



SYNERGY  
EFFECT

Reach360.



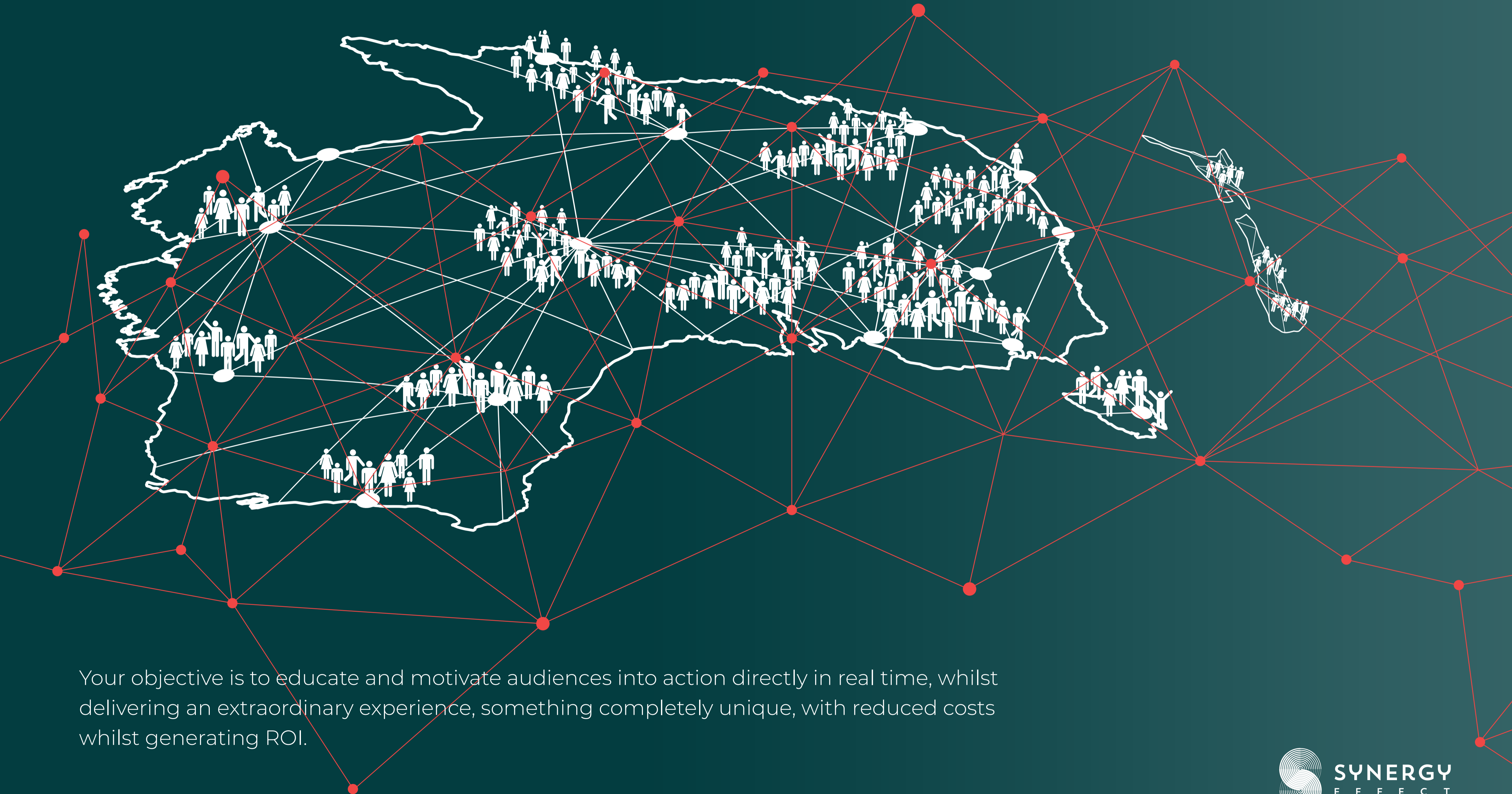
# Reach360:

Connect in-person with all your customers or staff at multiple locations through live, highly engaging and immersive events. Reach everyone at the same time across your region.



# The Challenge:

Your customers and staff are based all over the country, the region, the world. Traditionally it's a time consuming and costly exercise, to deliver information at scale and measure success.

