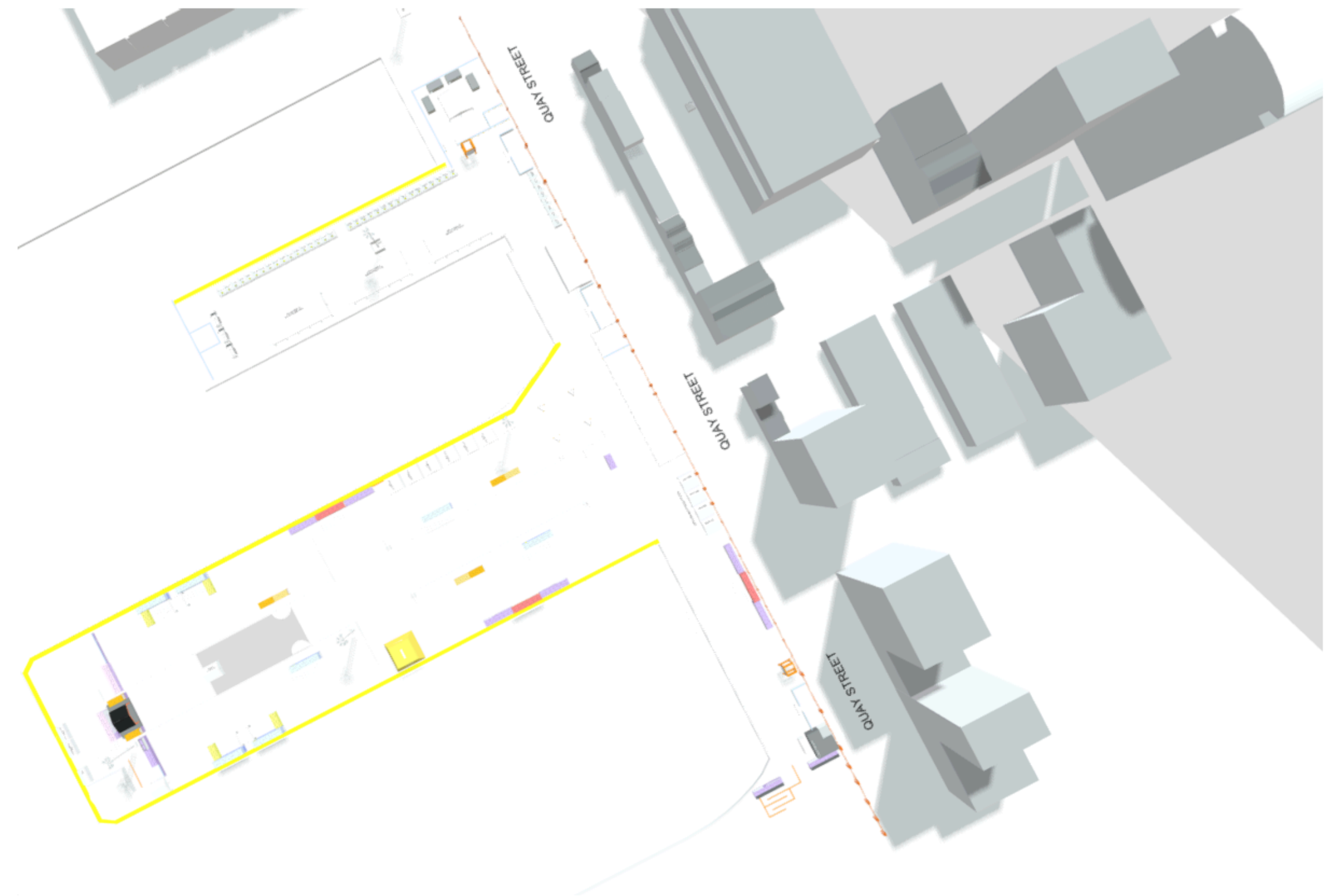
ACTIVATIONS / IV'S / FEATURES

PUBLIC ENGAGEMENT & INTERACTION / INTERVIEWS* / FEATURED AREAS & ITEMS

Public engagement & interaction will be designed to scaled to suit the existing alert levels for the event. The scalable elements include the live camera content in a script schedule designed to be agile with an expectation for change & adaptability.

The 3 elements of the script that will change over the schedule are activations, interviews & featured event content.

We are confident that content can be indicative of the event core values at all levels of alert.



