Digital Offers Les Fontaines

February 2021

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Who are we?

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We create and deliver
hybrid or digital seminars,
that transform sustainably
and rely on a solid technical mastery
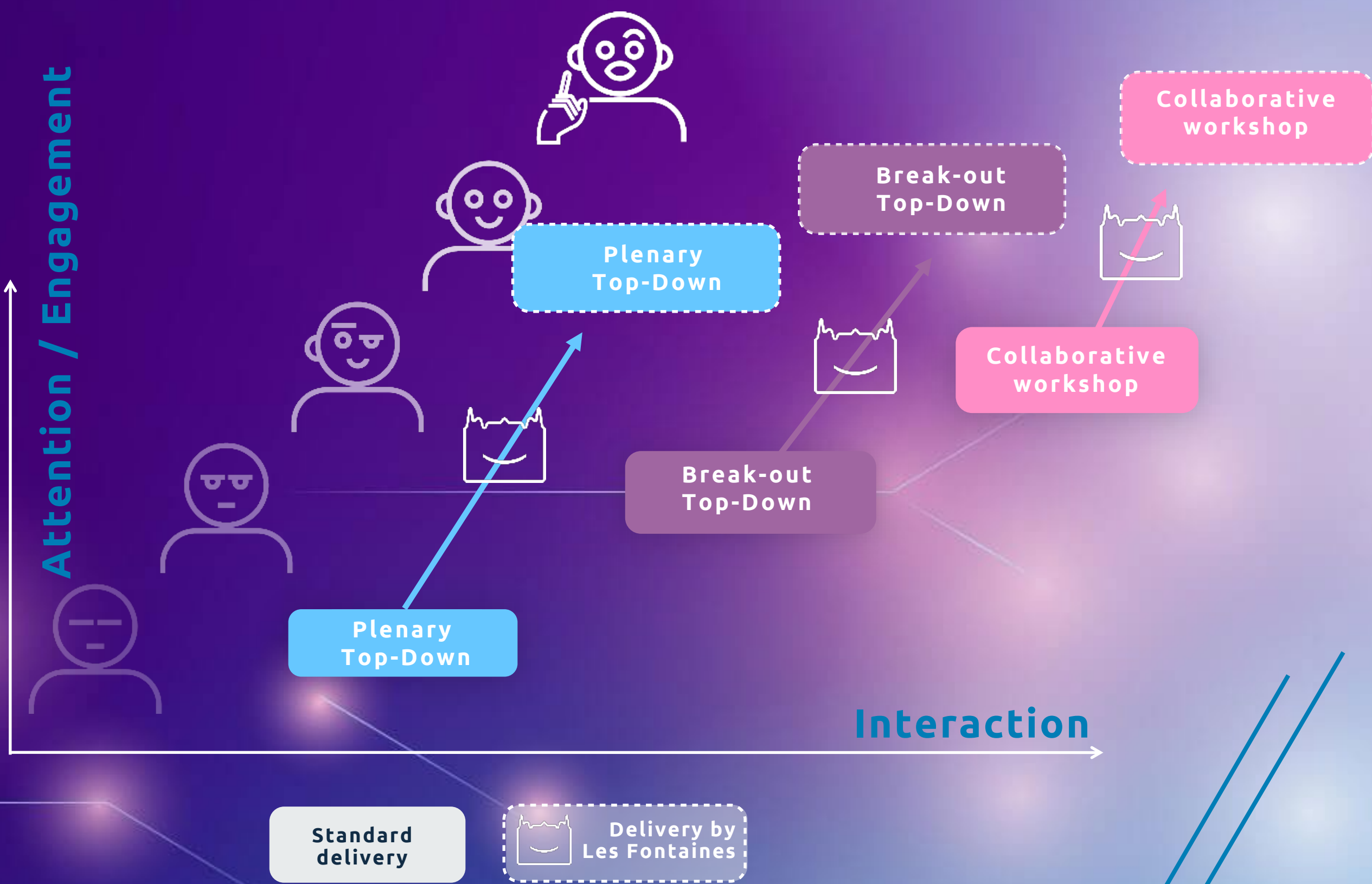
#Physical
experiences

