

# TikTok: For Business

 Virtual Platform & Events Proposal





# What's in the box?

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An easy-to-review listing of each part of your proposal and the services we recommend.

## **01 JoinIn**

Completely Adaptable  
In House Technology  
Concierge Tech team  
Testimonials  
Case Studies

## **02 Creative + Tech**

Creative  
Platform Design  
Video Campaigns  
Tech Specs + Stats  
Tech Team  
Security Details

## **03 Streamline Event Agency**

About Streamline  
Clients  
Case Studies  
Your Global Event  
Regional Events

## **04 Budget**

Tech Budget  
Event Budget







We are proud to introduce you to the JoinIn platform, which is already equipped to meet your needs and exceed your expectations while looking and feeling like an extension of TikTok.

# JoinIn the movement

**RELIABLE TECH + ENGAGING DESIGN**



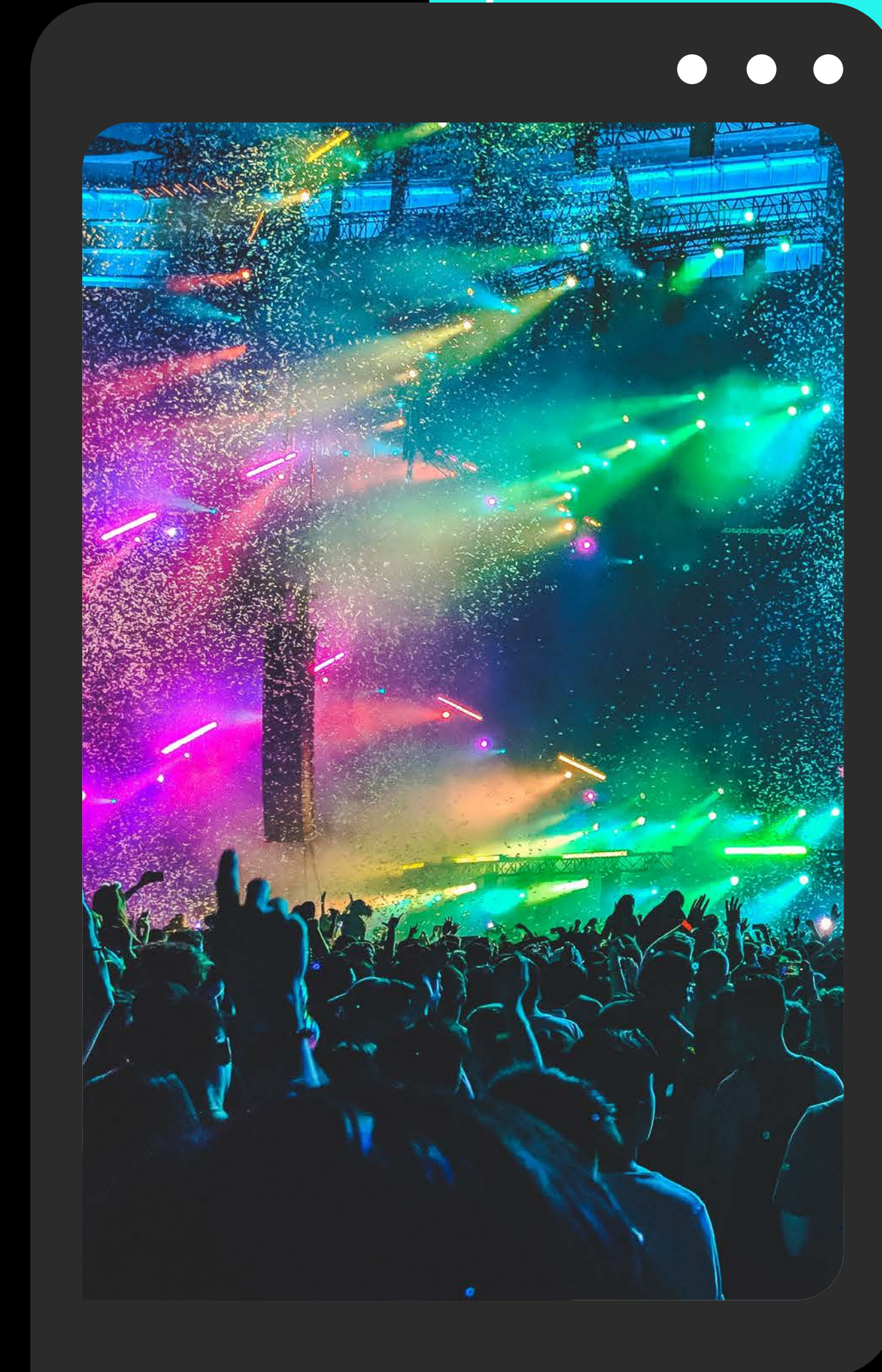
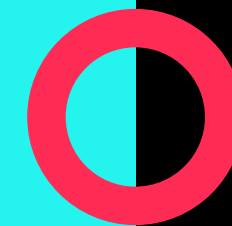
JOININ

TIKTOK



# We're completely adaptable

One of the greatest strengths of JoinIn is scalability and adaptability. It was created to be customized for the end-client, no matter how small or large the event. We allow room for change in all areas — design, UI and UX, layout, and development. JoinIn delivers successful online experiences to a wide range of audiences.





JoinIn



# In house technology

Because of our integration practices, our platform has extremely low-dependency on third-party technologies. All of our major functional components were developed, evaluated, and are constantly maintained by our in-house development team. Our competitors may experience outages beyond their control due to their reliance on third party applications. Rest assured that the JoinIn experience will remain steady for your audience.



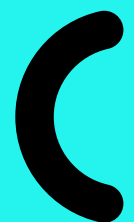
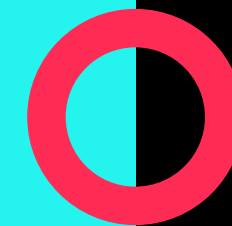
JOININ

TIKTOK



# A concierge tech team

Humans. Real people assisting you from the beginning of planning to the final delivery of your analytics report. Our team is available, communicates quickly, picks up the phone, and has answers to the new questions we are all asking about virtual and hybrid events. You'll even have your project manager's cell phone number!





**"Impressive: JoinIn opens up a wide array of opportunities for us to interact with our clients." Kevin, Banking**

**"Clean, streamlined, easy to use and a great platform to spice up your virtual event." Rhonda, Incentive Travel Exec**

**"Platform and Production! Finally, everything in one company!" Lyndsey, DMC**

**"The Exhibit Hall is the best I've seen yet." Erica, Sales Executive Health Care**

**"The team at JoinIn did a fantastic job with our recent digital gathering event." Chris, Marketing Executive**

**"We need innovation more than ever, and this is one of the best new innovative platforms for us all to meet." Michael, Entertainment Manager**



**Wrike**

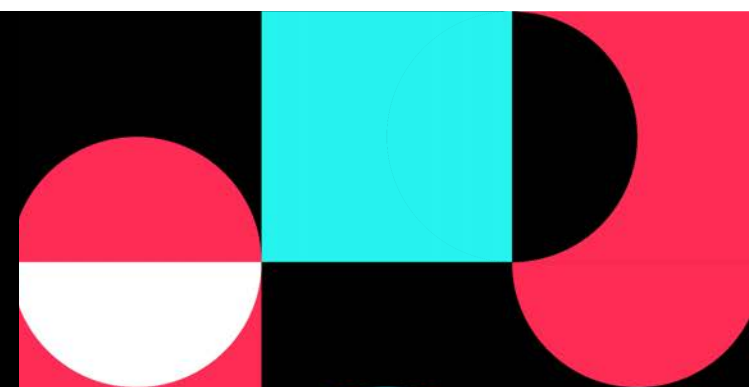


**HCA**

**AdventHealth**



**JoinIn**







As the global business community has become more dependent on virtual connectivity, JoinIn has risen to the top offering a turnkey solution for all their meeting and event needs. These case studies highlight just a few of our recent successes.

