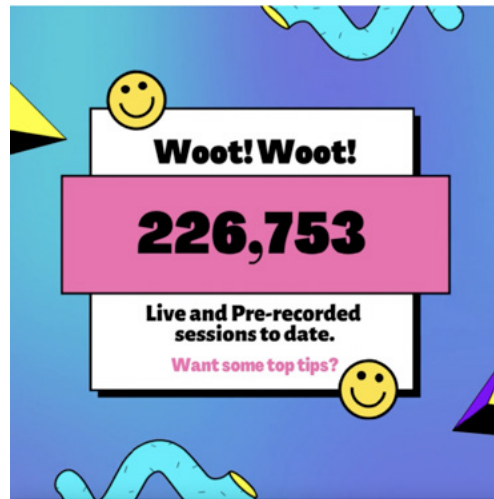


# Lead Magnet Campaign: Ads



## SOCIAL AD #1 -- “We Know a Thing or Two About Presenters”

After broadcasting over 226,753 live and pre-recorded sessions, we’ve learned a thing or two about presenters.

JUST BECAUSE THEIR SUBJECT MATTER EXPERTS, DOESN'T MEAN THEY KNOW HOW TO PRESENT INFORMATION.

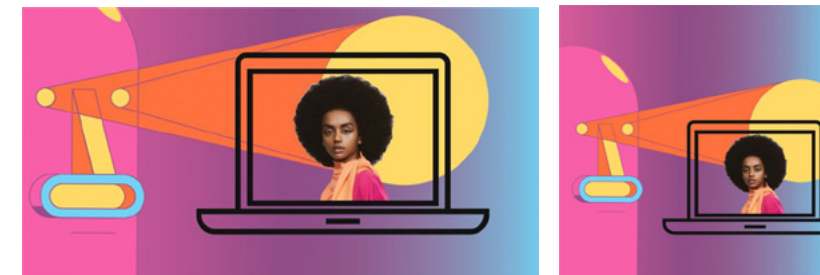
We see it over and over again - poor lighting, outdated audio devices and even spotty Wi-Fi can ruin a recording or broadcast faster than you can say, “Action.”

While we’ve all adapted to video calls, we are not as adept at Virtual Presentations.

Learn how to get the best out of your speakers, dial in your eventflow and create evergreen content for your business. Doing it right the first time increases ROI and feeds your content marketing funnels.

Want some top tips on how to get the BEST presentation from your speakers?

CLICK BELOW



## GOOGLE SEARCH AD #1

Headline: “Evia Events | We’re Doing Digital Experiences Differently”

Body: “Start creating your Digital Experience with us today! Come learn how we’ve created solutions for partners like Microsoft®, Brooks®, and AWS® and their audiences.”



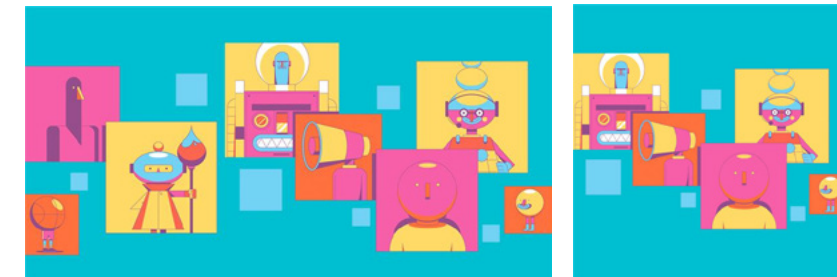
## SOCIAL AD #2 -- “EVIA is Making Your Event Easier”

“We KNOW planning events, whether hybrid or virtual, are massive feats of organization and planning – we bow down to your mad skills! Here’s a handy tool to make your life easier.

Learn how to get the best out of your speakers, dial in your eventflow and create evergreen content for the business. Doing it right the first time increases ROI and feeds your content marketing funnels.

Want some top tips on how to get the BEST presentation from your speakers?

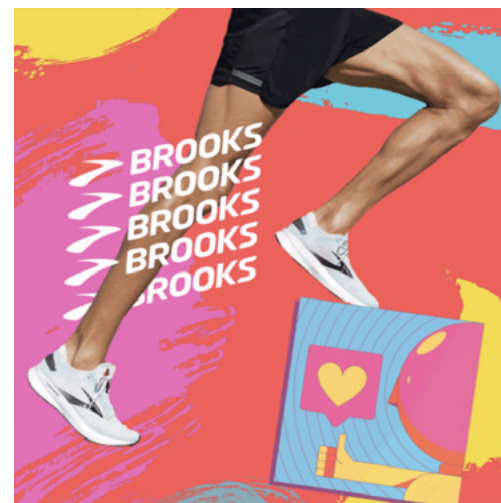
CLICK HERE



## GOOGLE SEARCH AD #3

Headline: “Evia Events | Create a Better Event Experience”

Body: “Digital events are the new normal. Evia provides you with the virtual solutions and production expertise your company needs that are true to your brand.”