#Hybrid
experiences

#Digital
Experiences

WE FOCUS ON 4 AREAS TO ENSURE THE SUCCESS OF EVENTS MADE BY LES FONTAINES

① THE PARTICIPANTS' EXPERIENCE
is at the very heart of what makes the success of an event

② THE BUSINESS OBJECTIVE
is the structural element of the seminar

③ TECHNOLOGY
must unleash human energy

④ GREEN & RESPONSIBLE
All is thought and delivered in a responsible way

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LES FONTAINES :
AN INDEPENDENT INTEGRATOR, FOR THE BENEFIT OF ITS CLIENTS

Teams & Know-how

Events architects

Content Managers

Facilitators

Deliver Experts, IT et Technical specialists

Process

Robust Methodology:
Event Canvas © based on participants' experience

Mobilization
of a coherent ecosystem

Large spaces and fixed / mobile studios

Secure and validated Tools

Robust platform

Tools

STARDUST group

MAZE

MURAL

klaxoon

momindum

EVENIUM ConnexMe

l'école du pitch

Dovetail Content Management

MINDS AGENCY

startupinside
PARIS - GENEVA - NEW YORK - SINGAPORE

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LES FONTAINES :
A LEADER RECOGNIZED BY ITS CLIENTS AND THE EVENT INDUSTRY

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SOCIETE GENERALE

L'ORÉAL

Total

Strategic partner

for global Digital events

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Concept de la Rencontre
SYT D'OR 2018

LES GRANDS PRIX
HEAVENT PARIS
DES MEILLEURES RÉALISATIONS ÉVÉNEMENTIELLES

Best Event Designer

250+ events / year of which 15% with digital elements

Paroles de clients ▶ TOUT REGARDER

Découvrez les témoignages et avis des clients du Campus Les Fontaines, qui ont pu organiser des séminaires, team buildings et autres activités au coeur du site.

SOGETI TESTIMONIAL 0:46
MARIA GALLAND TESTIMONIAL 0:39
EARTH WATCH TESTIMONIAL 1:10
CAPGEMINI TESTIMONIAL 1:13
MATRA ELECTRONIQUE TESTIMONIAL 1:01
MACIF TESTIMONIAL 2:06

SOGETI FRANCE aux Fontaines | Testimonial

MARIA GALLAND aux Fontaines | Témoignage

EARTHWATCH aux Fontaines | Témoignage

CAPGEMINI aux Fontaines | Témoignage

MATRA ELECTRONIQUE aux Fontaines | Témoignage

MACIF aux Fontaines | Témoignages

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Our Convictions

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5 Convictions for the Success of a Digital Event

1 Create

2 Transform

3 Accompany

4 Involve

5 Understand

Create a digital event differently than for a physical one

Move from an 'Event' perspective to an 'Expérience' one

Prepare and accompany speakers ahead of event

Create a feeling of belonging despite distance and favor interactions

Be empathetic with participants

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Convictions and Tips...

1 Create a digital event differently than for a physical one

The event must be designed for a digital delivery but taking account of certain elements of physical sessions

- Suggest a **new environment**, friendly and immersive, different from day-to-day tools (Zoom, Skype, ...)
- Keep **codes and values** of the company
- Surprise with **new style and content**
- Ensure **confidentiality** and **secure streaming**

✓ **Suggest a dedicated platform**

✓ **Rethink the format of your event**

✓ **Involve the IT dept of the client**

2 Move from an 'Event' perspective to an 'Experience' one

What makes the success of an event is the quality of the editorial line, of the content and the way they are delivered

- Etablish a **strong concept** with a scenario for each session
- Captivate participants by **telling them a story** and by **bringing in extra rythm** to be impactful

✓ **Write the scenario together with the client**

✓ **Bring in rythm, rythm, and more rythm**

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Convictions and Tips...

