

Virtual Event Production *From Digimentors*

@Sree Sreenivasan, cofounder

*If your team can imagine it, we can
Help you execute it - nationwide, worldwide.*

*Let's take your
events online!*

May 2020



Virtual Event Production | Our Offerings, Worldwide

Converting in-person events into virtual events

Let us take your in-person conference or event of any size and help you make it look great online.

Making your own live web show

We can help you with all aspects of a live show on FB, Twitter, YouTube, etc. Show off your expertise, insights, products, services.

Streaming into multiple platforms: FB, Twitter, YouTube, LinkedIn

Maximum reach, with maximum impact. Or private.

Consulting

Helping client learn our methods and what works and what doesn't. What's the right platform and how to reach more folks - including paying ones.

Training

Selecting a platform and approach: assist in creating digital assets, setting up accounts, optimizing social accounts, testing a show concept and execution.

Event Amplification

Our social media team can run your channels or help you boost audience engagement and much more. Also: Great after-action reports.

Virtual Event Production | Why Us

Produced 100+ virtual events

We have produced over 100 virtual events, including our very successful flagship event #smwknd 2020 (300 participants)

Increased audience engagement

Our enhanced production skills make the audience feel engaged and energized.

Technology

We use the appropriate platform based on needs of the conference. You may want a closed, ticketed event for 50 or an event that's on FB, Twitter, YouTube, LinkedIn and reach 100,000+.

We make your sponsors and stakeholders shine

We can make anyone you already work with look really good online and make them glad they're working with you.

Customized services

We can be 100% of your production team or just 10%. Our only goal: Make you look great.

Moderation/emcee

Sree Sreenivasan has spoken on many of the world's biggest stages and has two decades of TV and audio experience. He can help you prep, or serve as moderator.

Virtual Event Production | Testimonials

#smwknd 2020 was exhilarating - with smart speakers and viewers. A big global virtual hug.



Renee Edelman
Sr. VP at Edelman

Sree, Congrats on a fabulously successful virtual #smwknd conference



Jennifer Lazarus
Adjunct Faculty at
Montclair State
University

Totally worth staying home for this



Doug Levy
Freelance writer

Wow! Who knew we could all sit so long??



Therese Steiner
Executive Producer
at The Pompez
Project

Virtual Event Production | Testimonials

We turned a niche industry conference for 300 into an online gathering in a week's time. Everything from production to training to speaker prep. Here's unsolicited feedback from our client.



to me, Marc ▾

Dear Sree,

I would like to thank you for your valuable presence and brilliant collaboration at yesterday's online conference.

You brought to all of us and the audience an exchange of empowering knowledge with informational tools, and providing solutions. The engagement was exceptional throughout the day thanks to you.

Thank you for offering a sense of hope and optimism, so much needed during these difficult times.

And a personal thank you, from me to you, for your patience, enthusiasm and commitment in making this online event possible. I'm truly grateful and honored to have worked with you.

Stay safe, healthy and blessed,

Sincerely,

Virtual Event Production | Recent examples



Cryo VSCovid19
2020 International Conference



How Cryo Professionals Can Navigate the COVID-19 Crisis

Join a 1-day Virtual Support Conference Open to all Business Owners, Therapists, Investors and Related Industries

Thursday, April 9, 2020

8:30am–3:00pm EDT

2:30pm–9:00pm CET

Watch the entire
[6.5 hour conference!](#)



***An online conference
for 300, run out of
Berlin and NYC.***

The screenshot displays a virtual conference interface. At the top, there are four video feeds of participants: a woman with blonde hair and glasses, a man in a dark jacket, a woman with long brown hair, and a woman with long dark hair. Below the video feeds is a Q&A section with a blue header. It features a small icon of a person with arms raised, the name 'Chase McKinzie', and the question 'What are some useful strategies to retain loyalty and advocacy after successfully converting clients?'. At the bottom right, there is a footer with the text '*** Thanks for being part of #cryovscovid19 *** Sta'.

