



Emma Reynolds

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Biography

Emma Reynolds is a leading UK Executive Producer and expert speaker on virtual events. Over the past 25 years Emma has specialised in creating large-scale live and broadcast events and video and digital/interactive activations for some of the world's largest brands and agencies, such as the FIFA World Cup Russia 2018; the past five years' UEFA Champions League Finals; America's Cup Jubilee for 70,000 participants, and producing international conferences for Samsung, TATA and EY. Emma's delivery has been recognised in many client awards including The Drum, EvCom and M&IT Awards.

Centred on valuable insights learnt from live events, and her love and specialism in technology and virtual activations, Emma is passionate about the infinite possibilities within the virtual events world. Using her vast experience Emma shows how virtual events offer new and exciting opportunities for participants, whilst helping organisers recognise the differences in planning and managing a virtual event - what can you achieve and what can you play to.

Emma is the creator of the Best Virtual training series and is currently one of the UK's leading authorities on virtual meetings and behaviour.

Session: Virtual Events Masterclass

At a time where our appetite for shared live experiences has never been greater, how do you capture that essence and translate it into an experience-rich virtual event?

What technology you do choose? Which option will allow you freedom of design and fluidity in planning your virtual events to create compelling, memorable content and push limits in your event design?

This fast paced masterclass will guide you through the basics of virtual events: from getting the best out of your speakers, to creating brilliant content and the best brand experience for your organisation, from strategic planning to ultimate delivery, Emma will share a deep understanding of the virtual event and meeting world in this insightful and practical session.

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to make an appointment to speak to us about booking Emma to speak to your team either virtually or in person



This session is worth 1.0 IAAP recertification point.