

Why MeRaumSTREAM?

The global measures to contain the Covid-19 pandemic have brought the event industry and – as a crucial element of corporate communication – the trade fair industry to a virtual standstill.

From talking with our customers, it is clear that, in addition to showcasing products and services, face-to-face communication has become ever-more important and is now often the main reason for taking part in a trade fair.

Today, the Internet enables us to present a company in an effective and memorable way. In the past, this has led to speculation that the Internet would spell the end of actual trade fairs. However, this prediction has not come true.

On the contrary, trade fairs have evolved from merely acting as a showcase for products and services to becoming a multi-faceted marketing instrument, with the experience and communication increasingly taking centre stage.

And it is precisely this interaction or instrument that is now lacking or massively restricted. This begs the question: How can I enter into mutual dialogue with my customers and prospects?

This is where MeRaumSTREAM comes in. MeRaumSTREAM offers you a wealth of communication concepts, thereby helping you find the right, tailored solution for your company.

As a trade fair construction company boasting over 20 years' experience, we're always looking at ways to improve trade fair construction and move with the times: by asking how our customers can derive added value from their stand investment and by examining how stand construction can be made more environmentally friendly.

Barely anyone believes that the experience and benefits of visiting a trade fair will be completely replaced by something else. But what is clear is that the coronavirus pandemic is going to continue to influence corporate communications in the future. We therefore firmly believe that it is now time for a rethink and to find other, complementary channels or to build on and professionalise existing channels.

WHAT can you do?

There are a multitude of possibilities here: a web seminar, an online trade fair, a video call or a video conference – take your pick, and even chop and change.

What is decisive when it comes to the WHAT is the goal you wish to achieve with your LIVESTREAM: whether that's communication, presentation, product training, image-building or customer acquisition. Interacting live enables your target group to get a really good look at your products and services and gives you direct access to business contacts in your industry. Contacts can be post-processed through controlled access.



Web seminars

Web seminars are perhaps one of the most widespread variants of modern corporate communication. They focus on the speaker and are therefore primarily suitable for training courses or similar situations in which the speaker talks to the participants, without participants able to constantly ask questions. The presenter leads the webinar from their desktop, using a webcam and microphone. Live chat is also possible.



Video calls/video conferences

A space that is permanently set up for streaming enables you to meet with customers and prospects for a video call or video conference in a prestigious, professional environment. All you then need to do is simply prepare your planned exhibits and/or content, and you're good to go!



Online trade fairs

Online trade fairs offer you everything you need to comprehensively showcase your product portfolio. A "real" presenter welcomes the participants at a "real" stand. The tailored room concept guarantees a professional image for your company throughout, with use of your own CI. The real-time presentation lends your live event the feel of a face-to-face event, and the live streaming technology used ensures smooth transmission of your content. You can interact in the chat and also integrate all your social media channels. The event is recorded and therefore also available on-demand after the actual event.



Integration in your trade fair presence at a real trade fair

The live stream can offer great added value at a real trade fair, too; for example, by giving trade fair visitors interesting insights into your production facilities via a video conference – from anywhere in the world, live. This enables them to enjoy all the advantages that only a real-life trade fair can offer, with their experience enhanced through the presentation of elaborate or large products and machines via live transmission or connected speakers. This cuts travel, transport and exhibition costs.

WHERE can you do this?

In your office or showroom, in an internal or external studio or in any other suitable room. There are two important considerations when choosing where you want to live stream from: a good Internet connection and the right room setting.



Your showroom

A dedicated showroom would be the best long-term option. Here, you can install all the equipment you need, tailored to your needs, and communicate with your customers any time – from video calls to live events.



An online exhibition stand

An online exhibition is much the same thing as a showroom, and you can use either or, depending on what kind of products you wish to present and your local conditions. What is meant here is the construction of a permanent “exhibition stand”, which offers you a whole range of options for communicating with your customers and prospects at any time, thanks to multimedia.



A temporary stage

If your company makes products that are simply too big for a showroom or exhibition stand, one alternative could be to set up a stage in a suitable hall for a certain period of time. You leverage the advantage of the exhibition stand coming to you, and thereby reduce your transport costs.



An external studio

An external studio is a good option if you can't set up an appropriate room on your premises, for example.

We take care of (nearly) everything!

Our team consists of designers, project managers and expert partners with experience in acquisition, presenting, direction, cameras and technology.