3 Prepare and accompany speakers ahead of and during the event

Speakers are not necessarily used to this new context

- *Structuring and facilitating* a digital event is very different from a physical one
- *Speaking* alone in front of one's PC or in front of many cameras on a TV set, mobilizes very different skills and approaches

- ✓ **Prepare speakers: gesture, tone, flow**
- ✓ **Use a professional faciliator/anchor**
- ✓ **Vary formats of speeches**

4 Create a feeling of belonging despite distance and favor interactions

Distance, and in some cases isolation, requires extra attention on the part of the event organizer

- *Bond with* participants
- *Interact and suggest animations to keep their attention*

- ✓ **Allow formal exchange and sharing (live) moments**
- ✓ **Suggest participative animations**

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5 **Be empathetic with participants**

Avoid anxiety that can derive from the difficulty to use tools, from the content, from the changes imposed by the event, from the isolation, etc.

Anticipate boredom that can be caused by a too-slow rythm, too-heavy content, a bandwith, etc.

- ✓ Reassure users ahead of the event on the technology aspects

- ✓ Have the right tools / platform

- ✓ Tease to raise interest

Based on nudges* deployed in Les Fontaines, we have adapted a series of tips for digital events via an interactive PDF.

(*) a nudge is a concept which proposed indirect suggestions as a way to influence behavior and decision making of groups or individuals

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At the heart of all of offers: The Participants' Experience

In all cases, the main goal is to capture and maintain the attention of all participants through:

- An **Editorial Line** adjusted to the objective and the audience
- High **quality and diverse contents**
- **Individual support** of speakers
- **Ease of use** of technological tools

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5 business objectives to **better structure** the event

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NEED TO 'FEDERATE'

Objective:

- Re-inforce managers
- (Re-)create relationships between colleagues
- Integrate the ecosystem

To make the difference:

- Create **structured sharing moments**
- Create **memory**
- Plan the **post-event communication**

Typical Agenda: ½ day

FOCUS	Capture the attention through a Mindfullness session or a inspiring and immersive video
GATHER	Describe what brings audience together: inspiring internal or external keynote speaker, with interactions (chat, polls, video messages...)
DEEP-DIVE	Take ownership of the challenges/topics in smaller groups via collaborative platforms
PLAY	Play to bond with colleagues without necessarily drawing conclusions as to management styles
RECAP'	Q&A Fun conclusion to create souvenir
REMEMBER	Create a fresco to foster belonging « We Are Logo"
TAKE-AWAY	Send photos, documents... Maintain a communication channel

