

FIRST
SIGHT
MEDIA 

video • streaming • events

**EVENT
CONTENT
STRATEGIES**

YOUR EVENT. AMPLIFIED.

Filming  Streaming  Audio Visual  Event Production  Content Creation



CONTENT AT YOUR EVENT:

WHY IT MATTERS MORE THAN EVER

Events today aren't just about footfall - they're content generators.

With the right features in place, you can turn your show into a year-round digital brand - with simple cost neutral and profit generating solutions that can grow your revenue.

Award-winning production company, First Sight Media have over 30 years' experience in delivering conferences and exhibitions, worldwide. We help you:

- Drive audience growth beyond physical attendance
- Build long-term value from your sessions
- Strengthen sponsor & speaker ROI
- Fuel your event's social media presence
- Support accessibility & inclusion
- Create fresh engagement formats exhibitors now expect



**EXTEND
YOUR EVENT
FAR BEYOND
THE ROOM**

SOLUTIONS

Unlock the full potential of your conference with **innovative features** designed to **captivate attendees**, amplify your **visibility**, and deliver **undeniable value to sponsors and exhibitors**. Transform content into a suite of marketing material that can be used for years to come, delivering **measurable return** on investment long after the event ends.



Content Studios

Branded, on-site studios that capture expert interviews and live content, turning your event into a year-round content engine.



Playback

Live and on-demand access to sessions and interviews, extending your event's reach far beyond the venue.



Highlights Videos

Fast-turnaround, shareable video content that captures the energy of your event and fuels social media engagement.



Key Session Capturing

World-class filming of sessions to create valuable on-demand content for attendees, sponsors, and future marketing campaigns.

PODCAST STUDIO

A branded podcast zone where industry voices come together at your event to record live episodes.

In-person attendees can listen live through wireless headsets, adding value for exhibitors, while the episodes are also **filmed** so those not at the event can watch and listen back later.

With an expert **Audio Engineer** to run the Zone, podcasters & listeners are guaranteed a **seamless listening experience!**

This zone offers a **promotional benefit** for professionals wanting to raise the profile of their podcast - **strengthening the value** of your event.

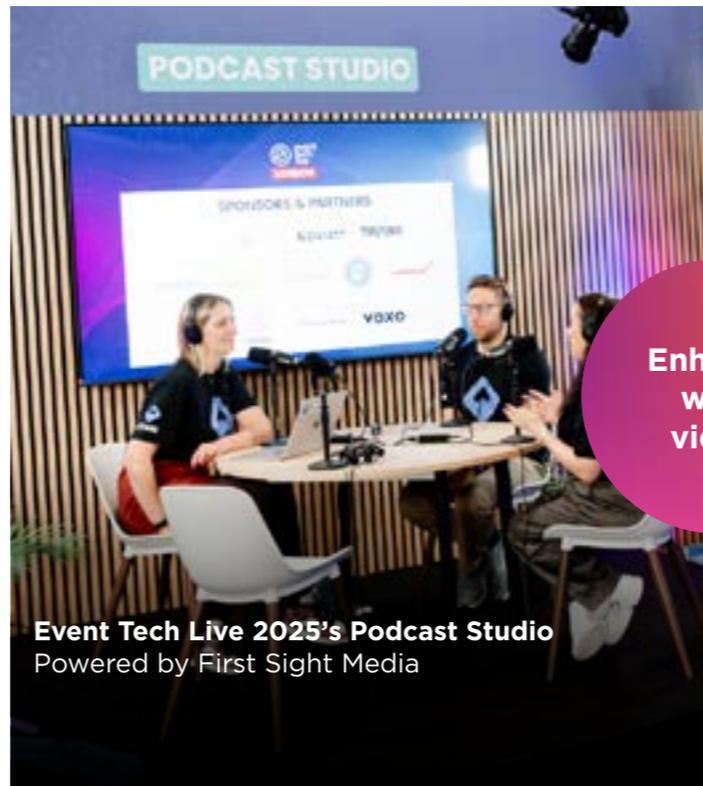


DID YOU KNOW...
93%
OF PODCAST
LISTENERS WILL LISTEN
TO THE ENTIRE EPISODE



NHS Confed 2025's Podcast Stage
Powered by First Sight Media

Click
to watch
BTS!



Event Tech Live 2025's Podcast Studio
Powered by First Sight Media

Enhance
with
video



SPEAKER STUDIO

Custom-built pop-up studios that harness the experts at your event to create unique, high-value content, with your brand at its heart.

