

# Ticketpro Dome introduces Hybrid Studio in light of Covid 19

The Ticketpro Dome has unveiled a new Hybrid Studio - in light of the Covid-19 pandemic, which has forced companies to rethink the ways events are held.

Cynthia Penprase, portfolio director of venues, says the company is extremely proud to have created an offering for the exhibition, conference, entertainment and events industry unmatched for its combination of safety and engagement.



*“ This year has catapulted the events industry to rapidly reinvent itself to comply with the ban of crowds gathering, but still allow the engagement to suit our client's needs. Virtual event platforms have become a must for businesses aiming to create as similar an experience as possible to a live event. We have sourced the best in global technology to deliver all the excitement and participation of a live event plus the virtual component that places the audience in the middle of the action. ”*

## Livestreaming and virtual event platform

The Ticketpro Dome Hybrid Studio provides a permanent studio that delivers a fully integrated solution, from livestreaming to a completely virtual event platform at The Ticketpro Dome Conference and Events Venue. The studio comes complete with a stage, lighting, LED screen, sound and cameramen. This turnkey solution can be booked within 24 hours and will be ready to stream live.



### EVENTS

How the events and entertainment industry can rebuild post-lockdown - Q&A with Steve Cuzen of Howler

Ruth Cooper 28 Sep 2020

The studio is ready for use and booking options to include no physical audience, or a live audience of 250 with all Covid-19 protocol and social distancing adhered to. The venue can cater to all types of room layout from school room or cinema to a round table banquet set up.



To maximise The Ticketpro Dome Hybrid Studio, the client's briefs in their requirements and The Ticketpro Dome team creates a bespoke solution, including costs and special requirements for their review.

Benefits of a virtual event include not being restricted to a venue capacity or physical Covid-19 compliance "We can live stream to innumerable delegates, who only need a stable internet connection to be able to participate."

### **Audience engagement**

"Importantly, the Hybrid Studio allows audience engagement through live polls, surveys and audience commentary on the subject matter and we have the facility to vet comments to mitigate the ever-present online trolls and bots," says Penprase.



The digital event platforms allow for a powerful stream of sponsorship opportunities, with further dedicated pages offered to showcase specific sponsors. To measure return on investment (ROI), The Ticketpro

Dome Hybrid Studio system gathers data on all points of engagement, allowing clients to improve their future content and importantly, a hybrid event can go ahead regardless of changes brought about by the pandemic or other global events.

*To view the Ticketpro Dome Hybrid Studio and the many options Ticketpro Dome can provide, contact Neil Nagooroo on +27 11 794 5800 or at [neil@ticketprodome.co.za](mailto:neil@ticketprodome.co.za). For all information about The Ticketpro Dome go to [www.ticketprodome.co.za](http://www.ticketprodome.co.za)*

For more, visit: <https://www.bizcommunity.com>