#commonculture #communication #cohesion

NEED TO 'THINK & DECIDE'
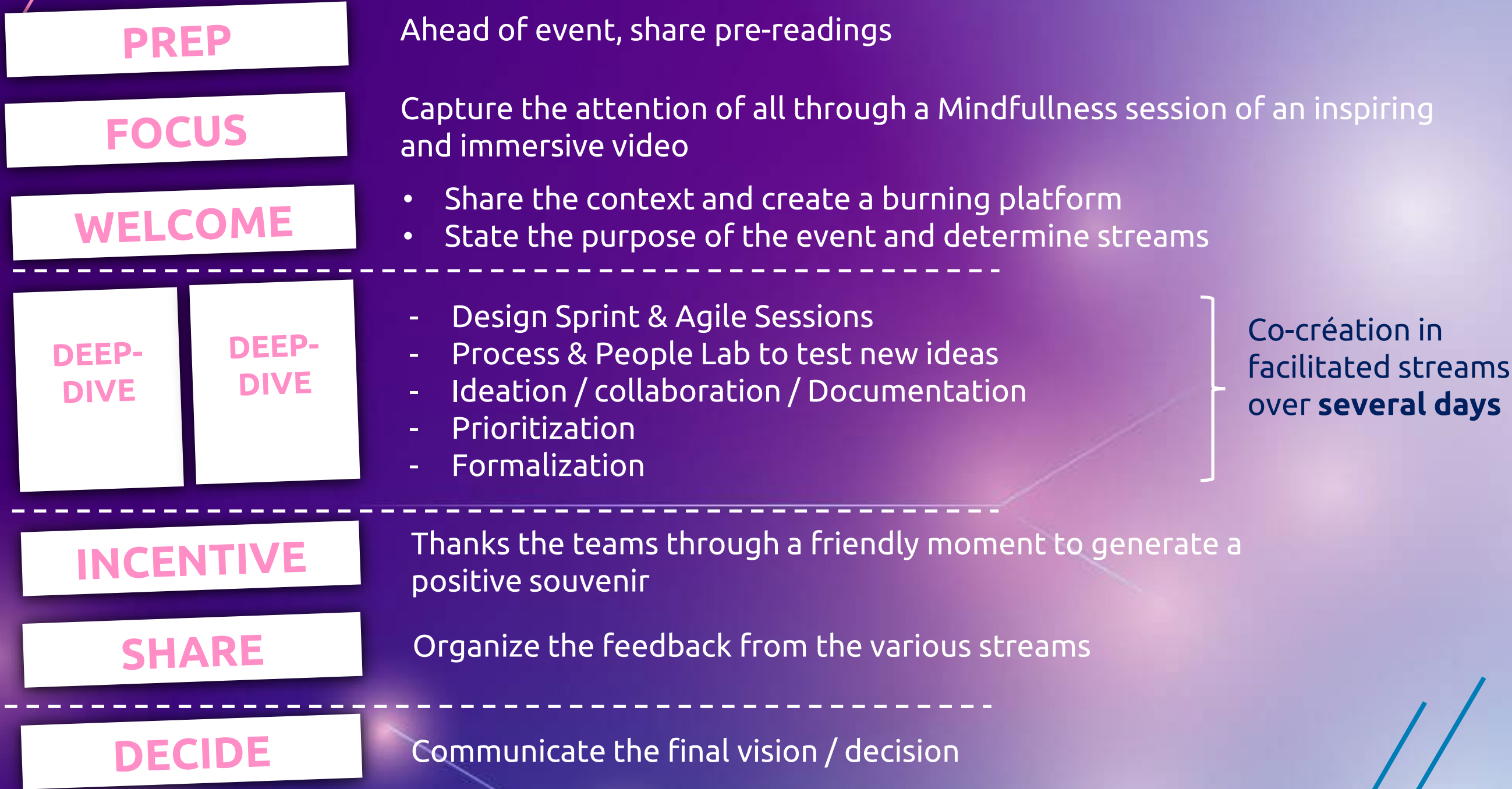
Think & Decide

Objectives:

- Develop an innovative vision
- Get staff members' input
- Reach a decision

To make the difference:

- Prepare the event ahead of time through the **sharing of pre-readings**, so that everyone has same level of knowledge
- Favor **smaller groups** to allow different points of view and greater dynamics
- Envisage to **'FEDERATE'** the rest of the teams once event is over

Typical Agenda: over several days

Stage	Description
PREP	Ahead of event, share pre-readings
FOCUS	Capture the attention of all through a Mindfullness session of an inspiring and immersive video
WELCOME	• Share the context and create a burning platform • State the purpose of the event and determine streams
DEEP-DIVE / **DEEP-DIVE**	- Design Sprint & Agile Sessions - Process & People Lab to test new ideas - Ideation / collaboration / Documentation - Prioritization - Formalization
INCENTIVE	Thanks the teams through a friendly moment to generate a positive souvenir
SHARE	Organize the feedback from the various streams
DECIDE	Communicate the final vision / decision

Co-création in facilitated streams over **several days**

#design-thinking #collaboration #ideation #ASE

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NEED TO 'EQUIP & DEVELOP'

Equip & Develop

Objectives:

- Prepare for change
- Develop new competencies

To make the difference:

- Make the session **an 'event'** to dissociate from a traditional training
- Because nature increases concentration, consider a **digital walk & talk**
- Organize the even **over several days**: sleep favors appropriation