# Case studies

**A HUMAN EXPERIENCE A VIRTUAL SPACE**





## CASE STUDY

# Rheem

Rheem came to us with a lot of questions about how to do a virtual event. They like many companies had not done one and had apprehension about how a virtual event would be experienced.

Our team helped them navigate the registration process, the adjustment to content, providing creative interactive solutions in a digital mosaic social media wall, as well as high end celebrity chef experience. We integrated a live mosaic social media wall on the platform for user engagement.

Rheem saw a high level of engagement with their audience and the feedback from their survey results were extremely positive. Using the services of both Streamline and JoinIn, we were able to provide a great experience for Rheem and their first virtual event.



**VIEWERS: 200**

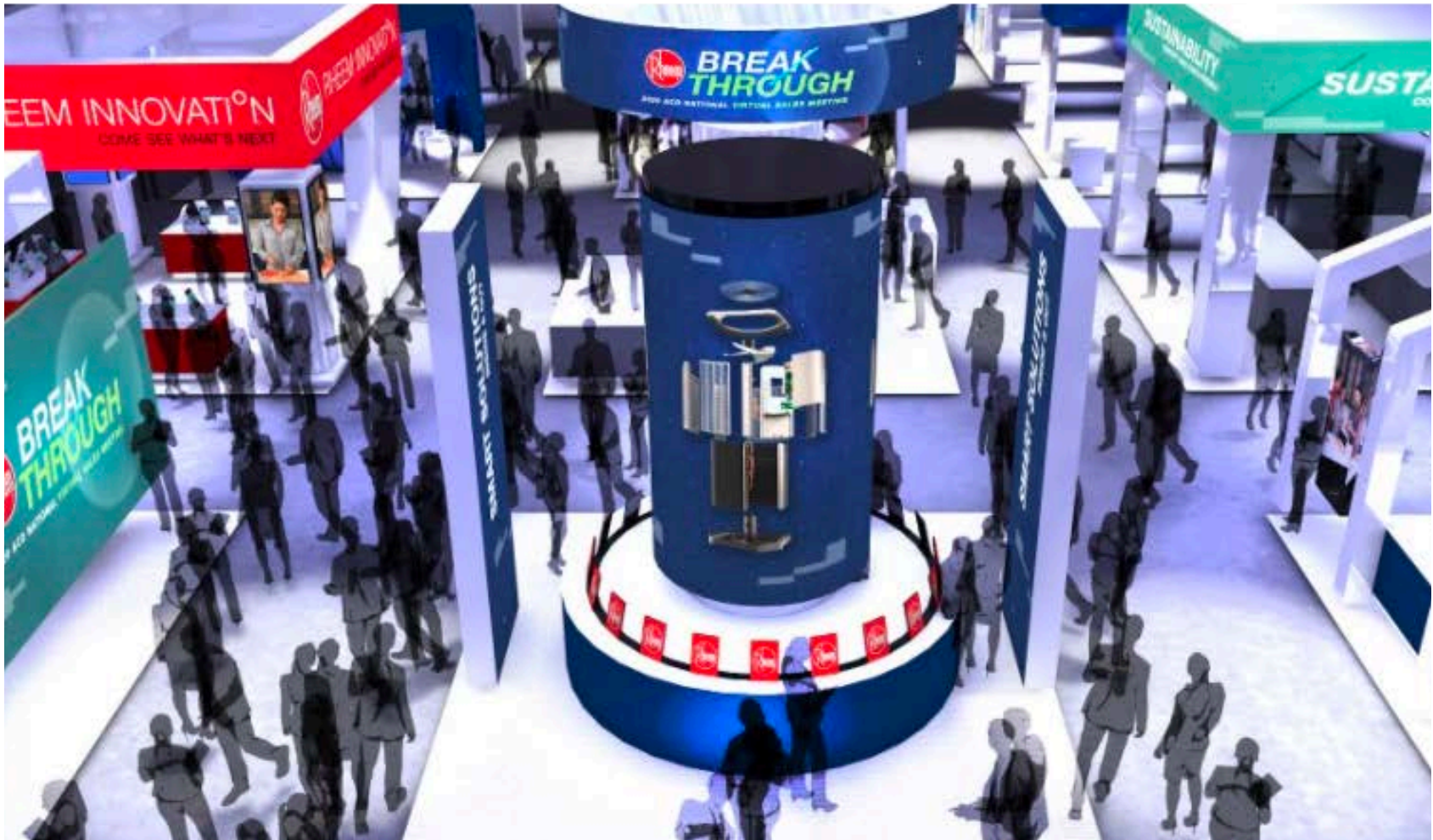
**HOURS OF LIVE CONTENT: 15**

**3 DAYS OF LIVE BROADCAST CONTENT**

**VIRTUAL EXHIBIT HALL**

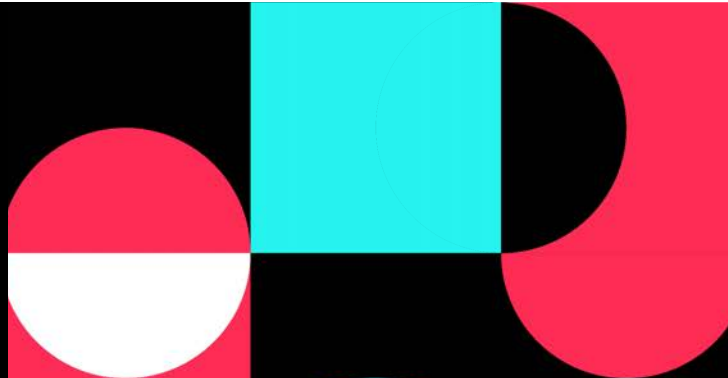






JoinIn

RHEEM





**VIEWERS: OVER 15K VIEWERS**

**HOURS OF LIVE CONTENT: 20**

**110 COUNTRIES**

**ALL 52 US STATES AND TERRITORIES**

**4 DAYS OF LIVE BROADCAST**

**57+ BREAKOUTS**

**VIRTUAL EXHIBIT HALL WITH 25**

**INDIVIDUAL BOOTHS**

**WORLDWIDE CONFERENCE AVAILABLE**

**24/7 THROUGH ON-DEMAND**



## **CASE STUDY**

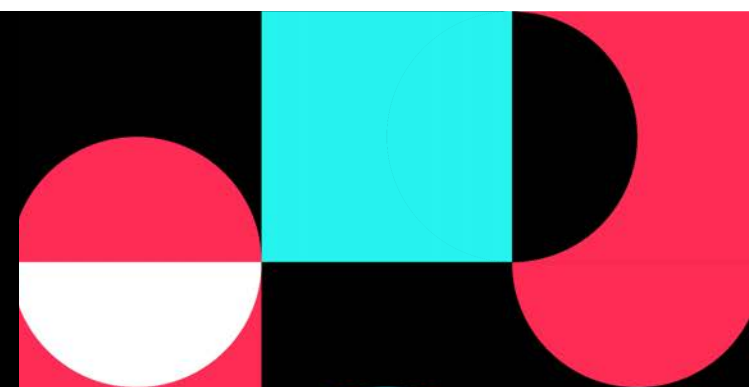
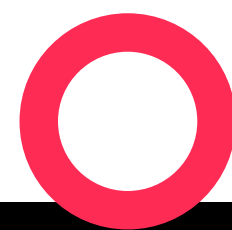
# **Sing! Global**

Sing! Global 2020 was adapted to a complete virtual experience in eight weeks time. Sing! Global brought together attendees from across the globe to nightly broadcasts of live content.

