

COVID COMMUNICATION



Communication channels for events that cannot take place in the usual way

The prevalence of covid-19 significantly reduces the possibilities of organizing conferences, seminars, and field activities for a larger number of people. A large part of the agricultural public is afraid of meeting and states that the main threat is not the disease itself, but a possible quarantine that would endanger the operation of the company.

A possible alternative is a multimedia form of communication suitably complemented by a printed communication in a professional journal.

Live broadcast from anywhere

We will provide broadcast (on-line streaming) of your conference.

This service includes:

- An ad-invitation to watch the conference of your company at no cost. The invitation will be printed free of charge in the weekly issue of Zemědělec, Zemědělský týdeník (trailer for recording on TV Zemědělec on page 4), 1/2 in monthly Farmář, Úroda, Mechanizace zemědělství, Náš chov, banner on webpage www.profipress.cz and facebook/profipress. The organiser ensures the distribution of the invitation to his customers.
- The online stream will be broadcast at www.zemnedelec.cz and in the **Zemědělec app**, however streaming on your website can be arranged, provided that your web page supports it. In case of interest, a link will be provided beforehand to test functionality.
- It is even possible to arrange on-line broadcast from outdoors without a wired internet connection, provided that mobile carrier signal strength is sufficient. The broadcast is realized via a single camera with a single opening graphic without external input.
- Indoors wired internet connection is preferred with speeds at least 20/20 Mbit/s. Filming using three cameras simultaneously permits cutting during the broadcast. It is possible to prepare graphics, captions, external contributions, pre-recorded inputs, etc. based on supplied documents. The usual filming in the format: views of the auditorium, views of the presentation. We ensure the quality transmission of the spoken word. (We guarantee from the internal studio Profi Press, in case of external shooting, the transmission of sound depends on the sound possibilities of the place, we will connect to the local sound engineer). An external sound engineer can be arranged.
- Captions identifying the speaker will be created for the show.
- We will ensure the possibility of communication with the audience and the possibility of asking questions online or in the form of a chat.
- Broadcasting is possible for a selected group of participants based on the generation of a unique password.
- We will facilitate recording the viewership of the live broadcast program.
- Participation of the Profi Press editor and a regular article in selected journals, unless the client decides for a special supplement in the selected journal.
- The recording will be placed permanently in the archive of TV Zemědělec and will be provided to the client for its use.
- Possibility of reprinting data and documents from the conference.



The basic price for on-line broadcast

560 EUR for 1-5 hours of filming + 40 EUR for each started hour

120 EUR – interactive chat for asking questions

80 EUR – providing unique accesses for viewing the conference

Travel expenses: 0,48 EUR/km

Reprinting of conference materials - special or completely separate supplement to the selected journal

The text will be provided by Profi Press publishing: 480 EUR/print A4 or A3 in weekly Zemědělec

The text will be provided by the client: 320 EUR/print A4 or A3 in weekly Zemědělec

Live Broadcast or filming of a conference in TV Zemědělec studio

- We will provide broadcast (on-line streaming) or filming of your conference in TV Zemědělec studio. This service includes:
- Free of charge ad-invitation to watch conference of your company online or short video report for filmed recording. The invitation will be printed free of charge in the weekly Zemědělec, Zemědělský týdeník (trailer for recording on TV Zemědělec on page 4), 1/2 in monthly Farmář, Úroda, Mechanizace zemědělství, Náš chov, banner on webpage www.profipress.cz and facebook/profipress. The organiser ensures the distribution of the invitation or information about the recording to his customers.
- The online stream will be broadcast at www.zemedelec.cz and in the **Zemědělec app**, however streaming on your website can be arranged, provided that your web page supports it. In case of interest, a link will be provided beforehand to test functionality.
- Recording – the conference can be recorded and later edited and approved by the client.
- The lectern can be provided if needed. The conference can be filmed in the form of discussion at the table or in the form of a panel, where the presenters and discussants sit in armchairs.
- We provide all-day refreshments and common soft drinks for clients and lecturers.
- Possibility to provide lunch in the form of a banquet for all present in the shooting area for 5,6 EUR / person.
- Possibility of an active lecture by standing or moving speaker (lecturer) on the background of a virtual illustration image (tables, additional data, and facts, see TV Nova weather forecast).
- Filming on 2 to 3 cameras at the same time allows cutting during the broadcast of the program. Common filming in the format: a view of the speaker, a view of the presentation, a view of the other discussants. We ensure the quality transmission of the spoken word.
- When shooting off-line, we insert the presentation directly into the recording. Graphic elements can be inserted into the presentation, such as highlighting key data, etc.
- Captions identifying the speaker will be created for the show.
- We will ensure the possibility of communication with the audience and the possibility of asking questions online or in the form of a chat.
- We will facilitate recording the viewership of the live broadcast program.
- The recording will be placed permanently in the archive of TV Zemědělec and will be provided to the client for its use.
- Participation of the Profi Press editor and a regular article in selected journals, unless the client decides for a special supplement in the selected journal.



Reprinting of conference materials

The text and compilation will be provided by Profi Press publishing: 480 EUR/print A4 or A3 in weekly Zemědělec
The text will be provided by the client: 320 EUR/print A4 or A3 in weekly Zemědělec

TV Zemědělec report from a professional event, seminar, conference, company presentation, product presentation directly in the field

The TV report consists of an editor coming to film the whole event. Possibility of online broadcast or recording of a video report. Placement on TV Zemědělec.cz and provision of the entire recording to the client. The video recording of the program will then be placed in the archive of programs at www.tvzemedelec.cz. Included is also a presentation in printed form in the weekly **Zemědělec**. This is an **ad 1/8** in width (131 x 88 mm). Furthermore, the placement of **banner A** (300 x 300 px) on the relevant scientific website for one week. There will also be a link to a new video on the **Facebook Profipress profile**.

Basic price

600 EUR for 5 hours of broadcast +40 EUR for each started hour
Travel expenses: 0,4 EUR/km