Key Benefits:

Maximise the value of your speakers

Capture insight from industry leaders while they're already on site, turning expertise into high-impact content.

Extend conversations beyond the stage

Add depth, context, and personality through exclusive interviews that complement on-stage sessions.

Create reusable content assets

Produce polished video content for social media, on-demand platforms, and future event marketing.

Strengthen sponsor and partner value

Offer branded interview opportunities that deliver measurable exposure and long-term ROI.

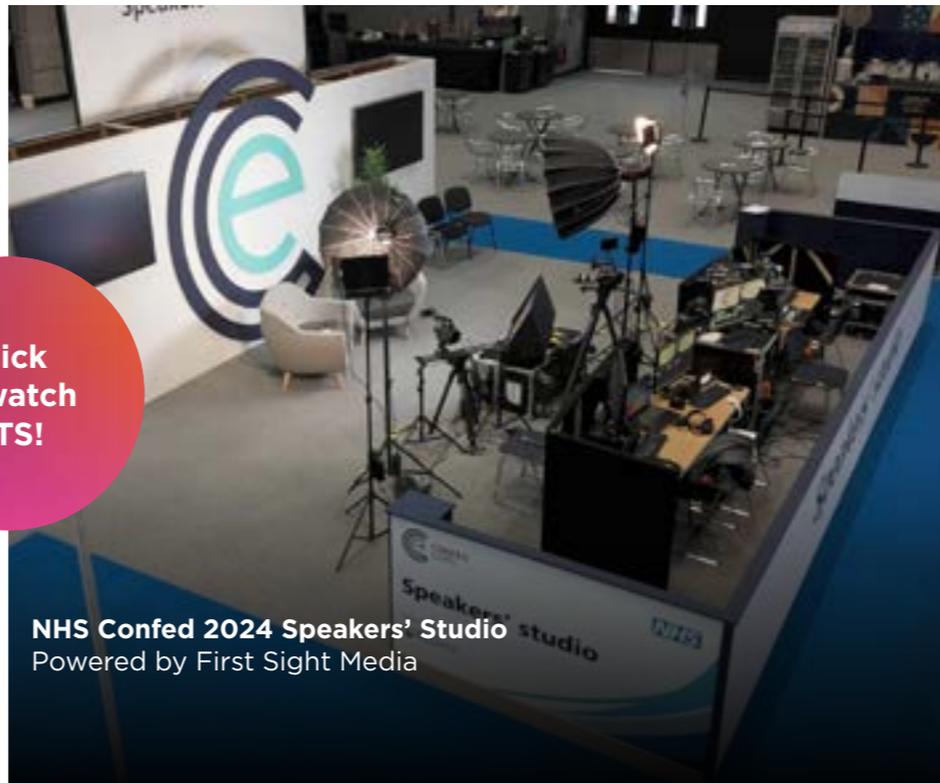
Keep audiences engaged between sessions

Maintain momentum and interest with fresh, relevant content throughout the event.

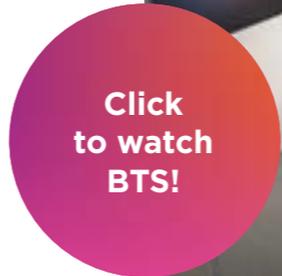
Deliver energy, thought leadership, and non-stop engagement.



Event Tech Live Speaker 2025 Studio
Powered by First Sight Media



NHS Confed 2024 Speakers' Studio
Powered by First Sight Media



SUCCESS STORIES



Delegate Wranglers Summer Summit – Essential Pop-Up Studio & Highlights

- Single Speaker Studio on the show floor
- Designed for quick interviews and capturing speaker insights
- Produces ready-to-use social media content
- Fully managed setup with a producer and camera team
- Acts as an attraction, especially for new events - attendees will love to snap their interview moments and share them online



International Confex – Enhanced Show-Floor Studio

- Single studio with expanded interview throughput
- A continuous filming of speakers & exhibitors
- Delivery of polished clips for on-demand viewing and awards promotion
- On-site editing station for immediate turnaround
- Increased production support, help with scheduling and full running of the studio



Open Banking Expo, Canada – A Hybrid Broadcast Studio

- On-site interview capture at the event
- Real-time vision mixing handled remotely by studio technicians
- Broadcast-quality output without the cost of full production crew on location
- On-demand player, for members to catch up on sessions and interviews



Event Tech Live – Multiple Live Studios & On-Demand Hub

- Live Speaker Studio for bridging gaps between sessions
- On-site Podcast Studio producing new and established show episodes
- On-demand player with AI summaries
- Same-day upload for social amplification
- Ideal for multi-channel content strategies (live, social, on-demand, podcast)
- Creates continuous engagement for both attendees and remote viewers

FULL STAGE COVERAGE

Filming and streaming your sessions will unlock powerful opportunities to **grow visibility**, increase **long-term value**, and deliver **measurable returns** for attendees, sponsors, and exhibitors alike.