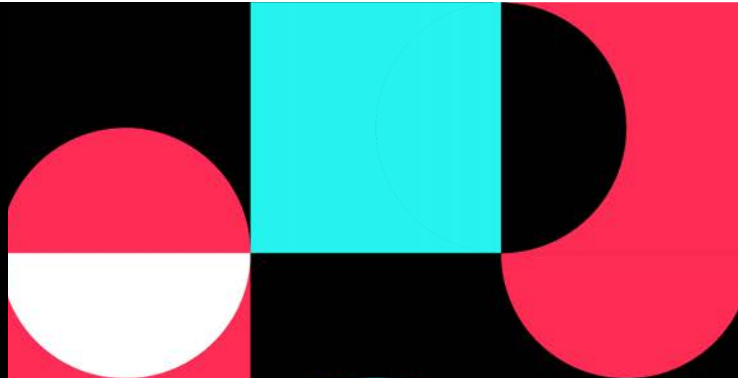
Streamline produced the event similar in nature to a live television broadcast with over 20 hours of live content, and 300 hours of pre-recorded video on demand content. JoinIn was the virtual platform in which the attendees registered, viewed the content and experienced the interaction of the event.

The results were outstanding, from the attendee experience to the exhibitors, we helped showcase what virtual events can accomplish.

Going forward in 2021, we anticipate that a virtual event will be a part of the in person live event for the foreseeable future.











## CASE STUDY

# Chick-fil-A

It is widely known that Chick-fil-A goes to great lengths to ensure that their team members at every level across the company feel appreciated and valued. After a long and difficult year of serving customers with scores of new challenges and policies in place, leadership wanted to celebrate the brand's success by bringing everyone together virtually for the first time in company history.

Streamline Event Agency and JoinIn were proud to partner with Chick-fil-A to curate a magical evening of Christmas music featuring Amy Grant & Vince Gill, streamed live from their home in Nashville. The show also included heartfelt remarks from CEO Dan Cathy and SVP Bubba Cathy to the Chick-fil-A family nationwide. Ultimately, over 10,000 viewers registered and joined together to enjoy this festive evening.



**TALENT PROCUREMENT**

**SCENIC & DECOR**

**FULL PRODUCTION AND BROADCAST SERVICES**

**EXECUTIVE REHEARSALS AND MANAGEMENT**

**CATERING**

**VENUE SERVICES**

**VIRTUAL PLATFORM DESIGN**

**REGISTRATION**

**STREAMING SERVICES WITH ENGAGEMENT**

**TECH SUPPORT**

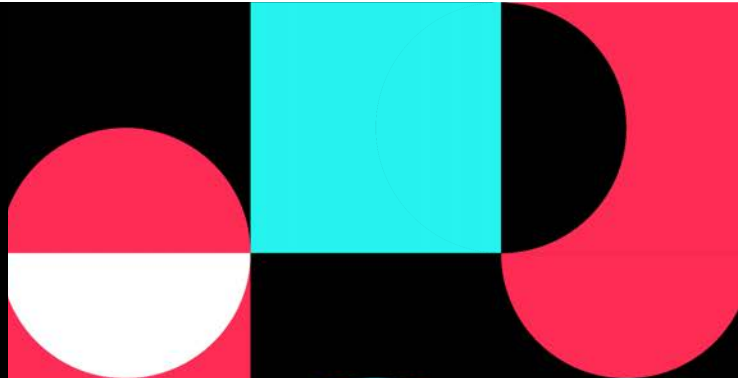




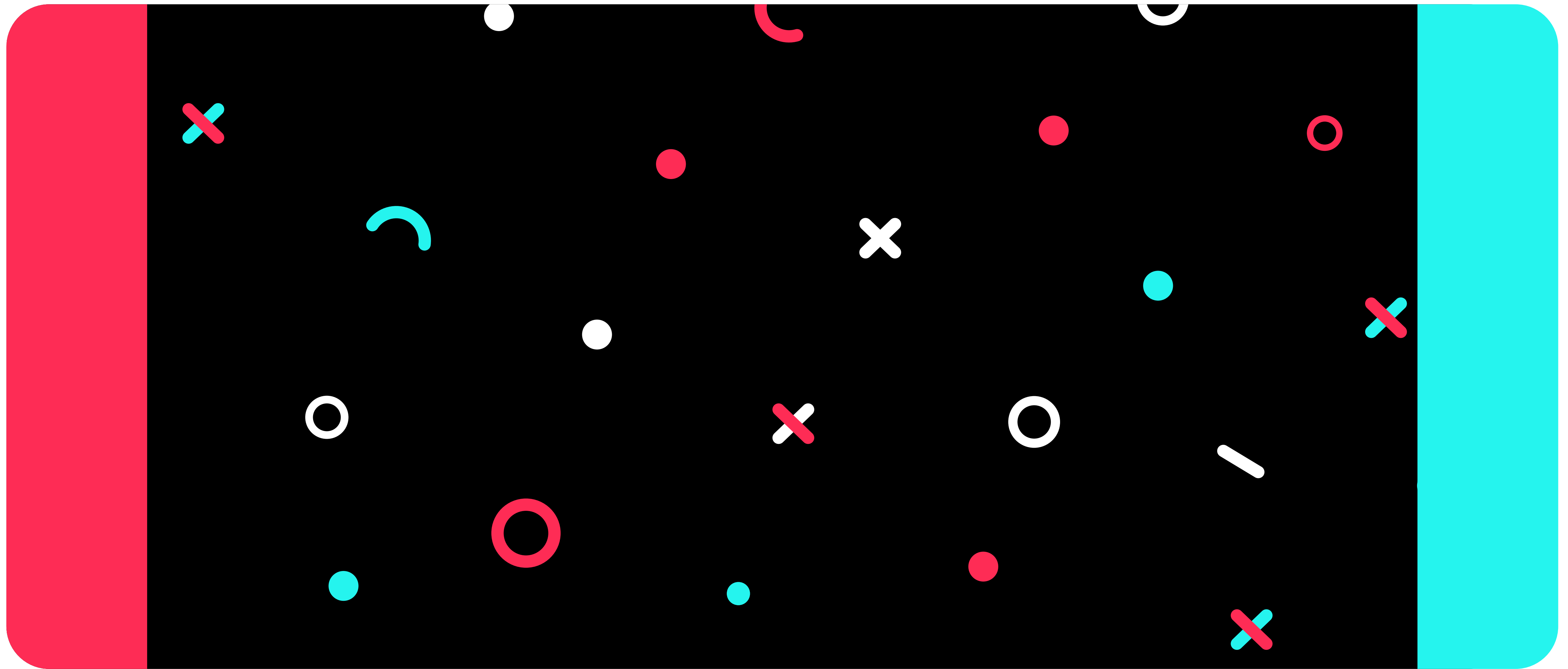


JoinIn

CHICK-FIL-A







Experience TikTok For Business like never before as we combine solid and reliable technology with a fresh spin on virtual environments through the use of video and 3D animation.