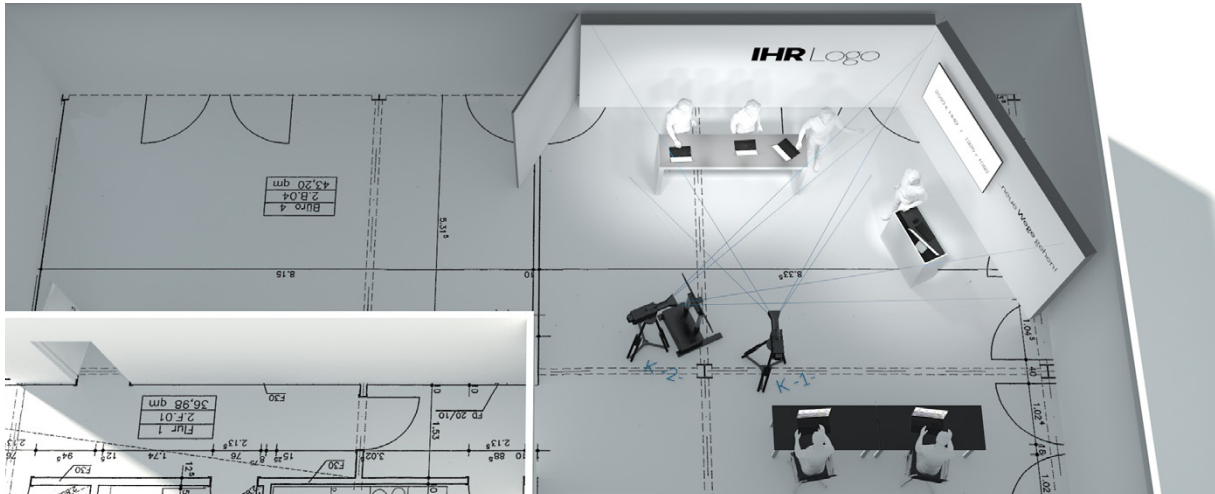
We - advise you on everything to do with live streams

We - create a concept.

We - handle the technical planning.

We - assist you in every project phase.

We - take care of the details, leaving you free to focus on the main thing:
hosting your event.



Planning and preparation

We analyse your ideas, goals, deadlines and budget. We elaborate a concept that's tailored to your needs. We organise the invitations for your existing customers. In addition, we have partners that can help with acquiring interesting new contacts. Together with our partners, we will advise you on which streaming platform is best suited for your event.

We fix deadlines and determine the individual planning stages. We plan and co-ordinate the implementation of these and ensure that the schedule is communicated to all parties involved.



Logistics and construction

The backdrop produced is delivered and set up at your livestream location 1-2 days before the actual streaming date. The cameras and media technology are installed at the same time.

Our service technicians will ensure that everything runs smoothly during the “dress rehearsal” and on the actual streaming days.



Technology

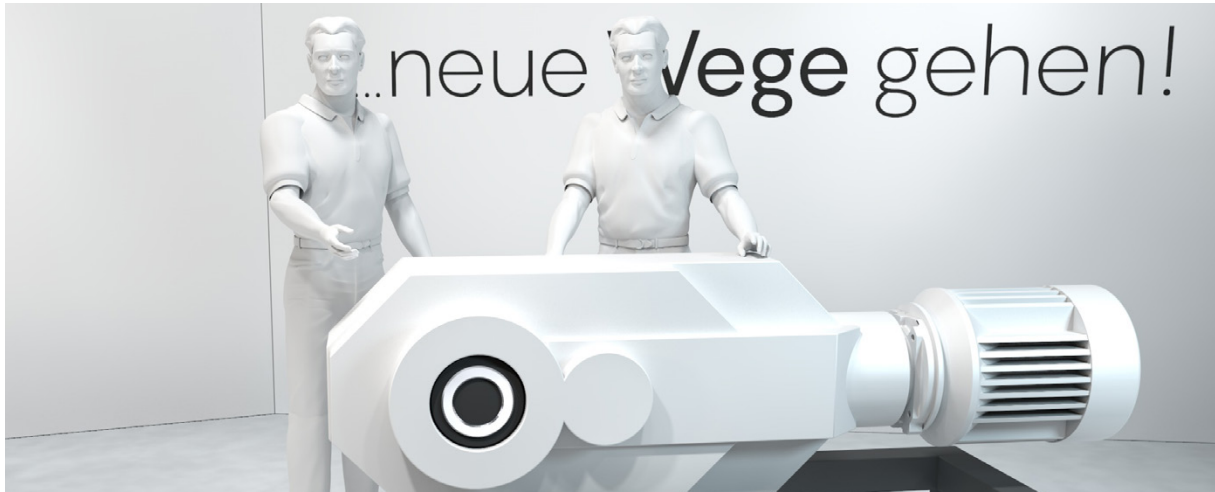
Professional webcams and lighting are recommended for high-quality video calls and web seminars. We're also more than happy to install them in your showroom or meeting room for permanent use by your staff.

For your livestream event or online trade fair, we provide 2-3 TV cameras, fixed at specific angles. The studio lighting will be adapted to suit the backdrop. We supply the entire control room technology and always include back-up solutions to ensure your live event goes smoothly.



Direction

With your help, we write the script. Based on the available content, we draw up a schedule. Camera angles are determined. Based on the script, live editing is carried out at the production desk. The event comes to life. The chat is monitored. Live transmissions are organised.



Presentation

You provide the presenters from among your staff or we can organise a presenter who suits you and who will lead your live event and support your speakers. The presenter asks questions from the audience's viewpoint.



Cameras and technicians

We've been working successfully with selected partner companies for 10 years now. Together, we've carried out numerous projects for our customers at exhibition stands, shot product and image films and presented exhibits virtually with 3D real-time animations. We've set up live streams from exhibition stand to exhibition stand, securely and profitably.

Learn more about **MeRaumSTREAM**

You still have questions about MeRaumSTREAM?

Then let's talk about your wishes and our ideas for your individual MeRaumSTREAM!
Call us or send us an email.

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