#SaluteToStratford LIVE

Thursday 23 April | 11am BST | 10am GMT | 6am ET
Live from **Stratford-upon-Avon**

Join us in a celebration of Stratford
on Shakespeare's Birthday

with Shakespeare Birthplace Trust
Escape Community Arts
Holy Trinity Church
King Edward VI School
Royal Shakespeare Company
Shakespeare's Schoolroom
Shakespeare's England
Stratford Town Trust
Stratforward BID
Stratford-upon-Avon Herald
Stratford-upon-Avon Town Council

Live on
   
@ShakespeareBT

Brought to you by


Hosted by Sree Sreenivasan @sree

#SALUTETOSTRATFORD LIVE!

From idea to execution in 70 hours. 12 speakers from biggest orgs in Shakespeare's birthplace - including the mayor!

Virtual Event Production | Recent examples

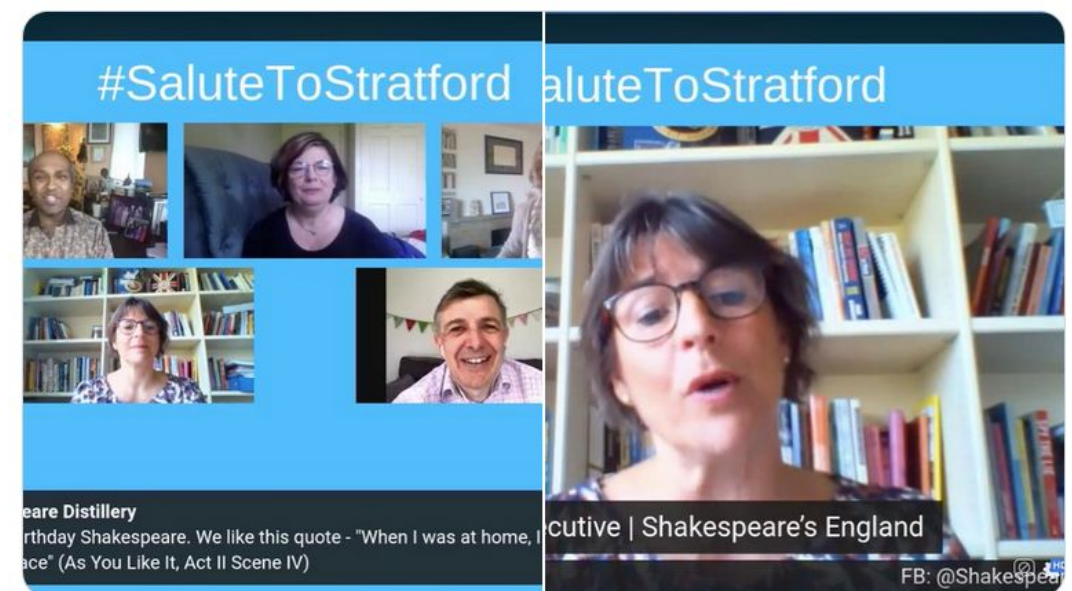
From idea to execution in 70 hours. 12 speakers from biggest orgs in Shakespeare's birthplace - including the mayor!

***#SALUTETOSTRATFORD
LIVE!***



If you missed the fantastic conversations around [#SaluteToStratford](#) earlier this week, fear not! You can watch the recording here: ow.ly/LMqk50zmjMU

Thanks to [@sree](#) and [@ShakespeareBT](#) for hosting. We really enjoyed taking part in this as part of the birthday celebrations.