**Creative**  
JOURNEY THROUGH YOUR VIRTUAL WORLD



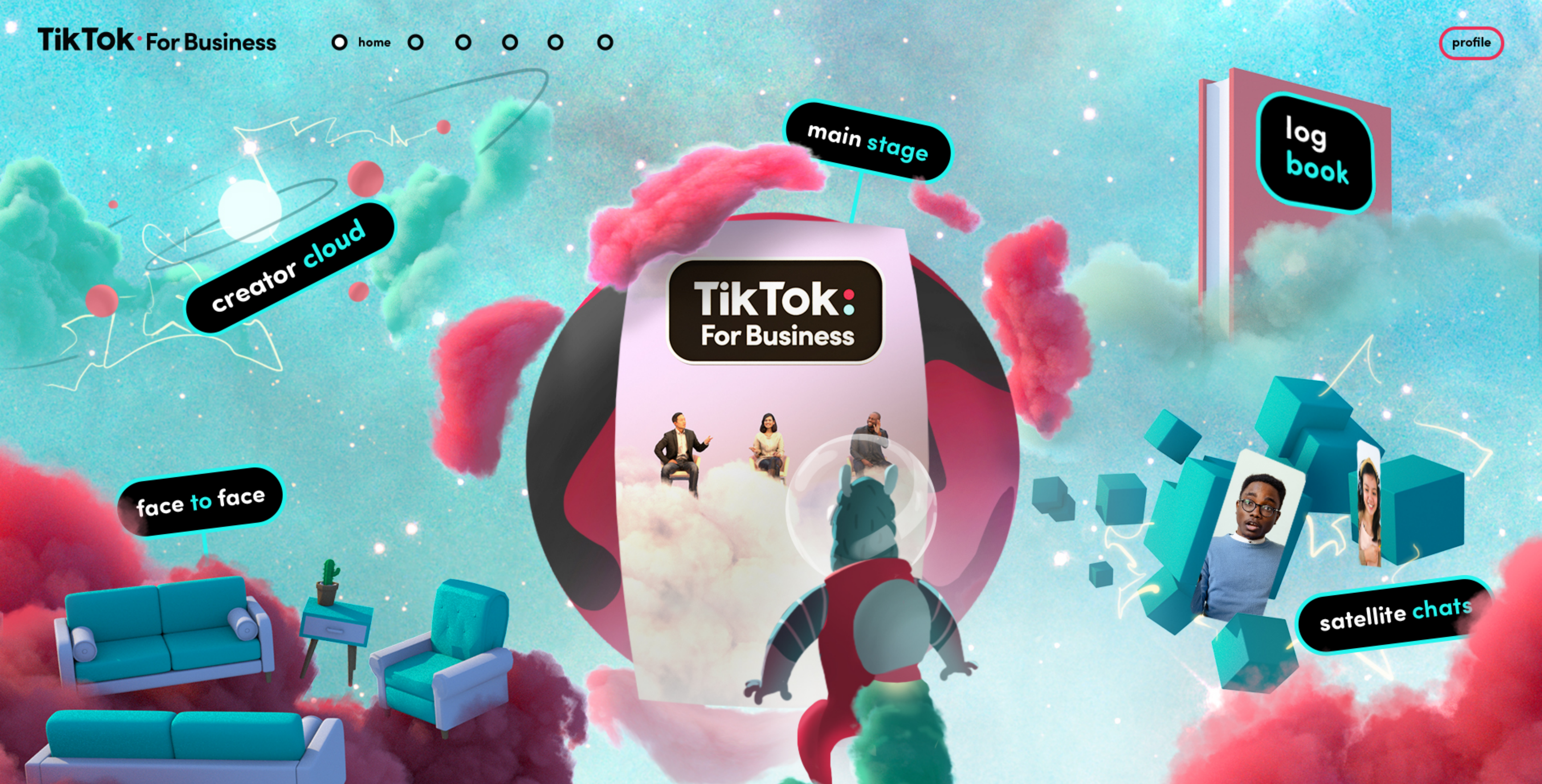
# Platform Environment Design + Animation



## WHAT'S INCLUDED:

- A fully animated video constructed in Cinema 4D with a custom-designed 3D world for the TikTok Global Platform.
- Watch your llama fly through space and past all five rooms to arrive on your landing page with five clickable environments.
- Five sub-intro videos that act as transition between click and arrival of each room.
- Design for five 3D rooms:
  - Main Stage
  - Satellite Chats
  - Face to Face
  - Logbook
  - Creator's Cloud









## Landing Page

As users enter the platform, they'll follow the llama on a 30-second fly over of the new 3D virtual TikTok For Business world. Upon landing, they'll be presented with five clickable options to move deeper into the environment of their choice.







Say Something....

**Reneé Arnaud**  
This is so cool. What a great concept!  
Today 12:30

**Atif Kalif**  
Outta this world! We are in Space!  
Today 12:30

**Wang Li Chu**  
Saying hi from London!  
Today 12:29

**Marvin N'gondou**  
Did anyone catch the breakout session this morning. Wow what a cool thing. We are really in for some amazing stuff.  
Today 12:30