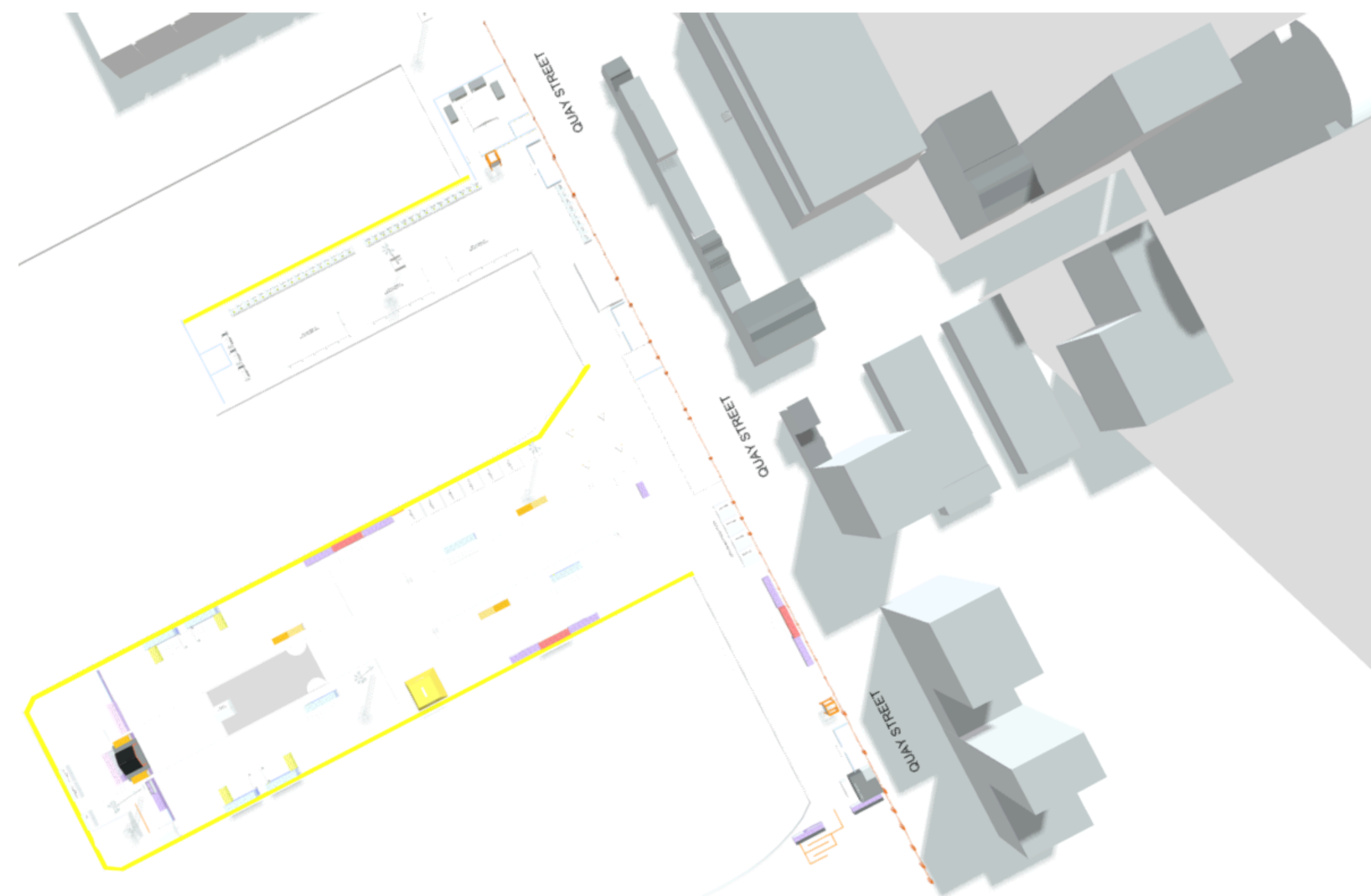
AR, ONLINE & NAVIGATION

AR ACTIVATIONS / NAVIGATION & INFORMATION

The hybrid event offers options in information & navigation on the event schedule & alert levels.

An App offers interactive elements to attendees & remote users - offering an enhanced event & brand experience that can also be scaled to suit alert levels in the context of the hybrid event schedule.

We intend to develop 360°, 3D, AR content with the streaming product to deliver a comprehensive platform for public engagement.



**WE ARE PRESENTLY AT ALERT
LEVEL 1**

97% OF EVENT MARKETERS BELIEVE...

A STAGGERING 97% OF EVENT MARKETERS BELIEVE WE WILL SEE MORE HYBRID EVENTS IN 2021 THAN EVER BEFORE. ([BIZZABO](#), 2020)

35% OF VIRTUAL AND HYBRID EVENTS

35% OF VIRTUAL AND HYBRID EVENTS WOULD REQUIRE THE SERVICES OF A FULL-SERVICE AGENCY. (AMEX, 2020)



71.5% OF EVENT MARKETERS REPORT THAT...

AN OVERWHELMING 71.5% OF EVENT MARKETERS REPORT THAT VIRTUAL ENGAGEMENT TOOLS WILL PLAY A BIG ROLE IN THEIR EVENT STRATEGY FOR 2021. ([BIZZABO](#), 2020)



**Auckland
Unlimited**