4:10 AM · Apr 26, 2020 · [Hootsuite Inc.](#)

Virtual Event Production | Recent examples

SOCIAL MEDIA WEEKEND

SPECIAL ONLINE CONFERENCE

#SMWKND

MARCH 21, 2020 and beyond

10AM-6:15PM ET | ONLINE

TICKETS AND INFO:
<http://bit.ly/smwknd2020>

HOSTED BY SREE SREENIVASAN
IN PARTNERSHIP WITH PACE UNIVERSITY

PACE
UNIVERSITY

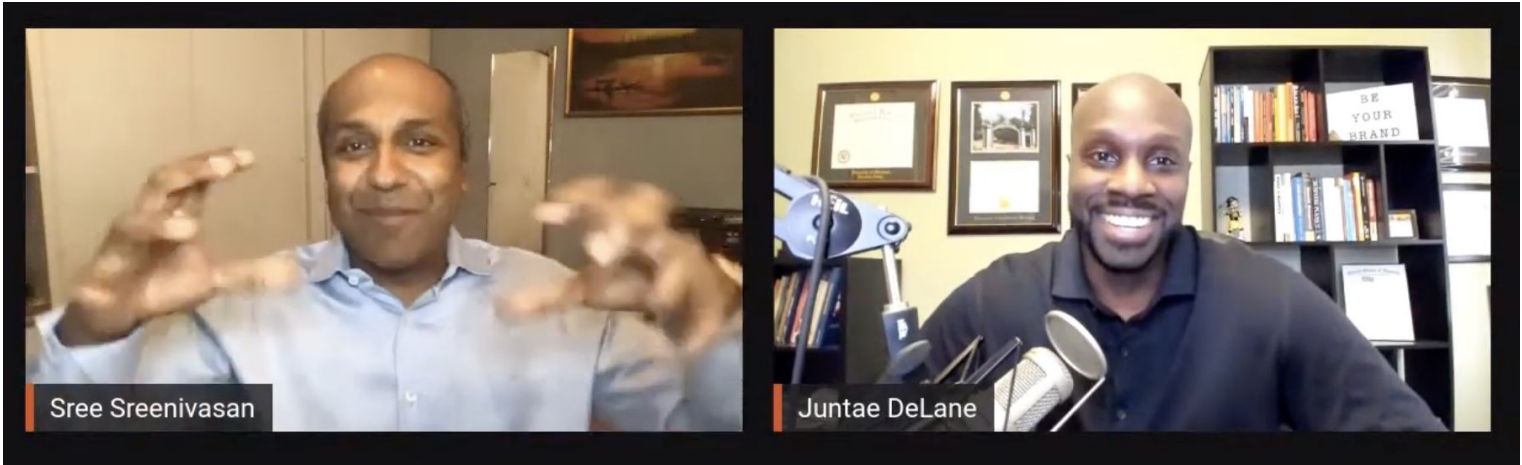
Sponsor ▶ MUCK RACK

Sree's flagship event... The team converted the real-life two-day conference into a very successful one-day online event.