**Jose Gonzales**  
Lookin good.  
Today 12:30

**Robert Leeds**  
Look at them! They are in the clouds. That's awesome!  
Today 12:30

**Mindy Gonzales**  
Lookin good.  
Today 12:30



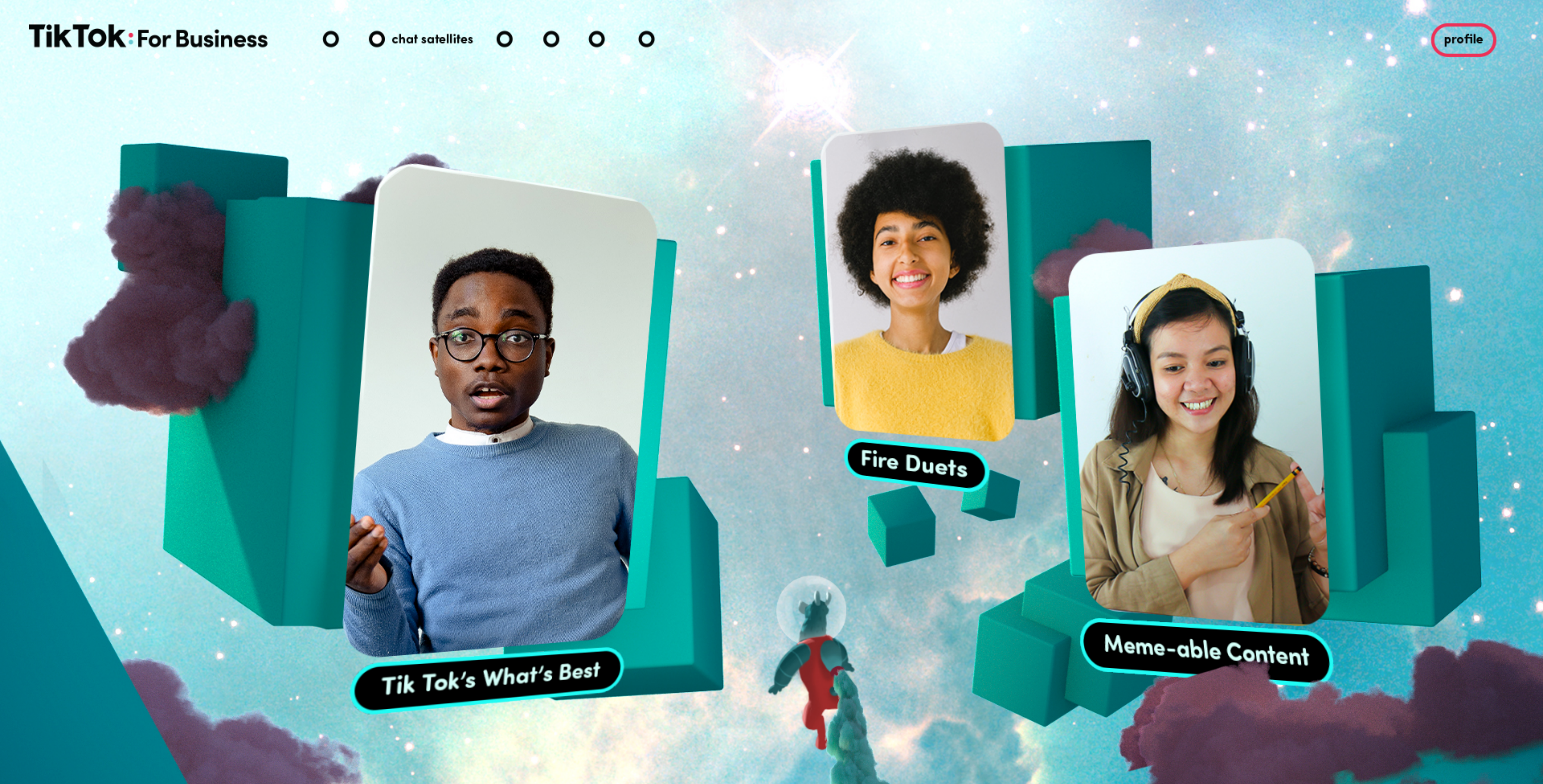


## Main Stage

The main stage is perched high in the sky to allude to larger-than-life interactivity. We want to show your guests that anything is possible, and that TikTok For Business can be fun. Live video feed content will be placed in this ethereal environment alongside a chat, polling, and q&a box to encourage maximum engagement throughout the event.







SATELLITE CHATS

Satellite Chats offer a unique breakout forum for smaller stage presentations.



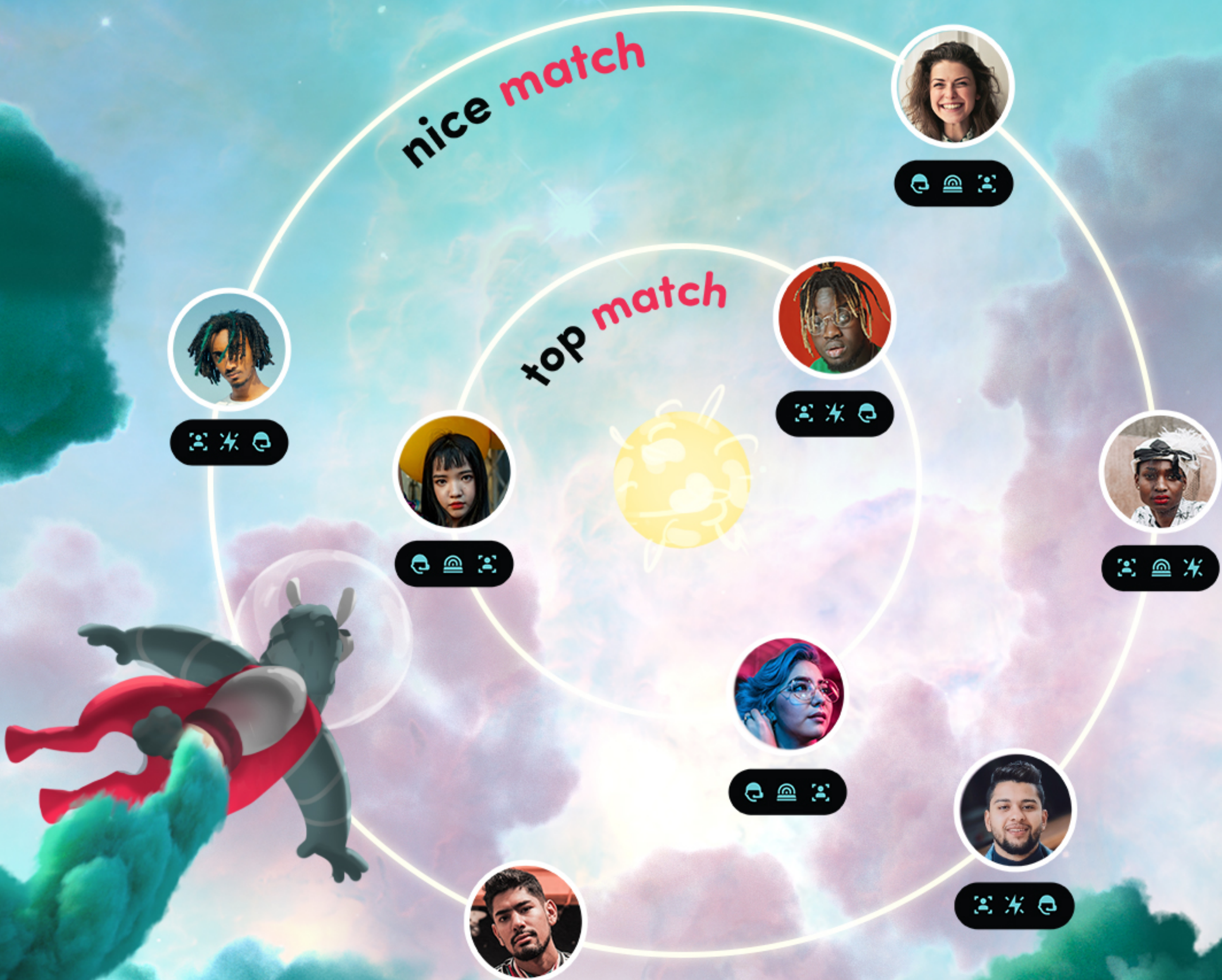


## Satellite Chats

Users will enjoy all your breakout content inside the Satellite Chats areas. Each speaker will appear inside a floating dynamic world and your audience will have the opportunity to choose the content they want to view. Once they've chosen, they'll be whisked away to a TikTok styled viewing page for their selected session.







