

Events in 2022: Adapting to change

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In the last two years, the global situation has had significant effects on the way the event industry operates. From corporate keynotes to global conferences, **every level of the industry has felt an impact.**

Global shifts have made organisation and setup more inconsistent, as planning months in advance is simply not an option. As many of us continue to work remotely, we've not only got used to streamed events, but our expectations for their quality has changed. Below we've detailed the three big shifts in the industry and how businesses are working to alleviate their impact.

Shift 1: Timing is everything

The event industry has become far more volatile in the last two years. The potential for schedules to change at short notice means venues, event organisers, corporations and even attendees need to be far more adaptable than they used to be. The challenges of the last two years have pushed event organisers to focus on efficiency in event production more than ever.

Time spent in pre-production is increasingly valuable, with events needing to be set up and executed in as little time as possible. This means using equipment and tools that can be ready at a moment's notice. It also means that events need to run like clockwork. Gone are the days of lengthy breaks between speakers, waiting to switch

over microphones. If you can only make it to one event every year, you need to make the most of it.

Shift 2: We live in a hybrid world

Attitudes to events have changed in the last two years. We're more than used to working remotely and attendees will continue to expect hybrid options for years to come. Fewer attendees in person means more online viewers, who all expect great quality live streaming. They don't just want to view the main stage either, they want a comprehensive experience. Events can't just be another online meeting, they need to be **dynamic and engaging**.

A high quality and dynamic video stream is the answer. Attendees want to engage with events without feeling like secondary participants. Event recordings also need to be readily available almost immediately afterwards, so as to not lose out on valuable engagement from those who couldn't make it. This calls for dynamic camera switching between speakers, consistent framing, and smooth shots through production. If only there was some software that allows event organisers to create dynamic, engaging and professional productions autonomously...

Shift 3: Value for money

With the volatility of the industry and the reduced number of physical attendees, event organisers need to make the most of their

resources. Events need a fast turnaround and a more direct focus on content. We're all looking to make the most of our time, and it's not easy to **make your event the one worth attending**.

As you might have guessed from the rest of the article, this is where the Seervision Suite comes in. Our system is designed to be set up the day before an event with minimal time and effort. We never compromise on quality, and our software integrates directly into your event workflow. We also offer multi camera control, the potential for remote operation, and **autonomous camera switching through our API**. This saves time on editing and keeps your production crew small and adaptable.

At Seervision we are committed to making live video production effortless. The event industry has already changed significantly in the last two years, and it will continue to do so. Whether it's a panel discussion, graduation speech, or concert, the Seervision Suite is built to always provide consistent and dynamic video content.