Virtual Event Production | Recent examples

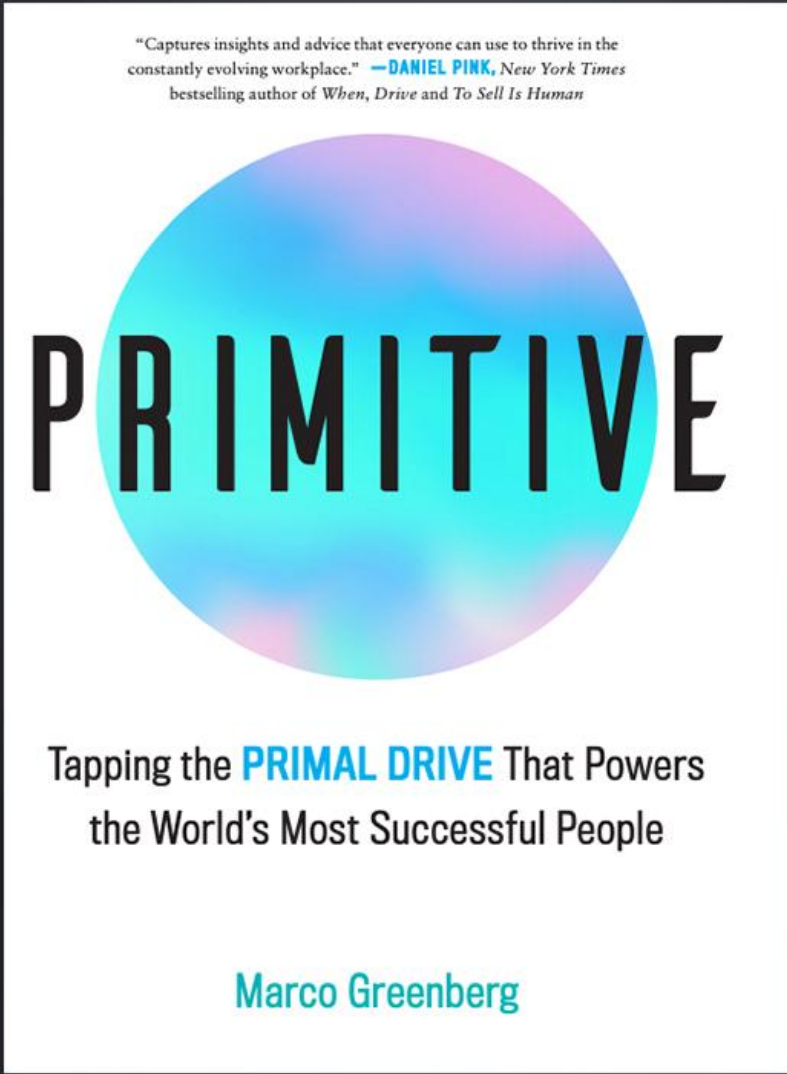


*Interviews
w/ celebrities like
Soledad O'Brien,
Nick Kristof,
Sheryl WuDunn and
Juntae Delane*



Virtual Event Production | Recent examples

"Captures insights and advice that everyone can use to thrive in the constantly evolving workplace." —**DANIEL PINK**, *New York Times* bestselling author of *When, Drive* and *To Sell Is Human*




Tapping the **PRIMAL DRIVE** That Powers the World's Most Successful People


Marco Greenberg

VIRTUAL BOOK LAUNCH

Tuesday, April 14, 5pm ET



Marco Greenberg
Author



Sree Sreenivasan
Host

#PrimitiveBook

FACEBOOK | TWITTER | LINKEDIN | YOUTUBE

One-hour book launch with four guest Speakers, on multiple platforms.



Sree Sreenivasan



Marco Greenberg, Author: Primitive



Stephen Valyou



Tanya Valle



Sree Sreenivasan



Marco Greenberg, Author: Primitive



Diana Higbee



Maurice Reid Jr

Virtual Event Production | Recent examples

VIRTUAL BOOK LAUNCH



Paul DiPrato

Sree, thank you for being such a talented moderator, you did a great job!

#purchase-section

Click here to order the book: [www](#)

Virtual Event Production | Recent examples

LIVE FROM HONG KONG!

Weekly program with Hong Kong University



#HKUCovid19
#HKUUniversity

View the livestream

[@HKU100](#)
[@HKUUniversity](#)
[@sreenivasan](#)
[fightcovid19.hku.hk](#)

Submit questions to

[#HKUCovid19](#)
[fightcovid19@hku.hk](#)

May 7, Thur
08:00 | HKT 09:00 | TYO
01:00 | LDN 10:00 | SYD
05:30 | DEL

May 6, Wed
17:00 | LA/SF 20:00 | NYC

LIVE FROM HONG KONG
Learn from HKU Experts about the COVID19 Pandemic

How we teach, Learn and stay safe



Speaker
Prof. Ian Holliday
Vice-President and Pro-Vice-Chancellor
(Teaching and Learning)



Moderator
Sree Sreenivasan
Marshall Loeb Visiting Professor of Digital Innovation
at Stony Brook University, New York



#askHKUMed
#HKUCovid19

View the livestream

[HKUMed](#) [HKU 100](#)
[fightcovid19.hku.hk](#)

Submit your questions to

[#askHKUMed](#)
[fightcovid19@hku.hk](#)

Wed, April 15
21:00 | HK 09:00 | NYC
22:00 | TYO 14:00 | LDN
06:00 | LA/SF 18:30 | DEL