# Creator Cloud

CONNECTING BRANDS & CREATORS

YOUR PROFILE

@bonjour-estelle attributes

region

age

type

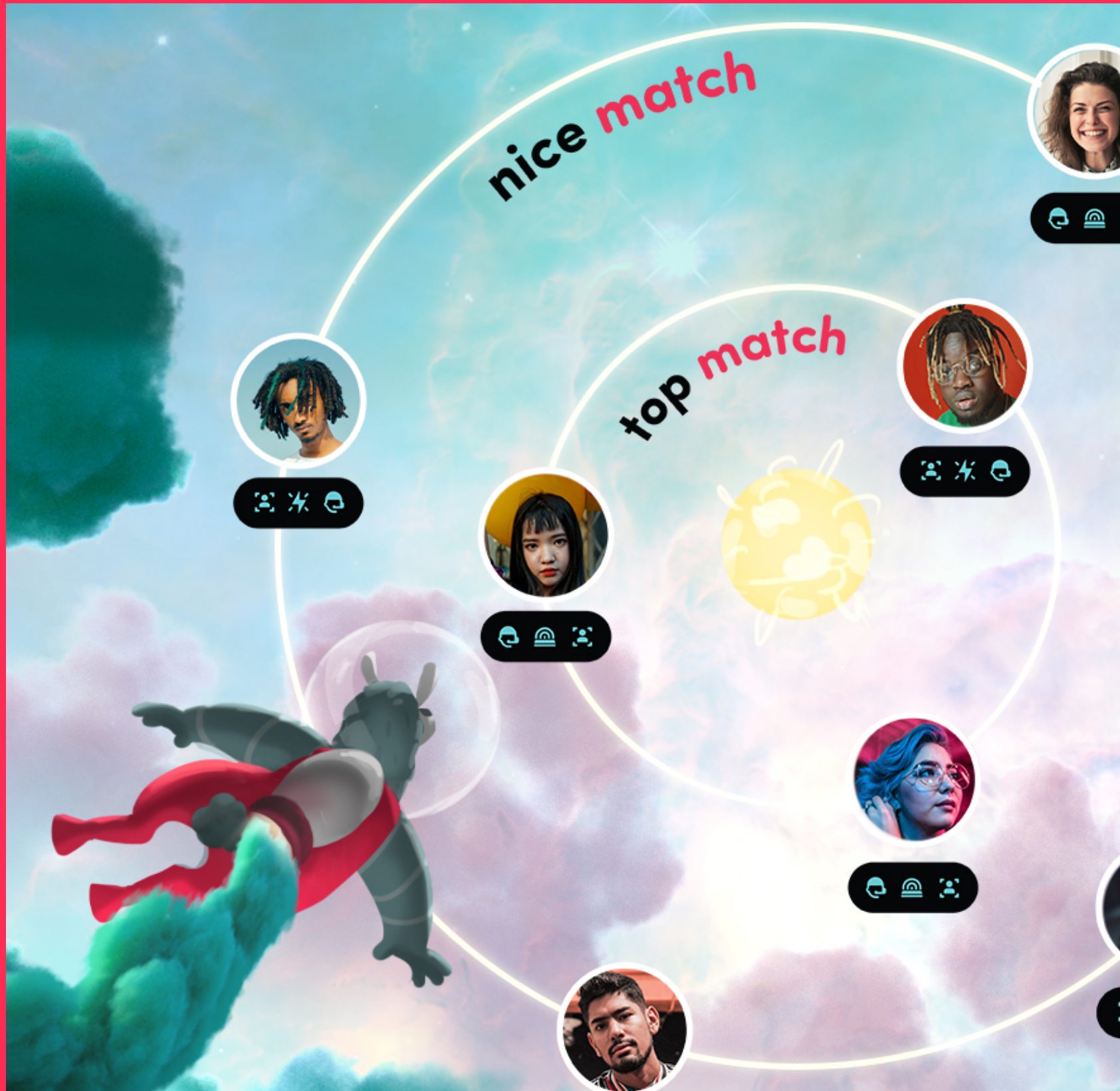
25k+ followers

views

CREATOR CLOUD MATCHES

	0	attributes	25	
	<div></div>			20
	<div></div>			15
	<div></div>			12





# Creator Cloud

We will connect brands and creators in attendance in a secure environment using a unique algorithm that pairs people using attributes like region, target age, type, followers, and views.





# About Creator Cloud

## **BRANDS MEET CREATORS**

The Creator Cloud presents an opportunity for brands to be matched with TikTok creators you've selected to participate in this event. Connections will be made based on attributes and goals declared by the brand at registration, and will pair them with creators who can help accelerate their brand's footprint and reach on TikTok.

## **CONTROLLED ENVIRONMENT**

As the hosts of the event, you have complete control over who is interacting with your guests. Choose and promote certain creators to be matched or available to each brand, retaining control of the connections they make throughout their experience.

## **ENGAGEMENT TOOL**

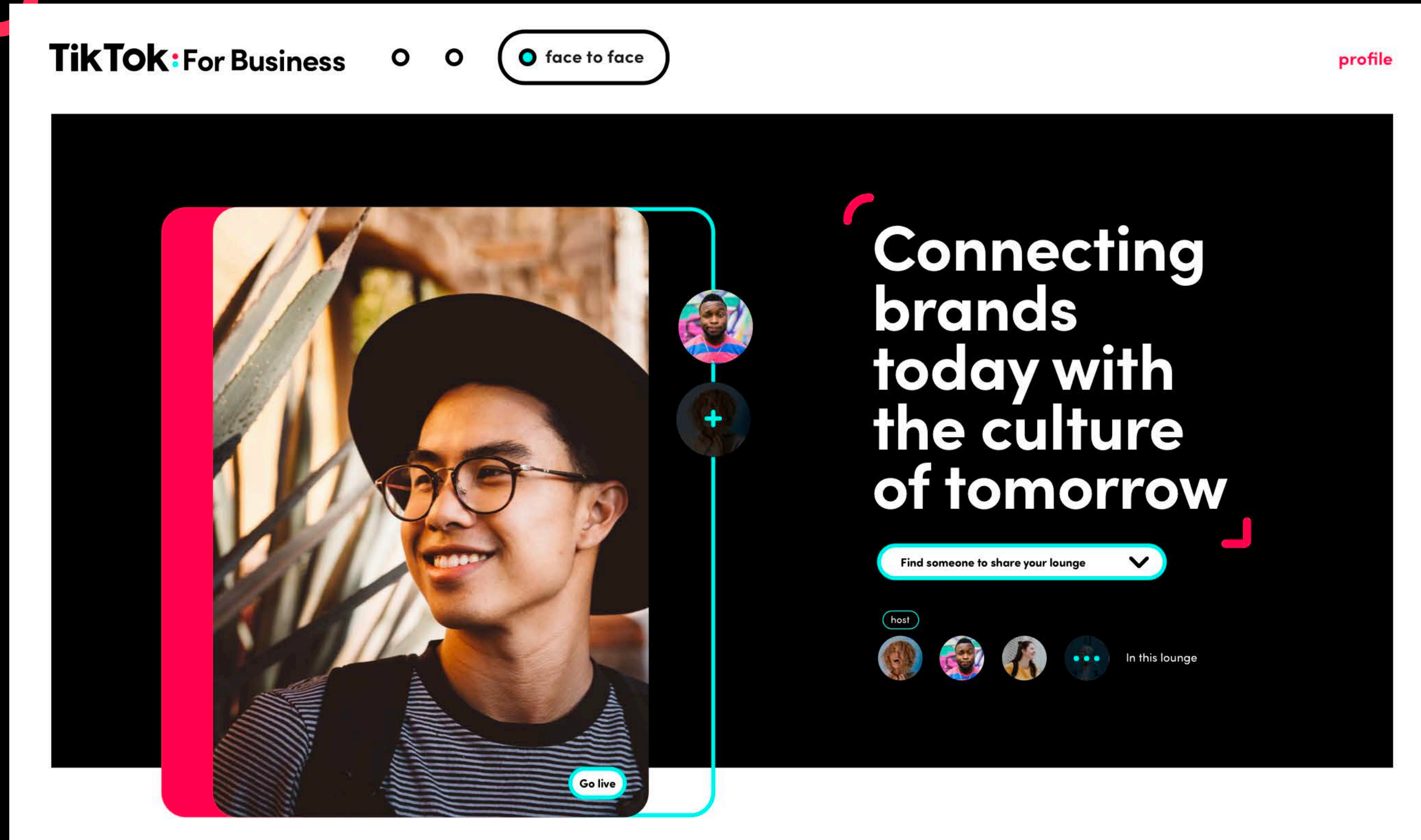
Keep your guests engaged by mixing them with TikTok's best asset - it's creator base. This interactivity ensures that your guests experience the real-time appeal of your platform at every level, and that your event feels exciting and spontaneous from start to finish.