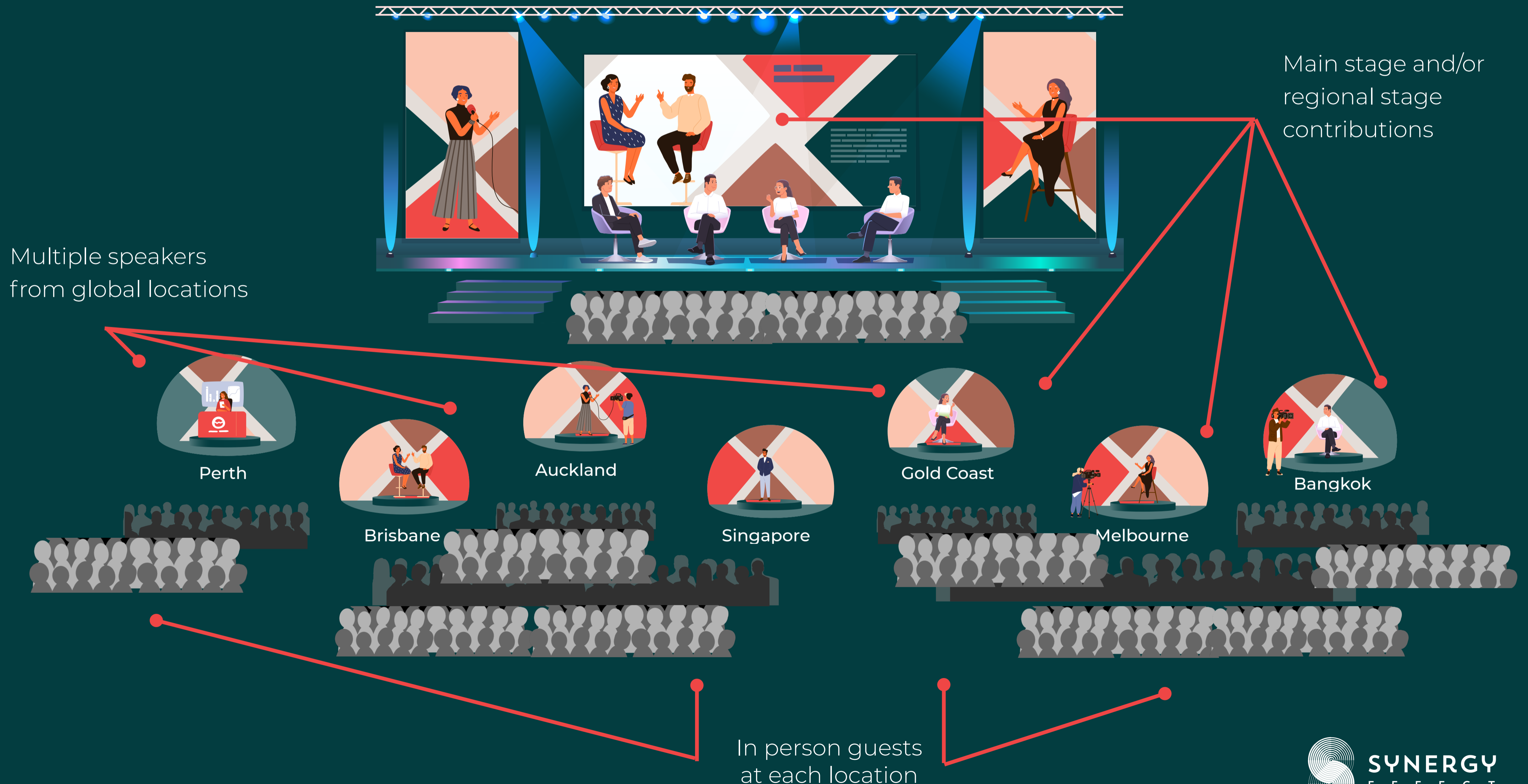


Your objective is to educate and motivate audiences into action directly in real time, whilst delivering an extraordinary experience, something completely unique, with reduced costs whilst generating ROI.

# The Solution:

Synergy Effect has revolutionised the way national and international companies exchange ideas, engage and educate people.