24 MINUTES
AVERAGE TIME
AFTER A SESSION
CAPTURED BY
FIRST SIGHT MEDIA
BEFORE IT'S READY TO
WATCH ON DEMAND



Delegate Wranglers Summit 2025
Highlights Video

Click
to watch



NHS Confed Expo 2025
Highlight Video

Click
to watch

DAILY HIGHLIGHTS VIDEO

Create energetic highlights videos that showcase your event in all its glory!

- Boost attendance for next year's event
- Repurpose content to promote future events
- Keep momentum alive after the event
- Give attendees shareable content for social media

YOUR EVENT ON-DEMAND

Give your audience a platform where they can access the content anytime. Our solution? An on-demand player, unique to your event.

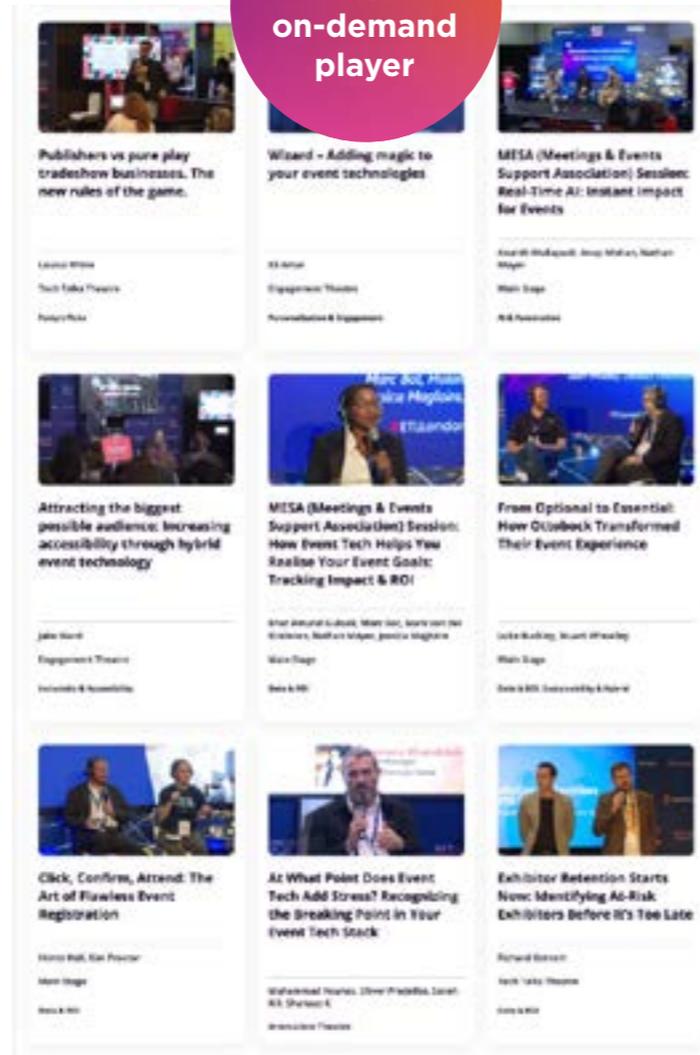
Curated Playlists

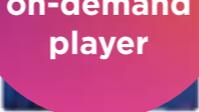
Create **tailored playlists** that organise your sessions into clear, themed collections for **effortless viewing**.

AI Powered Summaries

High-value recaps of each interview and session, making it easier for audiences to **revisit** key insights, share takeaways, and **engage long after the event**.