## Face to Face

Ask speakers to do a quick, post session Q&A using the Face to Face room. Or have key creators host their own Face to Face with select viewers centered around a specific topic.



## Logbook

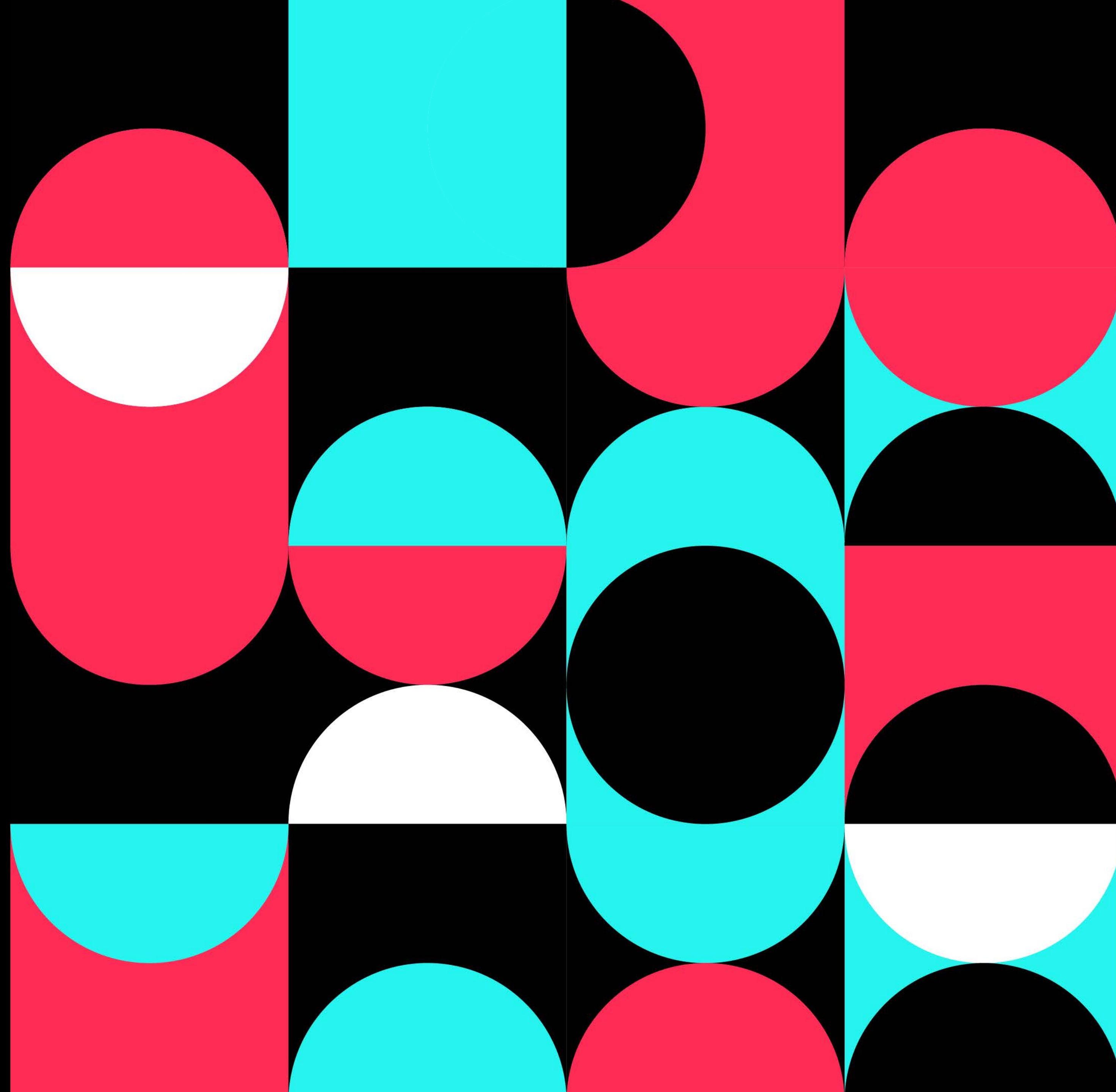
Visit the archive of all your past content in this dynamic and playful view of the Logbook.





# Video Campaigns

We're creating video content that will be displayed inside the world of your platform when your speakers are not presenting, but we want to make it mean something. Instead of making talking heads to fill space, we want to work alongside you on messaging that reaches all the regions of your audience, leveling up your video product. We're not just creating videos, but video campaigns pointed to your audience both inside and outside your new virtual world.







# Optional Add On: Global Video Package

## WHAT'S INCLUDED:

Streamline Creative Studio is pleased to present a video campaign promo package that will bring all eight global regions of TikTok together to create a multi-use video package. Each region's lead will work directly with our Art Director, Producer, and Production Manager to create two 10 - 15 second videos that encapsulate their region in how creators from their region are redefining sponsored content.

Plus, a longer 30-60 second video that is a culmination of each region's vignette for a total of 17 deliverables (X2 since delivered in both vertical & horizontal aspects) that can be used as engaging content throughout the event platform as well as for any other use that TT4B sees fit (e.g., social media advertising). The video would be shot in 6k so both vertical and horizontal aspect outputs can be utilized. The video shoot will take place over the course of 6 days on a sound stage.



# Package Breakdown

## PRODUCTION

- Practical art scenic design & wardrobe for 8 worldwide concepts
- Lighting, grip & electric
- Camera & lens package
- Full crew labor
  - Camera & Assist
  - Audio
  - Art team
  - Grip team
  - Lighting team
  - Wardrobe
  - Director
  - Producing team
  - Production manager
- Sound stage rental

## PRE-PRODUCTION

- Ideation
- Script writing
- Storyboarding
- Producer
- Production Manager
- Art Director
- Set workshop

## POST-PRODUCTION

- Editing
- Graphics
- Post Audio
- Delivery in all aspects
- Raw footage delivery