Typical Agenda : 3 ½ days or +

| J 1 | WELCOME | | Share the context and create a burning platform |
| | DEEP-DIVE | DEEP-DIVE | Business skills trainings |

| J 2 | PEER-to-PEER | PEER-to-PEER | Sharing sessions: coaching, unconference, failconference |
| | SERIOUS GAME | | Play to highlight the complementarity of skills and talents inside an organization |

| J 3 | Softskills | Softskills | Softskills trainings to accompany the develop of the company |
| | RECAP' | | Conclusion, next steps… |

#competencies #upskilling #reskilling #personnalization

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Need for 'Greater Self-Awareness'

Objectives:

- Develop individual fulfilment
- Increase collective efficienciy

To make the difference:

- Combine type DISC-type assessments **prior to event** with **live experience** during the event
- Offer **co-development sessions**
- Encourage peer-to-peer mediation or with **professional coaches**

Typical Agenda: ½ day

PREP	Organize a preparation journey prior to event
FOCUS	Capture the attention with a Mindfullness session
WELCOME	By a speaker outside participants' direct environment, who will introduce the importance of the topic
ASSESS **TOGETHER**	Virtual Reality session with a personal feedback and a perspective on the team dynamics
COACHING	On a behavior generating greater collective efficiency
RECAP'	Suggest next steps

#emotions #co-development #assessment #mediation

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NEED TO 'TREAT OTHERS'

Treat Others

Objective:

- Reward your team members

To make the difference:

- Play on **senses** and on **sharing**
- Call upon Extraordinary activities or by delivered in an extraordinary way: very impacting for the brand and the pride of team members
- Continue the animation… to anchor the souvenir in everyone's mind

Typical Agenda: ½ day

WELCOME
Remind audience of context and reason for getting together. Why and who do we want to reward?

ENJOY
Offer a distracting activity inclusive as possible. Depending on audience: team challenges or not…

FAREWELL
Continue the experience with a fun moment adapted to the values of the company

#reward #game #souvenir #laugh

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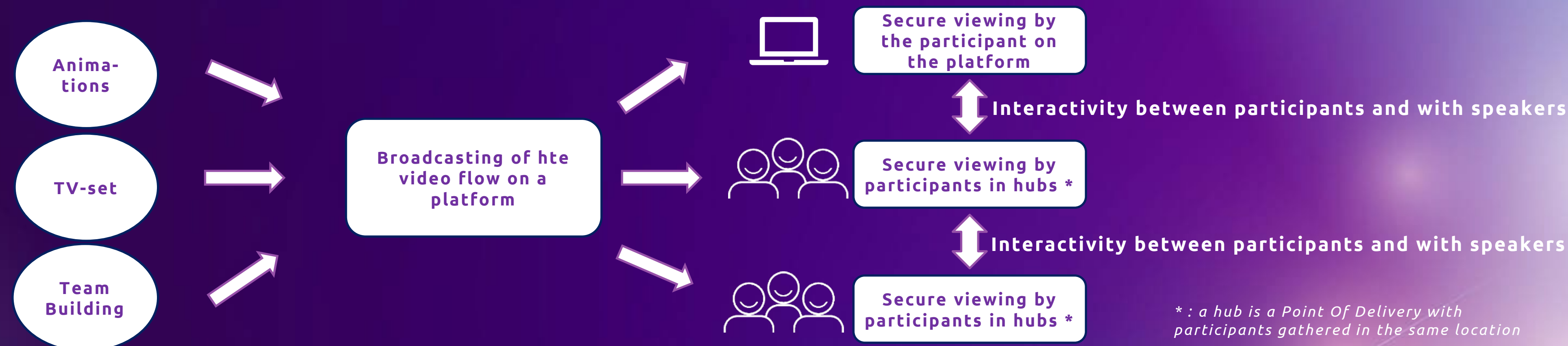
Technology
must unleash
human energies
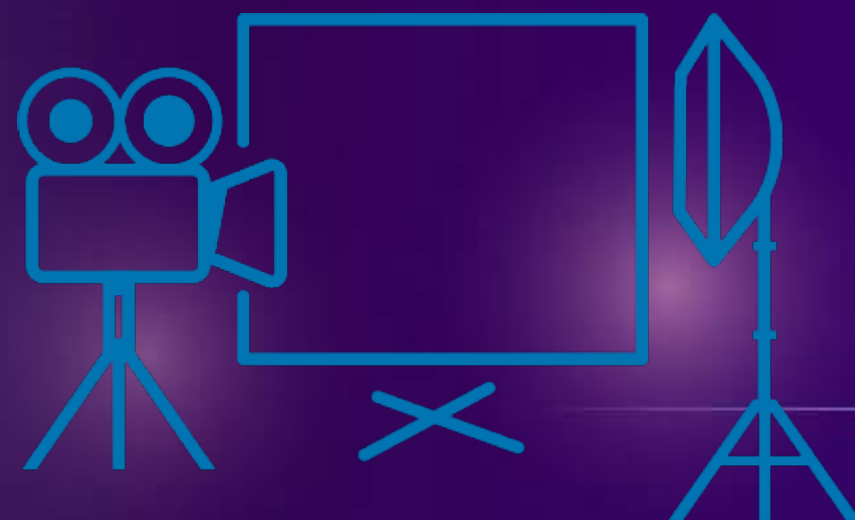
- Technology **supports business objectives** and challenges related to the event

