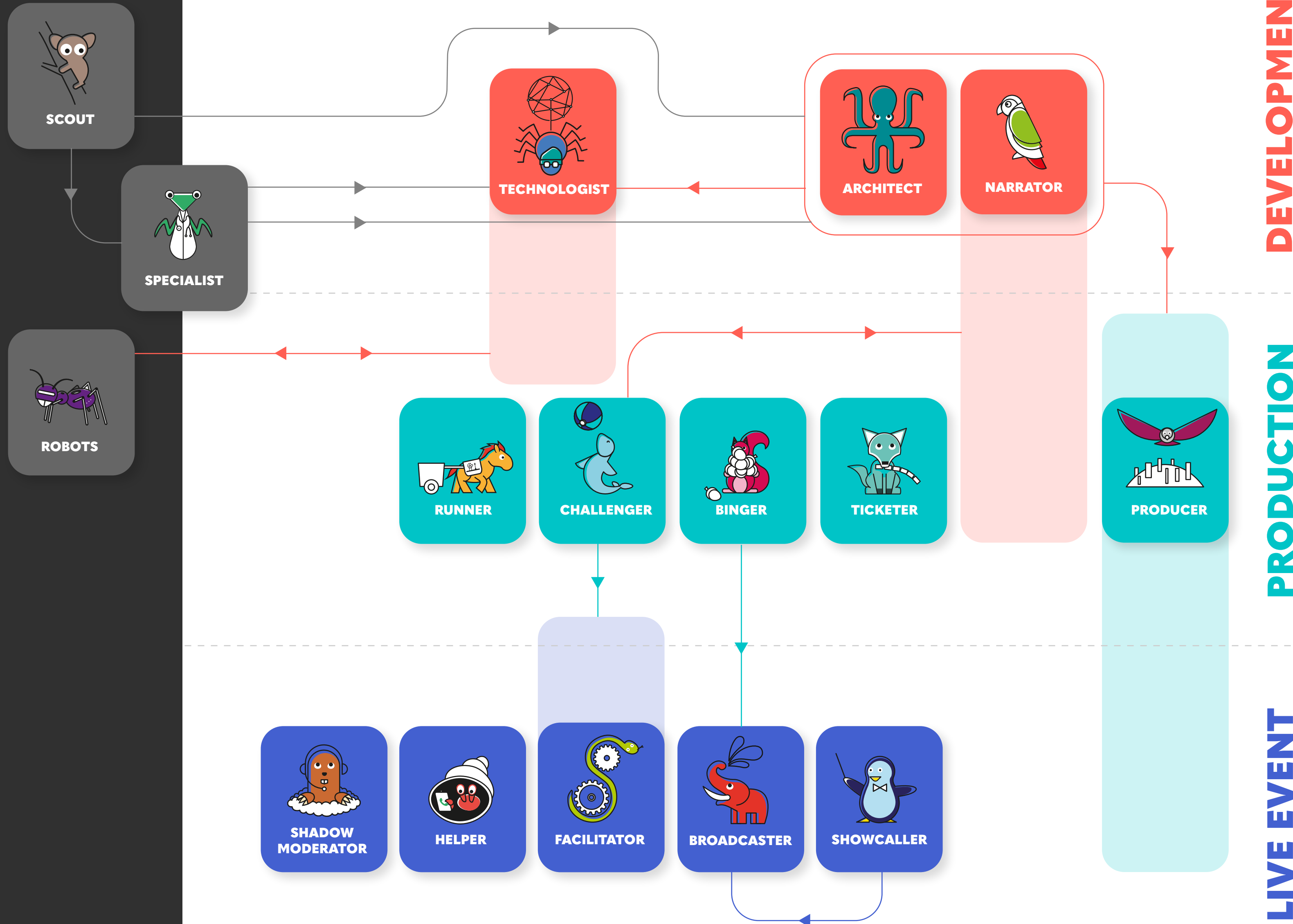


TO ENSURE SUCCESS OF YOUR DIGITAL EVENT, **CO-MANA** HAS IDENTIFIED **KEY ROLES**.

