

Virtual Events.

A turning point in possibilities.



Virtual Events



[Click here to learn how we can help you shine online.](#)

Plan for Success

Your commercial objectives and key stakeholder management are our first priorities. This is why we say that **we don't just manage events, we build client partnerships.**

Anyone can manage milestones, it takes experience and deep understanding to deliver on strategic outcomes. This is what we bring to the table, every single time.



7 Stages of Virtual Events



1: RESEARCH

We never make assumptions on the details. We get to know your audience, stakeholders & objectives and use this to shape the perfect format that will align with your budget.



2: PLANNING

We select all the crucial components from MC, tech team, date, time, duration etc. This is where we breathe early life into your event and you start to see the shape emerge.



3: MARKETING PLAN

We apply our PR & communications expertise to shape a water-tight marketing plan to connect your event to your target market.



4: CONTENT CREATION

Your brand will be illuminated as we start to shape the graphics, video and display elements that will be used at your event.



5: TECHNICAL PREPARATION

You will know your running order, right down to the minute. At this stage we will have a perfectly-prepared event ready for broadcast and we can enjoy a seamless dress rehearsal.



6: LIGHTS, CAMERA, ACTION!

You can sit back, relax and very literally enjoy the show as we take your event to the screens. Your audience will know exactly what to do, your MC's are in place, and you are completely briefed on the running order.



7: DEBRIEF & FOLLOW UP

We will maximise your post-event return, making sure we gather all data, viewership information and document all learnings for your future innovation.



We Are Your Crew

We understand the sense of uncertainty surrounding virtual events, but the WhiteLight Production Crew will be with you at every step of the journey. **Nothing is left to chance, no stone is left unturned.**

Unprecedented times call for dependable, well-established solutions and our Production Team bring skills, expertise and extensive industry experience. Screens are your new medium, so we offer TV-level production standards that will captivate your audience.

The Show Must Go On

2020 has seen the world stand still, but we understand that strategic business goals can no longer be put on hold.

We are actively working with our courageous clients to take their show online. Our virtual events are powered by the **3 S's; Strategic, Safe, Successful.**