## Simultaneous Multi-location Hybrid



# The Result:

**Reach360** is a Multi-Location Hybrid event product and the perfect solution for international or national companies initiatives to localised groups of customers, partners or staff.

Event-based marketing, and experience planning, design and creative, logistics, AV and technical direction, live group interaction, speaker capture/remote crew management, content and animation development, presentations and delivery.



# Motivate audiences at scale:

Perfect for a national strategy kick-off session to motivate your customers and teams to align to your vision and growth plans.

Host multiple in-person experiences where each location is designed exactly the same, treating everyone as equal.

Extend your reach nationally or internationally.



## International experts:

Speakers can be located anywhere in the world, present and communicate live via TV between locations, or delivery of their keynote.

Speakers appear on a local venue stage, or the dynamic branded 3D virtual stage set for their segment and do not need to be physically in the one space.

This provides a significant saving on time and travel costs, as well as reducing environmental impact.

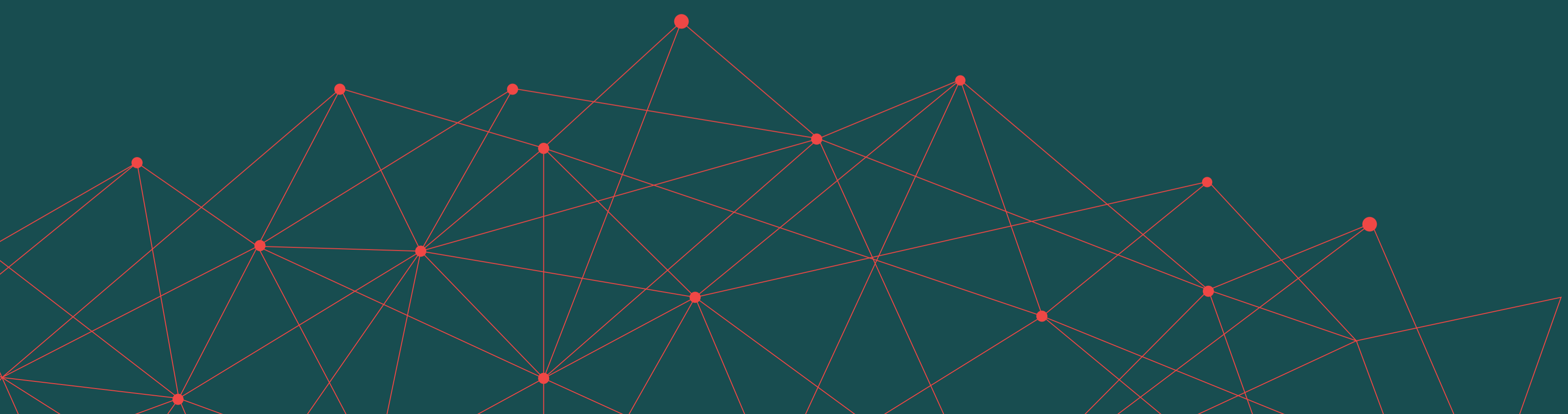


# Guest immersion:

By allowing communities to engage at scale, we have revolutionised the way national and international companies exchange ideas, engage and educate people.