Thu, April 16
00:00 | SYD

LIVE FROM HONG KONG
HKU Experts on the COVID-19 Pandemic

Policy Lessons from Asia



Speaker
Prof. Keiji Fukuda
Director
School of Public Health, HKU



Moderator
Sree Sreenivasan
[@Sree](#) [in](#) [@Sree Sreenivasan](#)
Marshall Loeb Visiting Professor of Digital Innovation
at Stony Brook University, New York

HKU Med



#askHKUMed
#HKUCovid19

View the livestream

[in](#) [HKUMed](#) [f](#) [HKU 100](#)
[fightcovid19.hku.hk](#)

Submit your questions to

[#askHKUMed](#)
[fightcovid19@hku.hk](#)

Thur, April 2
21:00 | HK 09:00 | NYC
22:00 | TYO 13:00 | LDN
06:00 | LA/SF 18:30 | DEL

Fri, April 3
00:00 | SYD

LIVE FROM HONG KONG
HKU Experts on the COVID-19 Pandemic

Masks and other lessons from Asia



Speaker
Prof. Yuen Kwok-Yung
Microbiologist
Chair Professor of Infectious Diseases



Moderator
Sree Sreenivasan
[@Sree](#) [in](#) [@Sree Sreenivasan](#)
Marshall Loeb Visiting Professor of Digital Innovation
at Stony Brook University, New York

HKU Med

Virtual Event Production | Recent examples



HKU 100 was live.

Yesterday at 7:59 PM · 🌐

[LIVE music by HKU students on NOW]

"COVID Cadenza II", a live music performance b... See more

LIVE MUSIC
by HKU students

COVID CADENZA II

April 23 | HKT 8pm
@HKU100 fightcovid19.hku.hk/live5

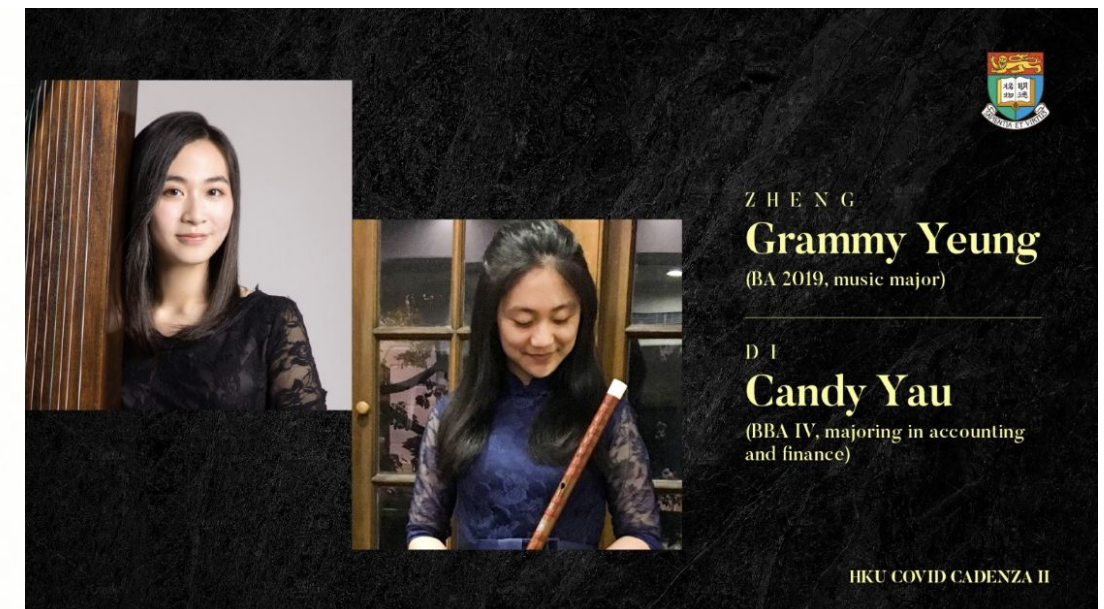


Watch together with friends or with a group

Start


👍❤️ 136

24 comments 35 shares 5.2K views



Many congratulations to the students for producing this inspiring music at this time of Covid 19. It is comforting and calming.
Best wishes in your careers

