

VARYSIANSM

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1. **What we do**



Our average Net Promoter Score.

Varysian empowers development organisations to better reach internal and external audiences with a comprehensive virtual event curation and management service.

From small roundtable gatherings and training modules to 2000+ delegate conferences, we are able to take your message and turn it into an engaging and successful experience for donors, staff and key stakeholders.



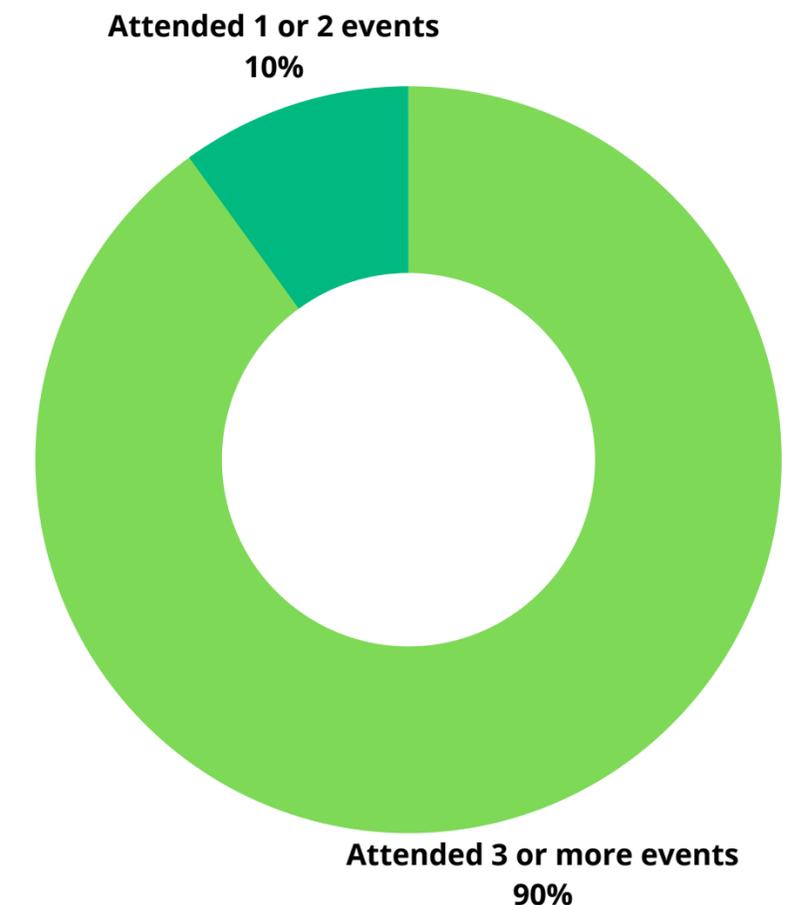
2. Our history

We have deep roots in the development space. This experience stems from our close consulting relationship with the directors of National Hydrological and Meteorological Services (NHMS). Working with this group, intrinsically involved in battle against climate change, has developed our model from pure advice, to the stewardship of a digital network of NHMS with a multitude of events and educational opportunities.

126 Directors

126 of 190 national meteorological directors are members of our Network.

90% of our members have attended more than 3 Varysian events.



Our expertise in hydromet has led to a consulting relationship with the World Bank and latterly to a model of event provision that has created the perfect platform for community building and bespoke gatherings, now utilised by the likes of SPREP and the CMO.

All of our partnerships have stemmed from referrals and a reputation for quality and integrity.



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3. How we do it

Varysian's approach is based on the differences and unique needs of each client.

Our expert team - with backgrounds in government relations, marketing, events and digital networks - respond to your needs with a bespoke solution, rather than a standardised 'one-size-fits-all' approach.

Consult on event requirements



Devise and execute plan



Manage operations and liaise with partner organisation



Act as technical hosts and trouble shooters throughout event(s)



Manage content strategy and feedback post-event

4. **Service highlights**

- Transitioning from real world to virtual event consultations
- Delegate research and recruitment
- Agenda content creation and management
- Event marketing campaigns
- Speaker research, recruitment and management
- Building and operating virtual events, stakeholder engagement and knowledge centre platforms with a range of functionality
- Translation services and multilingual event platforms
- Creating digital media for these platforms - from bespoke films to written information
- Linking with academic/professional organisations for accreditation or creating our own system of accreditation based on delegate attendance and engagement
- Post-event research and NPR collection and curation of permanent or semi-permanent knowledge centres
- Repackaging event content - filmed discussions etc - for partner's own use

5. Partner relations

120,000+

Our events have provided over
120,000 unique attendees

Regardless of service agreement each partner is treated with the same respect, engagement and attention to detail.

You will be assigned an internal Senior Account Manager who will manage your project, act as a central contact point and make sure that your expectations are exceeded. Our service is highly personalised and truly end-to-end.

6. Technology with a human face

Our human face is partnered by our technology. Capable of hosting small gatherings to huge conferences, our platform will reflect your brand's identity and event brief. We are capable of:

- Hosting large plenary sessions
- Intimate roundtables
- Collaborative workshops
- One-on-ones
- Multilingual sessions with translation services
- Private demonstration & presentation rooms

All modes of content delivery can be held simultaneously or as a single stream. While Delegates can use the platform to access course materials, ask questions, respond to polls and message other delegates. Members of the Varysian team attend all sessions as silent technical hosts and are able to solve problems and answer questions immediately.

750,000

Direct messaging within events has created 750,000 new connections

7. Partner case studies



In 2019 we created a high level 'real-world' event for the Caribbean Meteorological Organisation and the hydromet directors of 16 CMO member states. Utilising our full menu of services we ran an end-to-end event that has recently been used as case study in good practice at a UN conference (World Meteorological Organisation Data Conference, November 2020). In 2020 we transitioned the same event to a virtual gathering with the same focus on engaging senior personnel.



**SPREP
PROE**

Assisting SPREP deal with the fallout from COVID, we swiftly created a virtual model for the organisation's annual Nature Conservation and Protected Areas Conference. We replicated their real world model, retaining the atmosphere and diversity of content, while achieving a record breaking audience of over 1,800 delegates, including Heads of State.



8. Learn more



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