## SOCIAL AD #3 -- “We’re Well Connected”

“Evia has been producing hybrid events with Microsoft since 2007.

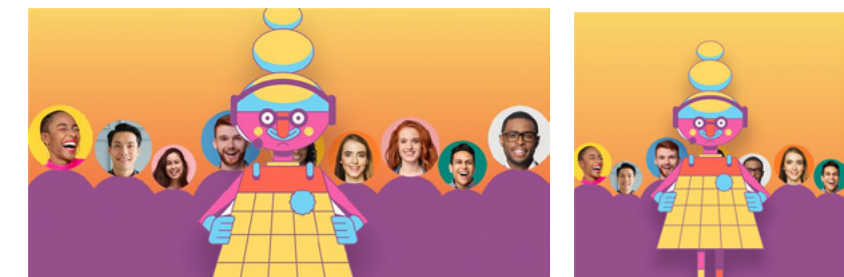
We support Brooks® Running by creating content infrastructure for internal and external events.

For AWS, we integrated with YouTube and developed a custom publishing tool that uploads content in record time: 6 hours post-broadcast.

That’s what we do! Solve problems. Fill gaps. Create solutions.

Come learn why we do Digital Experiences differently.”

[Evia product landing page/Evia homepage/Contact Us]



## GOOGLE SEARCH AD #3

Headline: “Evia Events | Start Planning Your Next Event”


Body: “Design your event, wow your audience. Our experts will take you through a process that is as seamless and well-rehearsed as the digital events we produce.” ”

# Lead Magnet Campaign: Landing Page & PDF

ēvia Events Production Platform Player Journal Contact

## Adding hybrid & virtual courses, events and conferences to your business strategy this year?

Then, it's time to upgrade your video experience.



**No, you don't need a gaming headset.**  
Yes, you do need good lighting.

Learn how to maintain the look and feel of a professional onsite event, even while streaming virtually, with these Top Tips from Evia.

**Every Event Planner needs a "Speaker Prep Kit".**  
Download yours!

Email\*

First name

Last name

Phone number

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## Speakers Gonna Speak

### 19 Top Tips for Virtual Presenters



### Lights

Don't underestimate the power of great lighting! Lighting is key to capturing a high-quality recording.

A well-lit speaker helps the audience connect through nuances of expression and by highlighting the details of their faces.

Natural light works best and consistent lighting, across all of your speakers, elevates the event and feels cohesive.

**"More than 50% of the cortex, the surface of the brain, is devoted to processing visual information."**

William G. Ailyn, Professor of Medical Optics

**Top Tips**

1. **DO NOT** sit with light behind you (aka being backlit).
2. **Day** – For best results, sit facing a window - indirect sunlight will provide good results. Cloudy days are perfect!
3. **Night** – Use a lighting kit, if possible. If you do not have a kit, sit facing a light-colored wall or whiteboard. Place a desk or floor lamp in front of you, which will bounce the light onto your face, like a reflector. Watch for shadows on the wall behind you and adjust!

**\* Equipment**  
**Invest in lighting**

We love this ring light by **Sensyne**. Or try a light panel and stand like **this**.

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### Camera

Many newer computers have built-in webcams with an HD camera, and are good at capturing nice, clean video. If a speaker is running on something older, it can dramatically improve image resolution to upgrade to a camera. Get familiar with your equipment and how to set it up before presentation day.

**Scout it out**

Find an ideal spot in your house that has good, natural light. Spaces such as an office with windows or dining room are good locations.

Never underestimate the power of a blank wall, regardless of color. Be aware of what is behind you in the "frame".

If using a virtual or branded background, be very still or you'll constantly get ears and arms cut off. If you have to use a virtual background, speakers must be really conscious about their movements.

**Equipment**

A **webcam** built for streaming. (Make sure to confirm the computer is compatible!)

We love a **laptop stand!** It helps with camera placement AND your posture. It's light and travel friendly.

A GoPro Hero 7 Black Camera is a great, more affordable option.

**Top Tips**

1. Keep the camera at eye level. Prop up your laptop on a stack of books, or use a tripod or stand to elevate your camera to eye level.
2. When using a camera & tripod, position them directly behind your laptop, allowing you to use presenter view to see slides while still maintaining eye contact with the camera lens.
3. Sit about 3 feet back from the camera and check your framing. Do not sit too close (big face!) or too far back (too much background!).
4. Confirm there is at least 5-10GB of free space on your device (laptop or camera) so you don't max out storage capability while presenting. No storage space, no recording!
5. Before your recording, run practice sessions while recording and make sure the camera angle, audio clarity, and lighting look good.

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## Who we are

With the events world shifting to virtual delivery and remote presenters, we at **Evia** are committed to supporting the delivery of high quality virtual events to our clients and end users. We polish up the presentation process so your event runs smoothly and your speakers walk away happy.

At **Evia**, we have been working to enhance events and create online experiences that closely mimic the excitement of physical meetings for over 28 years. Our solutions are scalable: we can support small to medium business size needs as well as large scale corporate events and conferences.

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