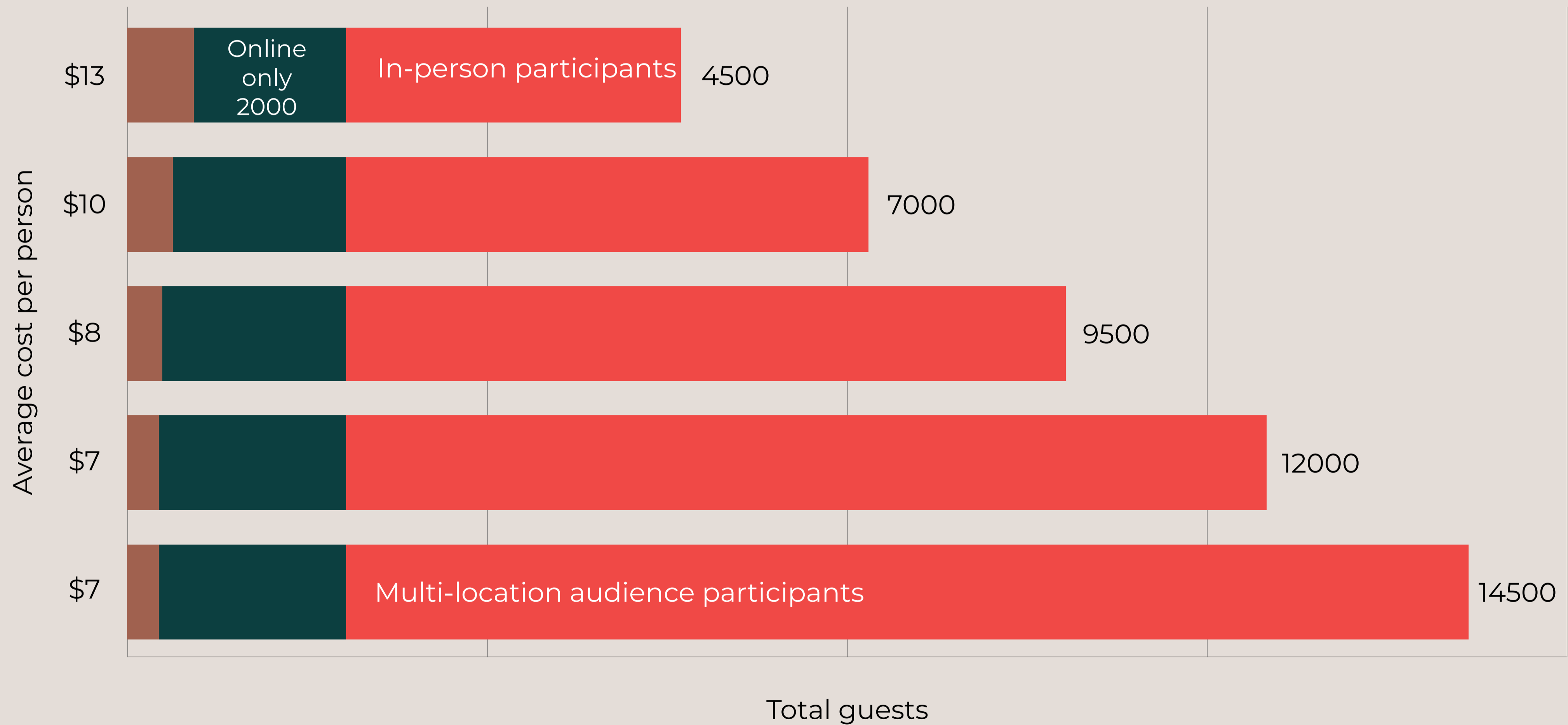
**Reach360** delivers on this promise by creating multi-dimensional hybrid events at the intersection of physical and virtual worlds.

The distinction is the simplicity in acknowledging that traditional in-person events are not your only solution in every time.





# Reach more people, less cost.



Note: Venue, food and beverage, and local site AV not included

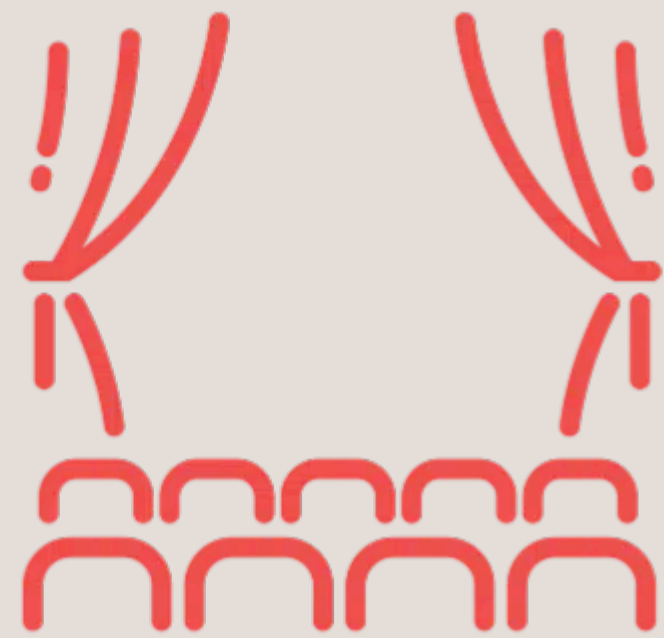


## Product features:

Reach360 offers capabilities in:

- Dynamic branded virtual studio stage sets
- Remote speaker presentations
- Full-service video and photography post-production
- Content strategy and development
- Scripting, filming, editing
- eDM creation
- Live HD streaming with dedicated bandwidth
- Content and media development
- Graphic and animation creation
- Pre or post-event communications
- Photography, including corporate portraits
- Activations and social media

# Reap the benefits:



Reach customers or staff without travel costs



Launch ideas and gain insights in real time



Dispersed information widely and quickly

# The approach:

Our experienced team will work alongside you to create the program, design your sessions, build or customise the virtual set, incorporate and stakeholder presence and devise inclusion - all to earn audience attention.



Each event takes a 'reimagined' look at how your messages are delivered. Create a highly dynamic show with compelling content, activations, and media all designed to captivate your audience.



The stage design reflects your brand quality, message, incorporating animated graphics, media, presentations and speakers, creating a dynamic 3D environment for remote speakers to come together in one central location.

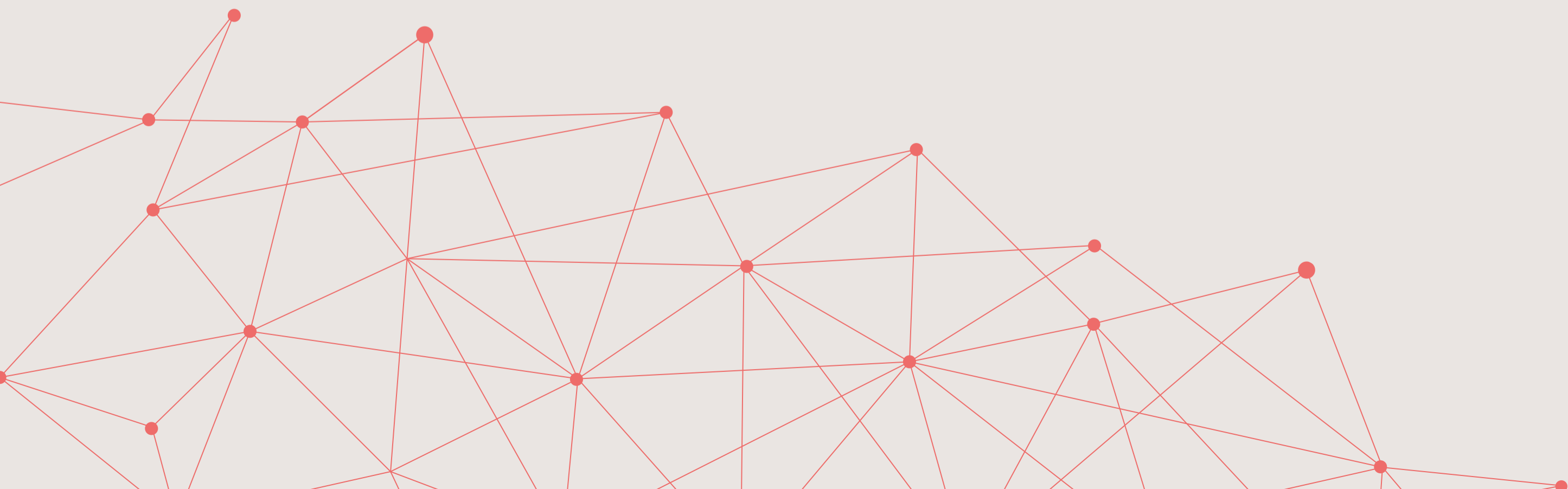


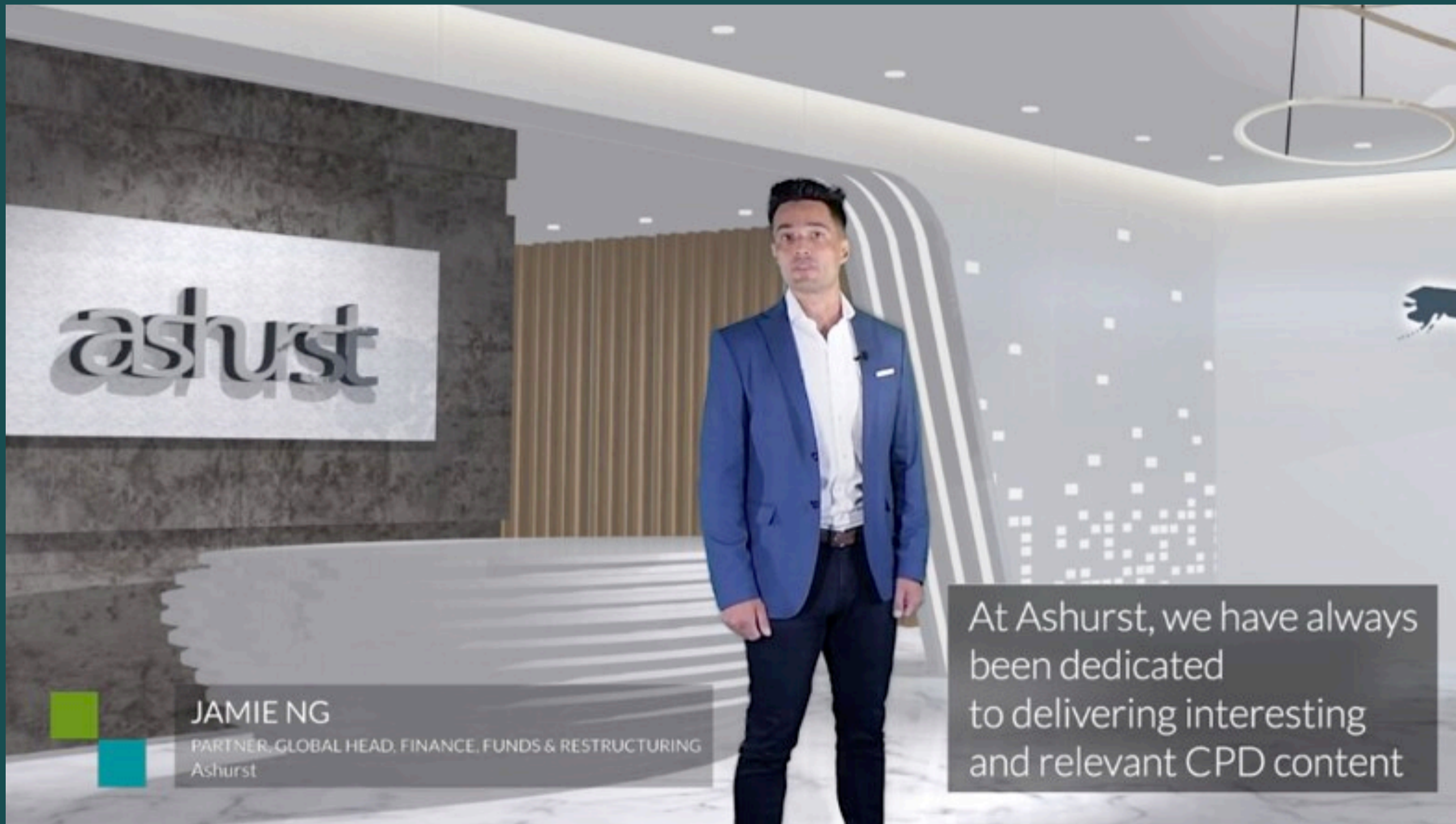
Distribute the content swiftly post event, ensuring it endures long after the event is over.

# Production effects.

**Ignite60** digital media content excites and inspires your audience whilst remaining true to your brand ethos.

Expertise incorporates all elements of video production from creative development to scripting, filming, editing, animated graphics and fulfilment.