- Broadcasting platform, studio set-up, A/V equipment, **everything is adjusted to the needs** of the client

- Speakers should **not focus on technology** but rather on their content

- Deployed solutions are **intuitive**

- We strictly **apply the IT policy** of our clients and ensure **secure streaming** of data during and after the event
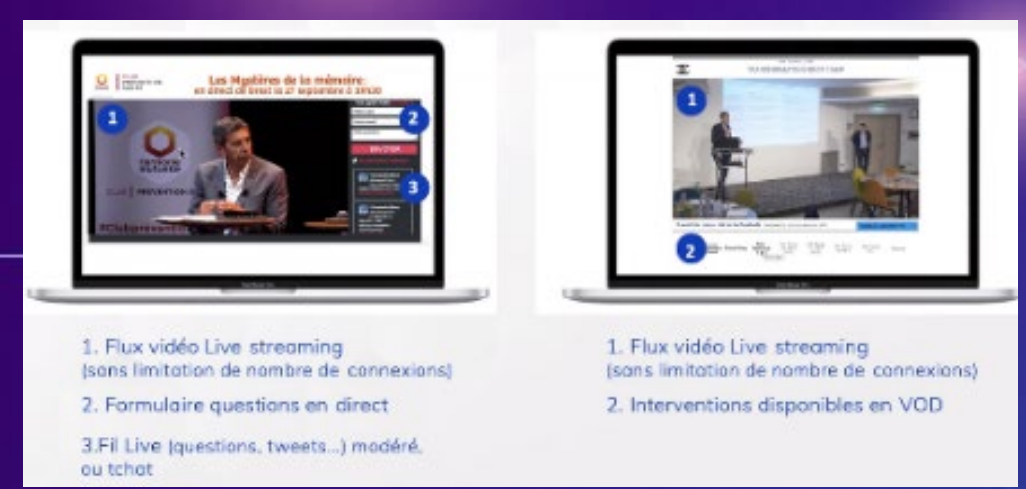
- We have several **turn-key studio solutions**

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The delivery has to be « premium »
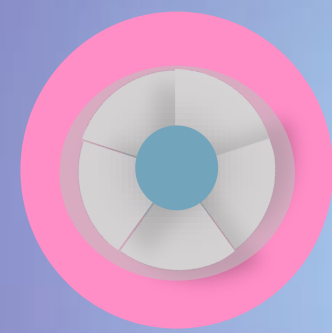
- **To captivate the audience, with a high-level and lively result, much more engaging than a traditional visioconference, we recommend the use of a platform:**
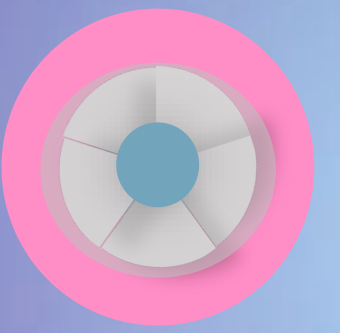

