



Content Creation for Virtual Events

How do to keep an online event interesting
and your audiences engaged during virtual events?

MAK MENDE



Many **impact organizations** are dealing with the unforeseen **cancellations** of their live events.



**Many of those events are
nowadays being organized online...**

Microsoft Confidential

A photograph of two young women laughing joyfully. They are standing in front of a structure made of burlap sacks, which appears to be a makeshift shelter or storage area. In the background, there are several stacked tires, a satellite dish, and a small green toy car. A small child is visible in the lower right corner, standing near the base of the structure. The sky is overcast and grey.

..but what does it take to keep an online event
interesting and your audiences **engaged**?

A woman with dark hair, wearing a white patterned shirt, is looking down at a smartphone in her hands. The background is dark and out of focus, suggesting an indoor setting at night. The text is overlaid on the image.

MAKMENDE can help you create a successful online event by:

- 1. Translating your offline idea into an **online concept****
- 2. Writing the **line-up and scripts** for hosts/MCs**
- 3. Producing **audio-visual experiences** for the event**
- 4. Repurposing the content for your **social media****

ONLINE EVENT SERVICES

1. We translate your offline event idea into an online concept

With a virtual event, you're asking people to pay attention on a device with a ton of distractions built in by design. Therefore it's even more important to have a clear purpose or topic that's motivating to your attendees.

Our content strategist can brainstorm with your team and design a conceptual framework of the event.



ONLINE EVENT SERVICES

3. Line-up and script writing

Once you have your topic you can focus on your line up and speakers. Fireside chats or 1:1 conversations that mirror a podcast interview tend to be the most engaging programming. The choice for a professional MC can be very decisive for the overall feel of the event.

Makmende can write a minute-to-minute script of the event, guidance for the host and our creatives write initial prompts and questions for the interviews.



ONLINE EVENT SERVICES

3. Audio-visual experiences production

A successful virtual event is dependent on creating diverse video experiences, including pre recorded sessions, live streaming , lighthearted breaks, etc.

Our in-house team can quickly create scripts for different videos and our producers can quickly provide you with fresh and relevant content from your projects around the world.

We have built a trusted network of local filmmakers in 100+ countries.



ONLINE EVENT SERVICES

4. We repurpose the event content

A recorded virtual conference gives you the opportunity to continue the conversation online after your event.

We help you build a robust content strategy that takes advantage of recorded video.

Our editors and creatives can cut up the highlights from the event into content snippets that can be used to drive engagement long after the event has taken place.



A hand holding a smartphone on a selfie stick against a clear blue sky. The phone is held in a pinkish-purple grip. The text 'Three recent portfolio cases' is overlaid on the image, with 'portfolio cases' highlighted in a red box.

Three recent **portfolio cases**

MAK MENDE



CASE: Offline award show going online

CARTIER: Women's Initiative Award x MAKMENDE



May 2020 case: online award show

Cartier Foundation

The Cartier Women's Initiative is an annual international entrepreneurship programme that aims to drive change by empowering women impact entrepreneurs. The offline event was cancelled and an online solution was needed.

MAKMENDE was responsible for the concept and execution of the event including footage of the participant from 21 countries.

The show was live-streamed from Paris, France (March 2020). Watch some examples [here](#) & [here](#) and the entire show [here](#)



CASE: Online Pitch Competition

Global Alliance for Improvement of Nutrition x MAKMENDE

August 2020 case

GAIN & partners

This Pitch Competition was another prize event forced to be cancelled because of Covid-19. From the start the aim was to create an new online experience in the most lively & engaging way possible.

Makmende team used its expertise to collect the content from the finalists & the different investors, all spread over 17+ different countries worldwide.

All the participants virtually came together in the show, live-streamed from a tv-studio in Lagos and presented by a host. Later the footage was re-used for marketing purposes for GAIN. Watch the entire show [here](#).



CASE: Online Panel & Award Show

RELX: Environmental Challenge 2020 x MAKMEUDE

August 2020 Case

RELX

Each year the RELX Environmental Challenge is awarded to projects that best demonstrate how they can provide sustainable access to safe water or sanitation. This year's event was forced online and needed to stand out..

MAKMENDE designed the concept and produced stories about the nominees and past winners with the help of our global network. The event was live-streamed from RELX offices in London.

Watch one of the stories during the show, looking forward [here](#), on the [decade of action](#) and some links to the winners from [Lebanon](#) and from the [United Kingdom](#).





**Do you need help with content creation
for your online event?**

Contact us to learn how MAKMENDE can help

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**So, ~~who~~ what is
Makmende?**



MAKMEDE = Agency specialized in impact communication

Stories can bring people together, or tear us apart. **We choose to connect.**

Through effective strategy and visual content we make distant realities feel close to home.

OUR STORY

Local lense philosophy

We work with local professionals, because we believe talent is everywhere.

Working with us means:

- investing in local capacity
- access to crews that speak the language and know the way.



OUR SERVICES

Things we do

Strategy

Editorial services, finding the right stories for your project or organisation

Storyhunting

Reporting, monitoring and evaluation through storytelling

Video & photography production

Make the implementation of your projects more effective with storytelling

ALWAYS ON campaigning

Online campaigning and optimisation of content