George LN Chew (MBBS 1957)



Letters to Sala: A Holocaust Commemoration

WITH ANN KIRSCHNER,
JILL VEXLER, AND
SPECIAL GUESTS

MON, APRIL 20 6PM ET

Live on: Facebook, Twitter, YouTube, LinkedIn

***Two-hour discussion and multimedia presentation for
“Letters to Sala: A Holocaust Commemoration”***


Virtual Event Production | Recent examples... many others

We are doing/have done in last month:

- Hosted Shakespeare's 456th birthday celebrations w/ 12 Stratford orgs
- 6-hour global conference in niche industry for 300 owners of businesses in the space - out of Berlin and NYC
- 3-day conf for an Ivy League university; part public, part private
- 2-hour Holocaust Remembrance Day Yom Hashoah evening event
- A 20-person team celebration via Zoom for 30 minutes
- Launched an influencer's new live talk show, one-hour a week
- Two online memorial services
- Turn Social Media Weekend, from IRL conf for 300 into an online conf with terrific success
- Two virtual Zoom birthdays(!)
- Training for a major news site to host global webinars
- Training for an public policy center to host global webinars
- Training for an author to launch webinar series




Virtual Event Production | The team!


***The #NYTReadalong Production Team:
Neil Parekh, Paula Kiger, Steve Taylor and Julia Weeks***



#NYTReadalong | Rosemarie A...


This broadcast has ended
[Links](#)
[Return to Dashboard](#)

ENDED 2:07:17










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Rosemarie Aquilina
 Love the show! Thank you for inviting me 🍷

















































































































































































































Virtual Event Production | Big-event experience

Sree and his team have been involved in planning, executing, amplifying, speaking at major events around the world, including:

- **Global Teacher Prize** (\$1m to a K-12 teacher), Dubai, 2018. Taught Trevor Noah how to take epic selfie!
- **Pulitzer Prizes**, NYC 2018-19. Social media and digital support, consulting and execution
- **Rise Up AS ONE**, unity concert on US-Mexico border, two weeks before 2016 elections (for Univision; photo w/ anchor Jorge Ramos)
- **SXSW Interactive Festival** in Austin; member of advisory board for multiple years.
- **Social media speaking tour** of dozen cities in India for Twitter (2016); for State Dept (2011); multiple cities in Italy in multiple years.



Virtual Event Production | Big-event experience



Sree and his team have been involved in planning, executing, amplifying, speaking at major events around the world:



Virtual Event Production | About Sree

- **Sree Sreenivasan is a leading consultant, speaker and trainer for nonprofits, corporations, startups and executives.**
- **Former chief digital officer of City of New York, the Met Museum, and Columbia University**
- **Fast Company's 100 Most Creative People in Business 2015 and CDO Club's most influential chief digital officer in 2014**
- **Poynter Institute's 35 most influential in social media.**
- **Currently, Marshall Loeb Visiting Professor of Digital Innovation & Audience Engagement, Stony Brook University**
- **Organized Social Media Day conferences at Princeton, Harvard, Howard and the United Nations; and founded Social Media Weekend #smwknd.**



Connect with Sree:

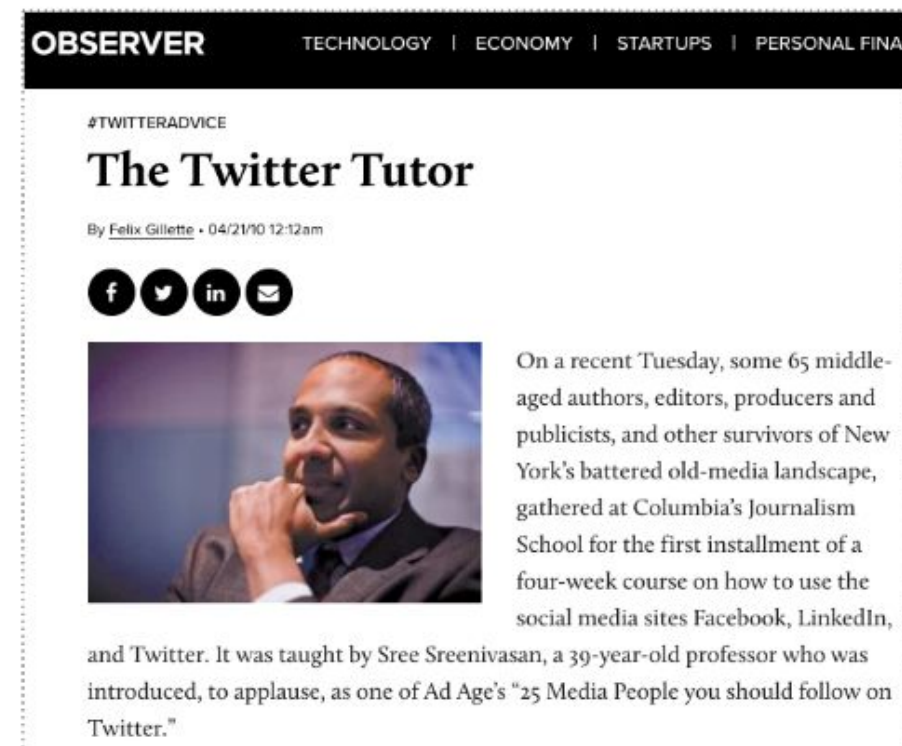
FB, YouTube, IG: /sreenet • Twitter: @sree • LinkedIn: /sreenivasan
Email: sree@sree.net • +1-646-391-3526

SOME INFO ON SREE'S SOCIAL FOLLOWING:

- Twitter: 84K followers
- Sunday newsletter: 7K subscribers, including hundreds of journalists, CEOs, college presidents and at least 5 billionaires.
- Medium: 16.6K followers
- LinkedIn: 30K followers
- Facebook: 75K followers + 5K friends + 9K SreeTips likes
- Sree's Advanced Social Media Group: 9.5K members
- Instagram: 22K followers
- Google Maps photos: 3m+ views

@sree's top 100 followers have combined followership of 240 million followers.

NOTE: 22% of all NYT staff on Twitter follow @sree



Virtual Event Production | About Sree

#6 on list of most influential Non-Resident Indians in World

Indian residents

Indian non-residents

Indian brands












Indian politicians

find your rank

India Influencer

Klout

Kred Score

rank	handle & Name	followers	follows	tweets	IndiaInfluencer
1	 DeepakChopra Deepak Chopra	3,264,812	792	72,481	90
2	 azizansari Aziz Ansari	11,224,644	0	7,622	90
3	 SunnyLeone Sunny Leone	3,185,481	148	24,117	88
4	 om Om Malik	1,528,910	1,317	48,469	87
5	 sidin Sidin Vadukut	214,572	3,180	185,993	87
6	 sree Sree Sreenivasan	85,188	7,249	22,086	86
7	 drsanjaygupta Dr. Sanjay Gupta	2,559,458	224	4,045	86
8	 wadhwa Vivek Wadhwa	64,457	548	42,625	86
9	 avinash Avinash Kaushik	189,736	88	18,404	85
10	 greatbong greatbong	27,179	155	89,514	85
11	 PadmaLakshmi Padma Lakshmi	528,895	319	5,142	85

“ Sree Sreenivasan is one of the world’s best experts and teachers about how to get the most out of social media. He has a rare combination of knowledge and patience about the subject. I rarely do endorsements, but I recommend Sree highly.



Walt Mossberg

Tech writer. Former WSJ columnist; Executive Editor, The Verge. Co-founded AllThingsD, Recode, the D & Code Conferences.

Apr 29, 2018, Walt advised Sree