BY **COMANA**

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**SPECIALIST**

The specialist is the master of a specific platform. The specialist lives in the feature update section of the respective platforms and spends a lot of time on the backend exploring all the lesser known features and functionalities of a platform and keeping up with the literature. On a given event the specialist will be consulted by the architect and technologist.

**SCOUT**

The scout is always on the look-out for new event platforms and solutions, requests demos and trial accounts, and also registers to live events on a regular basis as a participant to see what the future of online events might look like. The scout also feeds on platform updates and new features. The talent scout is always on the look-out for keynote speakers, digital evangelists, emcees, moderators, mentalists and yoga masters at competitive prices for future events.

**TECHNOLOGIST**

Implements the architect's design, tests, troubleshoots and problem solves. The master design for an event can be tweaked by the technologist with alternative technologies or solutions. The technologist makes sure the architect's constructs work in practice, across platforms.

**NARRATOR**

The narrator's role is to identify the theme of the event, to shape the visual identity and key messages with the client, as well as the event format, making sure that the theme percolates through every part of the event giving it a consistent feel and memorable experience for participants.

**ROBOTS**

The robot is a tester. This role can be assumed by anyone inside or outside the organisation. The more the better. A successful event requires an army of beta testing bots in incognito mode. The robot is always ready to connect on multiple devices and provide feedback.

**ARCHITECT**

Client liaison initially. Chooses the platform or combination of platforms and tools that best respond to client needs and will guarantee an optimal virtual event experience - with an attention to interoperability of multiple platforms.

**BINGER**

Snacks on video content, slide decks, platform branding assets, playlists and jingles. The Binger scrambles to retrieve all assets from video and graphics in their final approved versions, and uploads them in a shared folder for the broadcaster to use. In a smaller production, the binger will be played by the producer who may well take on these three roles: producer/showcaller/binger.

**PRODUCER**

The Producer oversees the project, takes over the client relationship from the architect, ensures the team is working to schedule and budget. The producer should liaise with video and graphics to ensure all assets are ready for the event and as per tech specs of the platform.

**BROADCASTER**

The broadcaster is the hands-on operator of the live stream, from 'go live' to bringing in the different video feeds and media into the mix as per the run of show. Weapons of choice: Vmix, Streamyard, Manycam, ....

**CHALLENGER**

The Challenger creates or adapts existing online games/challenges for a gaming experience during a breakout or 'fun' session. The Challenger is a crafter and wordsmith, his world is one of quizzes and escape games. Challengers are usually called upon to become facilitators during the event. Challengers also like to hang out with the Narrator.

**TICKETER**

The Ticketer manages the registration process for all participants and speakers to the event, creating tiered ticketing if necessary or implementing third party registration tools and overseeing email reminder process. Pay more, pay less, VIP access, ... the ticketer will tailor custom event experiences for every budget and type of participant.

**LOGISTICIAN**

The logistician makes sure that parcels and equipment that need to be shipped to participants arrive on time (including mics and headsets). The logistician's role also extends to sourcing food & bev, goodies and various props & accessories and shipping before the event.

**SHOWCALLER**

The showcaller is the 'conductor' who takes the stage for the dry runs and the event itself, calling the cues for the broadcasters. The showcaller puts together the run-of-show sheet that the broadcasters work to. This role can be played by the producer.

**FACILITATOR**

The Facilitator is the shiny happy person who greets speakers, walks them through a demo or dry run and reminds them of the technical requirements on their side for a smooth event experience. The facilitator can also host a session such as a breakout, virtual quiz or game, etc. The facilitator also manages pre-recordings.

**SHADOW MODERATOR**

The shadow moderator can answer questions in the chat or make suggestions to participants to enhance the event experience. Should not be confused with a moderator on stage or host who is usually a client or chosen by the client although the shadow moderator can assist the actual moderator (in filtering questions submitted by participants for instance). This role can be played by the producer. Should have a perfect command of written English in a fast-paced environment.

**HELPER**

In this back-office role the helper takes calls from participants and speakers who have trouble connecting or finding their way around the event.