Click to view on-demand player



 <p>Publishers vs pure play tradeshow businesses. The new rules of the game.</p> <p>Lucy Stone Tech Talk Theatre Podcast</p>	 <p>Wizard - Adding magic to your event technologies</p> <p>Ed Auer Engagement Theatre Personalisation & Engagement</p>	 <p>MESA (Meetings & Events Support Association) Session: Real-Time AI: Instant impact for Events</p> <p>Fourth Wall/Event Group/Matthew Nathan Main Stage AI & Personalisation</p>
 <p>Attracting the biggest possible audience: Increasing accessibility through hybrid event technology</p> <p>Jake Ward Engagement Theatre Innovate & Inspire</p>	 <p>MESA (Meetings & Events Support Association) Session: How Event Tech Helps You Realise Your Event Goals: Tracking Impact & ROI</p> <p>Star Summit/Event, Matt Lee, Kate van der Brinkers, Beth van der Brinkers, Jessica Maguire Main Stage Data & ROI</p>	 <p>From Optional to Essential: How Quizbeck Transformed Their Event Experience</p> <p>Jackie Buckley, Stuart Wrenley Main Stage Data & ROI, Connected by AI & VR</p>
 <p>Click, Confirm, Attend: The Art of Flawless Event Registration</p> <p>Harriet Hall, Kai Pevsner Main Stage Data & ROI</p>	 <p>At What Point Does Event Tech Add Stress? Recognising the Breaking Point in Your Event Tech Stack</p> <p>Wahneema Lubiano, Oliver Phelan, Sarah, Aki Shirota Engagement Theatre</p>	 <p>Exhibitor Retention Starts Now: Identifying At-Risk Exhibitors Before It's Too Late</p> <p>Richard Brown Tech Talk Theatre Data & ROI</p>



HOW CONTENT CAN DRIVE ROI

Grow your audience

Extend your event beyond the venue with real-time and on-demand content that attracts new communities.

Create long-term value

Turn recorded sessions into reusable assets that keep driving engagement and awareness long after the event.

Drive future attendance

Use high-quality video across campaigns to increase visibility and convert interest into next year's registrations.

Support accessibility and inclusion

Reach audience that are remote, global, and people with disabilities, with content everyone can access.

Strengthen sponsor and speaker value

Give partners greater exposure, extended reach, and clearer return on their investment.



HOW TO MAKE YOUR CONTENT ZONES PROFITABLE

- Sell sponsorships to brands who want visibility alongside high-value content.
- Sell speaker slots to give organisations guaranteed exposure in a high-traffic broadcast environment.
- Bring in industry podcasts to widen your audience reach and tap into pre-built communities.



CONTENT STUDIO EVOLUTION AT EVENT TECH LIVE

How Event Tech Live transformed a simple studio setup into a dual-studio, revenue-driving content engine - proving that smarter content spaces pay for themselves.



2022

A simple branded backdrop for speaker interviews on the showfloor.



2023

Two back to back studios, one for Event Tech Live and one for their sister show, Event Sustainability Live.



2024

An advanced Speaker Studio and Podcast Studio. Interviews live, streamed and uploaded to an on-demand player, adding more value for attendees.

2025

ETL's Speaker Studio and Podcast Studio, now with full video, doubled in size and took centre stage on the exhibition floor. Streamed interviews, instant on-demand playback, AI powered summaries, and curated playlists, turned the studios into high-value content engines. The growth wasn't accidental - it was ROI-driven.



From concept to delivery



click to
watch case
study



WHY CHOOSE FIRST SIGHT MEDIA?

With 30+ years' experience filming, streaming, and producing events globally, First Sight Media is not your average production team. We are your multi-award-winning production partner who bring events to life - it's the relationships we create that set us apart.

RATED
9.7/10
FOR OUR
CUSTOMER
SERVICE

Click to watch and find more about us



"First Sight Media are one of our most trusted partners. I can't remember the last time I gave them a brief. That's how good they are. They know our event inside out... and they're always innovating."

Adam Parry,
Co-founder
of Event Tech Live and
Event Sustainability Live



"There are very few suppliers that I can say I can rely on 100% to deliver every aspect for the show and just know it's going to be far greater than my expectation. First Sight Media helped deliver a buzzing, alive and exciting two days for NHS Confed Expo 2025."

Nick Westerman,
Head of Strategic Partner
Events at NHS
Confederation



"The beauty of working with First Sight Media, is that they're so invested in what we're doing. There's a real commitment to delivering the very best for us and that gives you a great sense of confidence and really builds trust."

Rosie Munro,
Corporate Events Manager,
University of Bedfordshire



"First Sight Media were not just a production company; they were true partners. They guided us through our entire project and we're immensely proud of what we've created together."

Heloise Prieur,
Marketing Manager at
Cosmetic, Toiletry &
Perfumery Association
(CTPA)



Maximise **Every** Moment

End-to-End Production **Specialists**

Maximise your production value with innovative exhibition features that generate content and become your events newest attraction.

Find out more or book a discovery call:

📞 **0330 024 1080**

✉ **info@firstsight.media**



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