## Marketing:

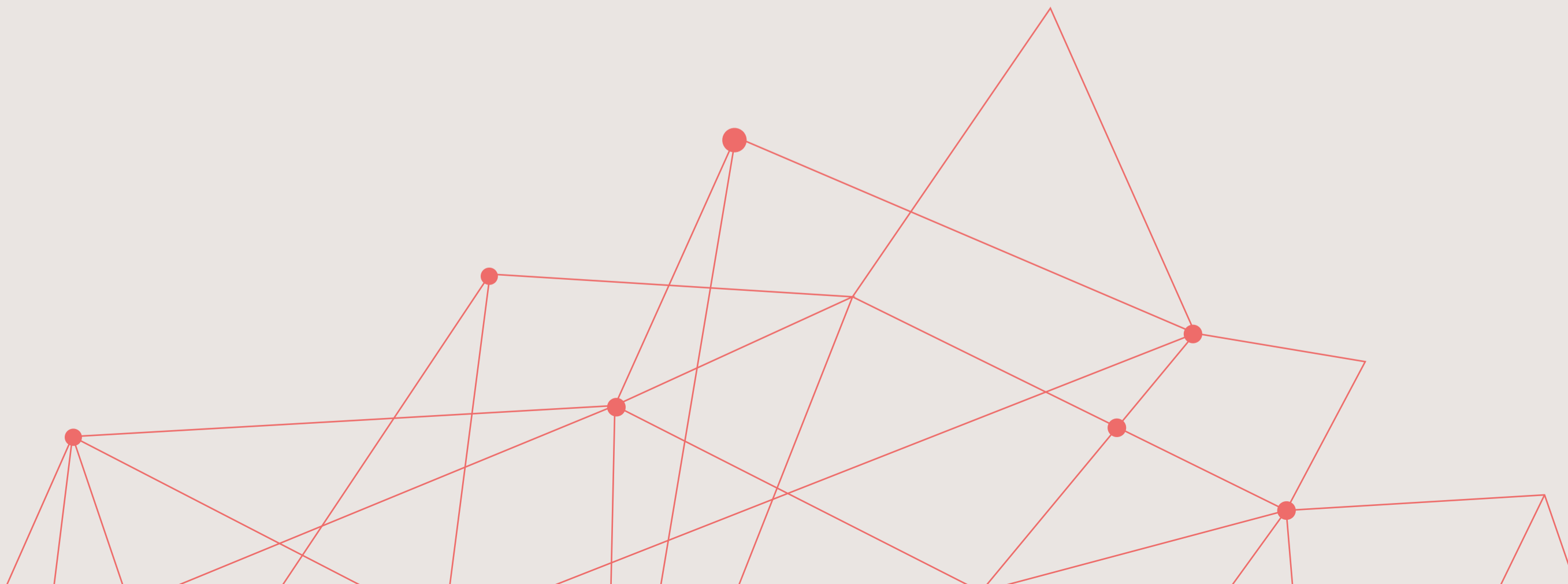
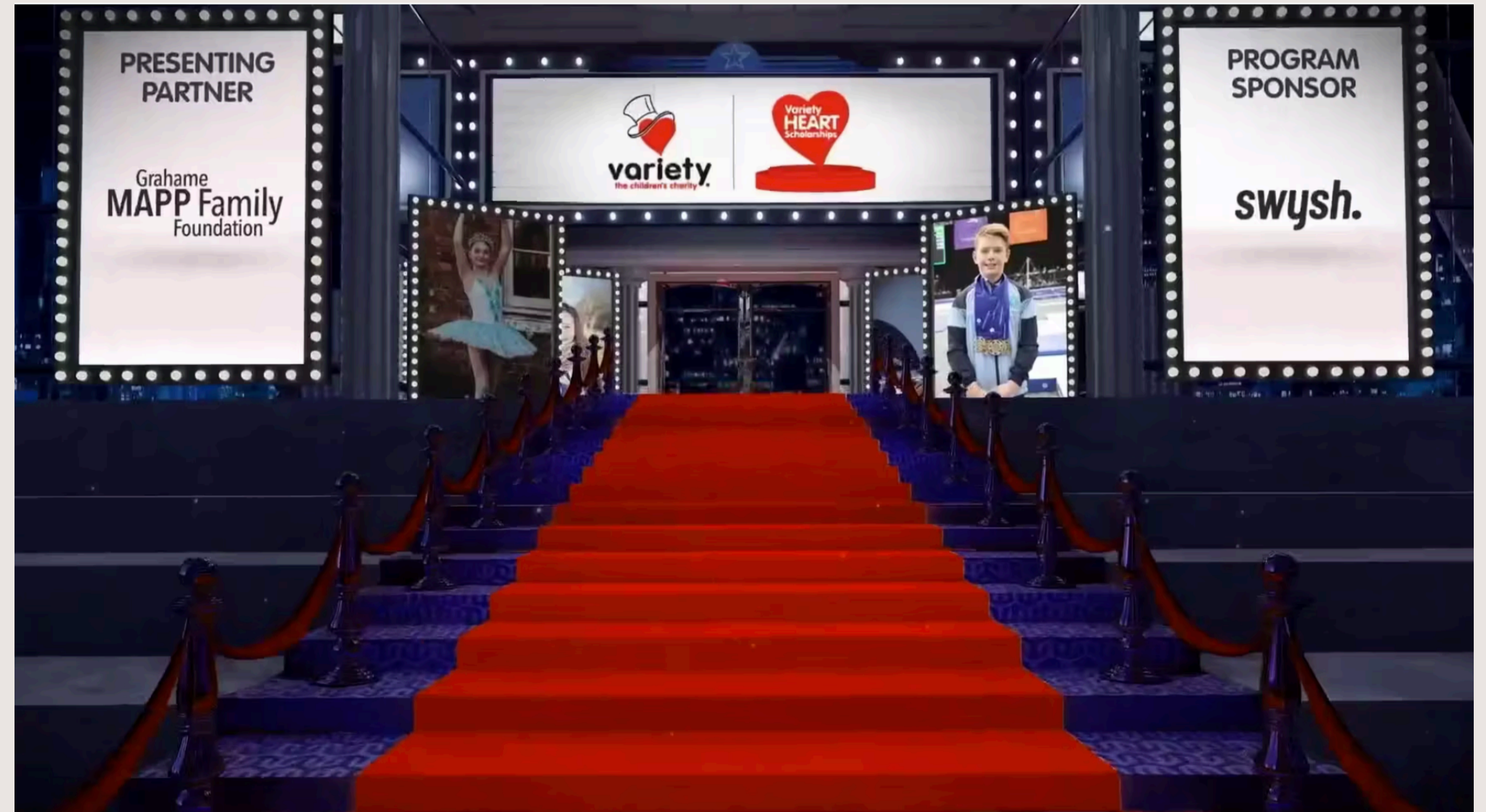
Boost your marketing campaign adding in teaser videos on your virtual stage set, featuring your brand, and ensuring your program delivery will stand out from the rest.