Anima-tions

TV-set

Team Building

Broadcasting of hte video flow on a platform

Secure viewing by the participant on the platform

Interactivity between participants and with speakers

Secure viewing by participants in hubs *

Interactivity between participants and with speakers

Secure viewing by participants in hubs *

*: a hub is a Point Of Delivery with participants gathered in the same location

- **The event is thus delivered as a TV show, with possibility of several speakers, different types of media (PPT, vidéos…). Participants can ask question during the broadcast and speakers can answer live**

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THE PLATFORM: A MUST

- **The platform enables the digitization of the event logistics. It provides a similar experience to that of a well-managed physical event: feeling of togetherness, proximity, belonging**

- **It creates impacting expériences with a whole array of powerful tools that fuel engagement**

  - Participation in the event by live streaming at a click

    - Connection to a dedicated branded site

    - Agenda listed in a clear and concise way

  - Full immersion

    - Setting of plenary and break-out rooms

    - Easy navigation

    - Tools to fuel interaction: questionnaires, polls, word clouds...

    - Detailed stats

  - Ease of organization

    - Recoring of videos and PPT presentations

    - Intergrated functionalities and services: enrolment, emailing, surveys

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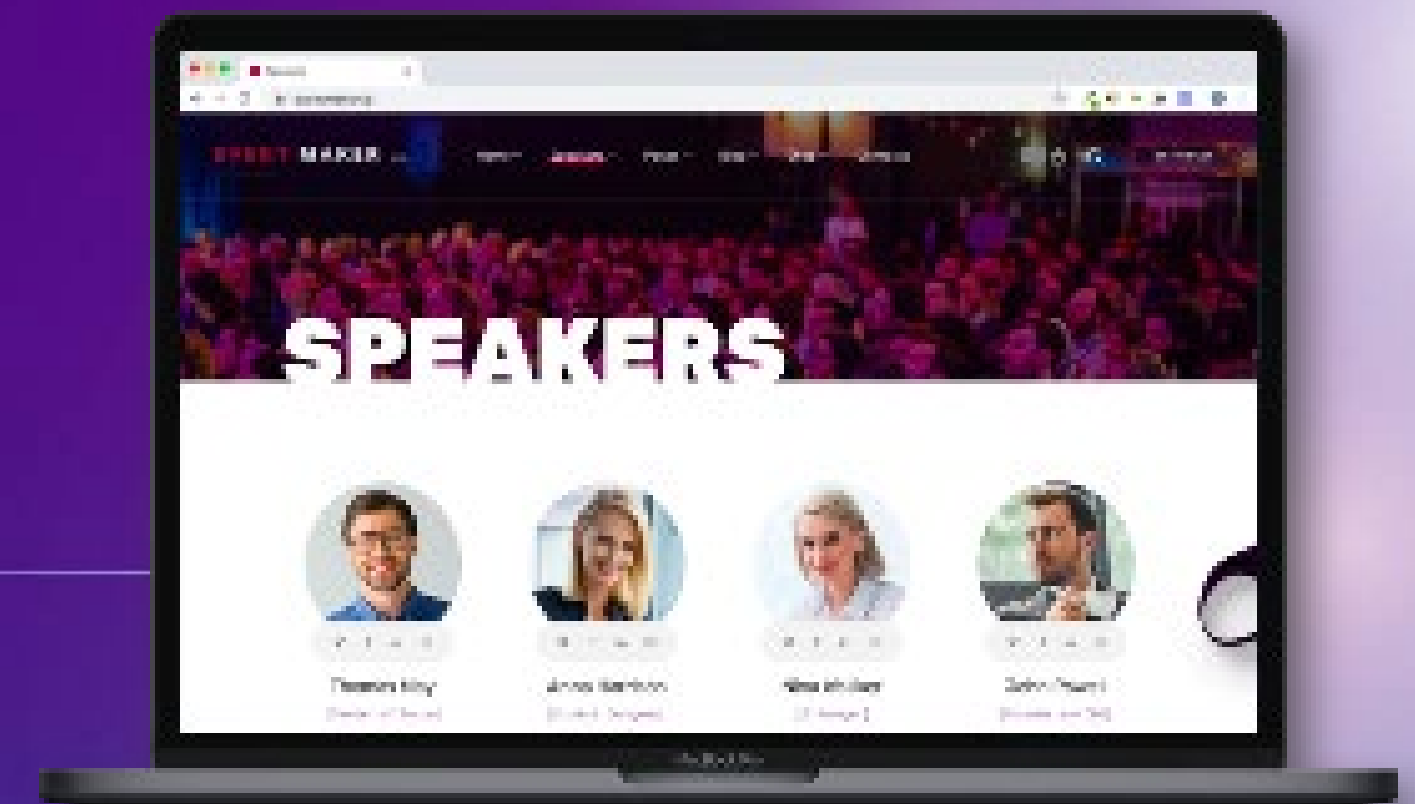
Our **STUDIOS** SUCCESSFUL DIGITAL & HYBRID EVENTS