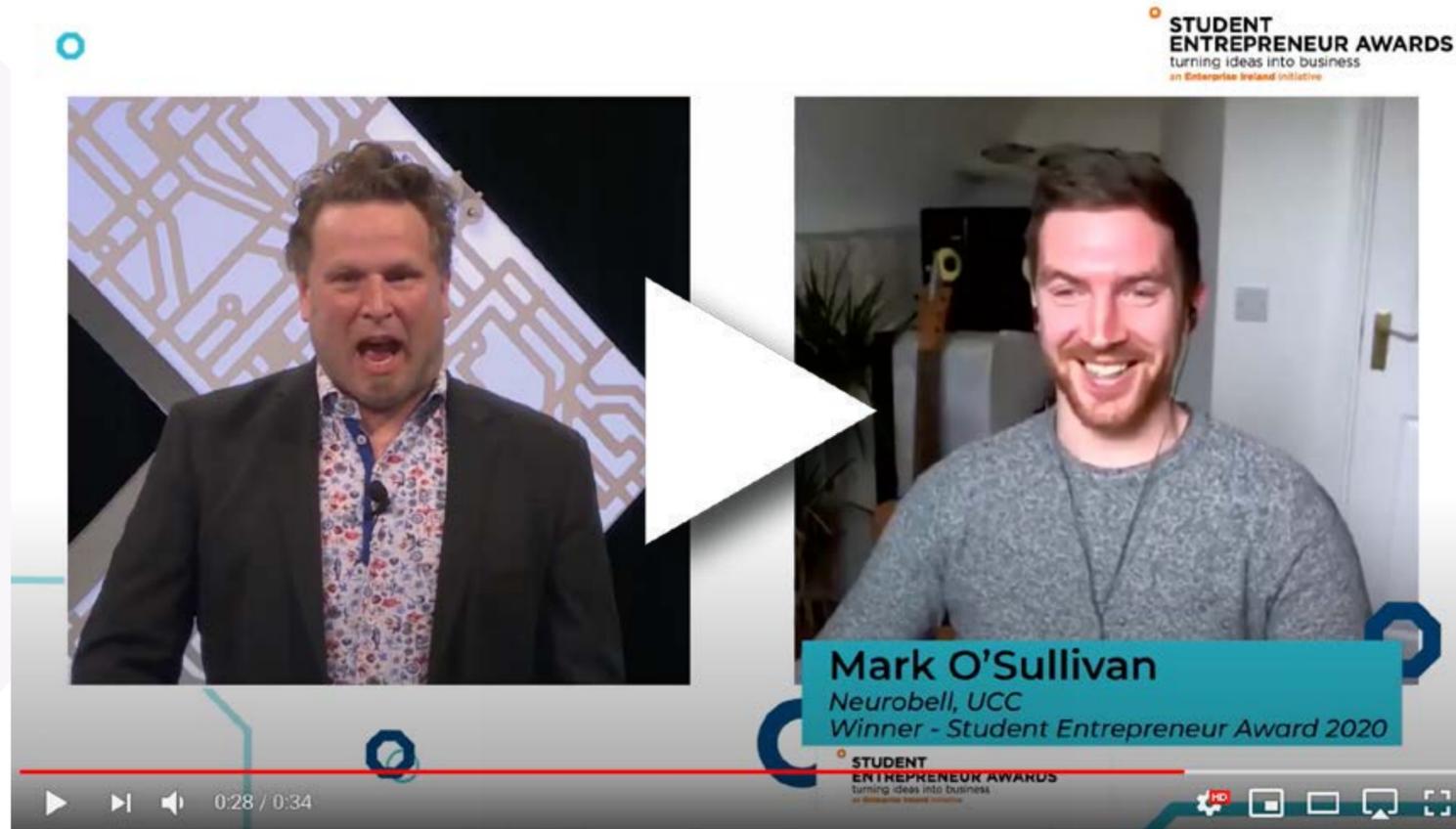
Social distancing doesn't mean you have to a compromise on quality; you can still achieve your high standards with a virtual solution. Your audience will be engaged and entertained with a truly memorable event.

We are excited to show you how your event can shine online.



Going Virtual in 2020

Enterprise Ireland Student Entrepreneur Awards



[Click to learn how we delivered success](#)

“When COVID-19 struck, Enterprise Ireland faced the prospect of having to cancel our annual Student Entrepreneur Awards Final. Instead, we engaged WhiteLight Consulting to plan and produce a virtual event. This was the first time Enterprise Ireland had staged a live online event but WhiteLight Consulting team instilled a real sense of confidence, right from the start. They listened to our needs and delivered the highest possible level. Their professionalism, knowledge and experience shone throughout the process. They took us from running a physical event to staging a highly professional and polished broadcast.”

Anna Kinnerk, Project Manager,
Enterprise Ireland Student Entrepreneur Awards



Going Virtual in 2020

Drogheda Motor Show



[Click to learn how we delivered success](#)

“I’ve worked with Karen, Con and their team on more than one occasion. This year, being a particularly strange year, unveiled to me a new dimension to this dynamic duo and their extended team. Both their approach and execution to each project, no matter how big or small, is unparalleled. I love working with WhiteLight Consulting. They simply go all-in and the results speak for themselves.”

Robert Murray, Head of Marketing,
First Citizen Finance

WhiteLight Consulting is shaped by the skills, strength and experience of our two Directors, Con O'Donoghue and Karen Devine. Con brings a wealth of project management and facilitation experience to how we shape our events; we know what captivates an audience. Karen fuels our project management with shrewd attention to commercial objectives, content, and technical planning and highly effective communications campaigns; we will connect your message to your market.



Con O'Donoghue & Karen Devine

Some of our recent event partnerships



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