# Event arrival experience:

A short video will build anticipation and welcome your attendees with a vital message to set the scene.

Plant key values, display brand messages and showcase campaign images that reflect your purpose or objectives.

Incorporate members of your organisation, previous award winners or focus messages to open your event



# Package - Reach360:

Our packages are flexible with the standard package consisting of:

1. Duration: 4 hours to a full day
2. Includes content and Q&A session engagement
3. Unlimited number of remote sites
4. Dedicated, secure HD streaming
5. Real time insights, feedback and sentiment
6. Dynamic virtual studio stage sets
7. Graphic animations
8. Presentation guidelines
9. Presenter capture and remote recording
10. Up to three green-screen crews for live remote presenter capture
11. Profession MC/host
12. Activation - Individuals contribute their image
13. Engagement App and reporting insight
14. Design
15. Production management
16. Briefing local AV and event teams
17. Program delivery
18. Streaming systems



Optional Extras:

Speakers & Influencers | Internal and external marketing | Presentation development

Local Support Options: Venue sourcing | Food and beverage coordination | AV rehearsals/presentation support | Admin support



# Industries we work with.

Pharmaceutical  
&  
Aesthetics

Real Estate,  
Property  
&  
Building

Finance  
&  
Broker  
Networks

Construction  
&  
Manufacturing

National  
Retailers  
&  
Local Stores

Car Brands  
&  
Car Dealers

Franchise

# Recent clients.





# Thank You!

Contact us for a complimentary discovery session:

Phone: +61 2 9977 5546 | Email: [connect@synergyeffect.com.au](mailto:connect@synergyeffect.com.au) | Visit: [synergyeffect.com.au/solutions](https://synergyeffect.com.au/solutions)

# Save with Reach360.

	Average cost per guest Number of sites				
Number of hybrid locations	10	20	30	40	50
Average guests per location	250	250	250	250	250
Online only guests	2000	2000	2000	2000	2000
Total guests	4500	7000	9500	12000	14500
<b>Average cost per person</b>	<b>\$13</b>	<b>\$10</b>	<b>\$8</b>	<b>\$7</b>	<b>\$7</b>

Note: Venue, food and beverage, and local site AV not included