LARGE TV SETS
#Chantilly
#audience
#modular

CONNECTED STUDIO
#Paris
#readytouse
#globalnetwork

MOBILE STUDIO
#allinone
#mobile
#roundthecorner

EPHEMERAL STUDIO
#expertise
#customized
#onsite

PARTICIPATION IN AN ENVIRONMENTAL PROJECT

WITHOUT FORGETTING...

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ALL OUR DIGITAL EVENTS ARE DESIGNED 'RESPONSIBLY'

- All teams are **aware of CSR issues** and **trained to be Digitally Responsible**

- We work with **local providers**, themselves committed to the environment

- Our studios are using **100% renewable energy**

- We favor **equipment already in place**

- We manage **rythm and activities of the event** to keep the attention of participants and avoid that they stop watching but keep their connection open (which would be a real waste)

- Our certifications constantly remind us to **be on an ongoing improvement path**

- With MyTree, we **plant a tree** and **participate in a development project** for **each minute of broadcast**

ISO 20121
BUREAU VERITAS
Certification
BUREAU VERITAS 1828

Since 2020
To design, create and deliver certified **responsible events**

bsi. ISO 50001 Energy Management

Since 20211
To responsibly manage **energies**

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SOME RECENT DIGITAL EVENTS
DELIVERED BY LES FONTAINES

SUCCESSFUL DIGITAL & HYBRID EVENTS

BIANNUAL CONVENTION OF A CAC40 COMPANY

- Large TV studio with 3 different sets and audience in Les Fontaines
- 14 hubs across the world
- **2 days** alternating LIVE / videos / duplex and event activities

STRATEGIC SEMINAR OF A KEY PLAYER IN THE ENERGY SECTOR

- 300 participants of which 50% at client headquarters, the remaining remote
- Transfer knowledge of logistical and technical arrangements to the client
- Coordination of content and securization of streaming with client's teams
- **3 half-days**

LAUNCH OF XMAS MENUS

- Simultaneous testing at Les Fontaines and 11 sites across France
- Remote presentation of menus by a Chef
- Synchronization of Catering teams and live interactions between sites
- **2 half-days**

INTERNAL INNOVATION CHALLENGE 100% DIGITAL

- 3 shows to present teams and interact with jury
- Vote of team members
- Final show with award ceremony
- **90 minute-sessions over 4 days**

PUBLIC MEETING

- TV studio in Les Fontaines with audience of 200
- Broadcast in local cinemas (400 p) and social networks
- **3 hours**

MANAGEMENT MESSAGE

- Mobile studio parked in front of client's HQ to record and broadcast a live video message to teams
- No montage, no support required from client's teams
- **2 hours**

SALES MEETING

- 20 regional sites connected
- Secured streaming and technical aspects managed from Les Fontaines
- **1 day**

REMOTE KEYNOTE

- Studio set at speaker's location
- Live broadcast in plenary in Les Fontaines
- **45 minutes**

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LES FONTAINES, DIGITAL EVENTS THAT TRANSFORM SUSTAINABLY

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