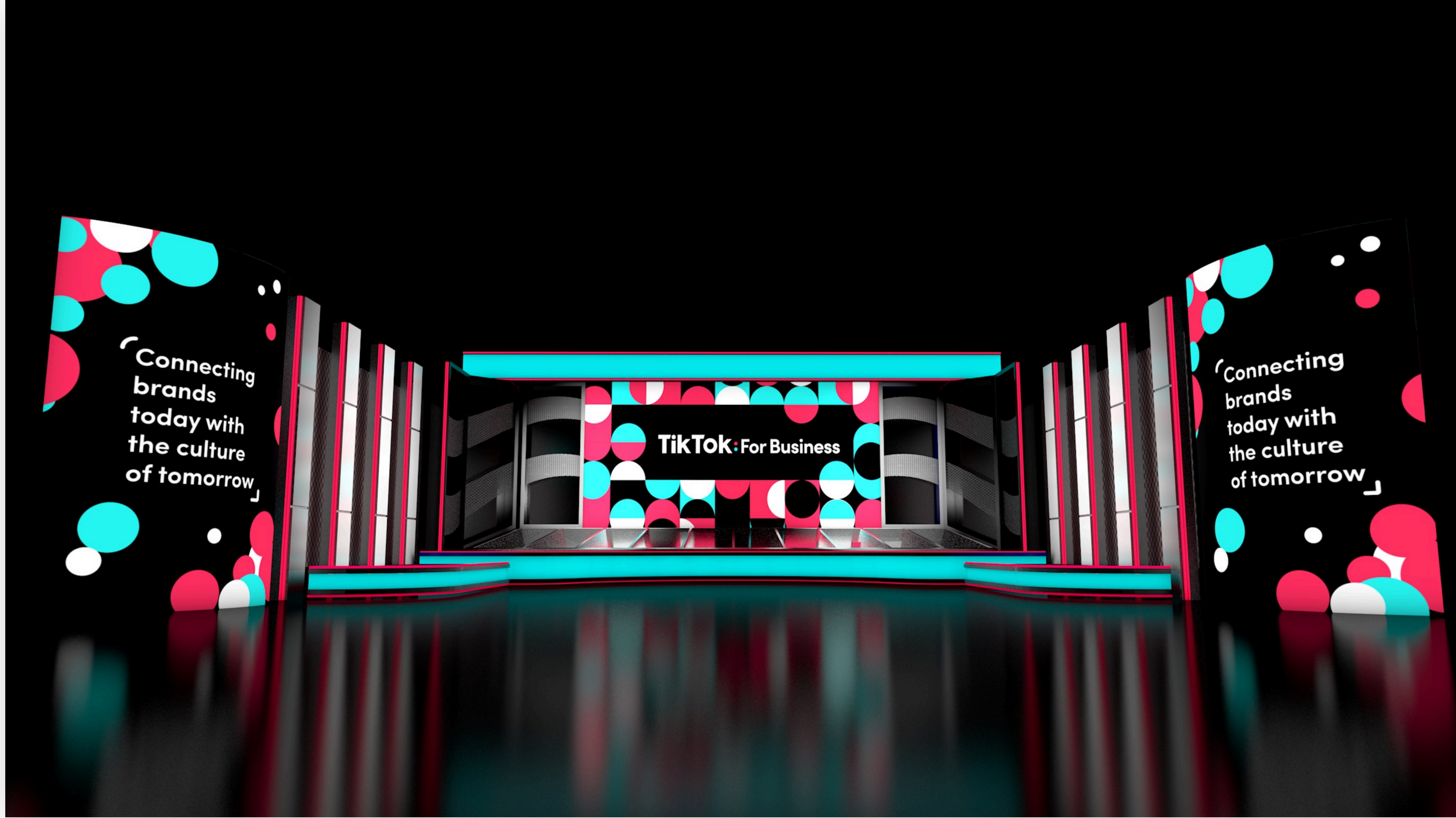




**Set the  
stage**







Studio Set

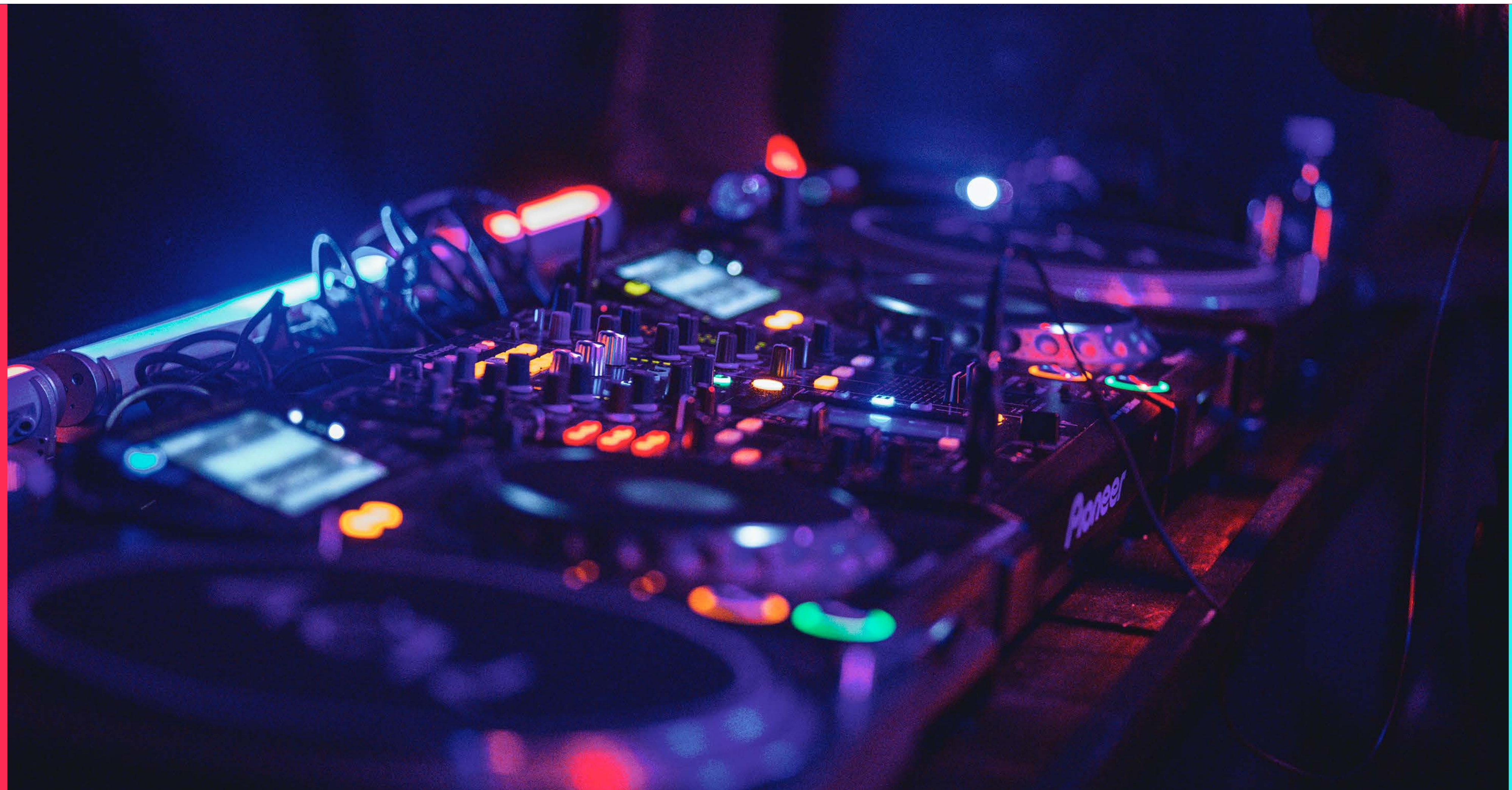


# Virtual Studio



Streamline Creative Studio is proud to offer TT4B a live rendered virtual set solution for its main stage presentation. We will create realistic 3D environments like a panel discussion set in the clouds at sunset with floating 3D logos/icons. These environments would be created will before the event and then rendered in real-time the day of the event at a green screen studio. This means that we are able to render the environment live so that the camera can pass through the clouds as it settles in front of your host.





Reliability and safety are always crucial to the success of any technology or software, as TikTok well knows. JoinIn consistently prioritizes both, and our results speak for themselves.

**Tech specs + security**  
JOININ THE MOVEMENT



# JoinIn

WE'VE BEEN BUSY



**99.8%**

Streaming  
success  
rate to date



**119+**

General sessions  
and breakouts  
hosted



**119,444**

Hours of viewing  
time from 110  
countries



**102k+**

Pages of  
content created  
to date



# There's more to say

**99.8%** Streaming success rate to date

**.03%** Support ticket rate

**100k+** Viewers from 110 countries in multiple languages

**400+** Terabytes of streaming content delivered to date

**0** Dependency on third-party technology

**119+** General sessions and breakouts hosted

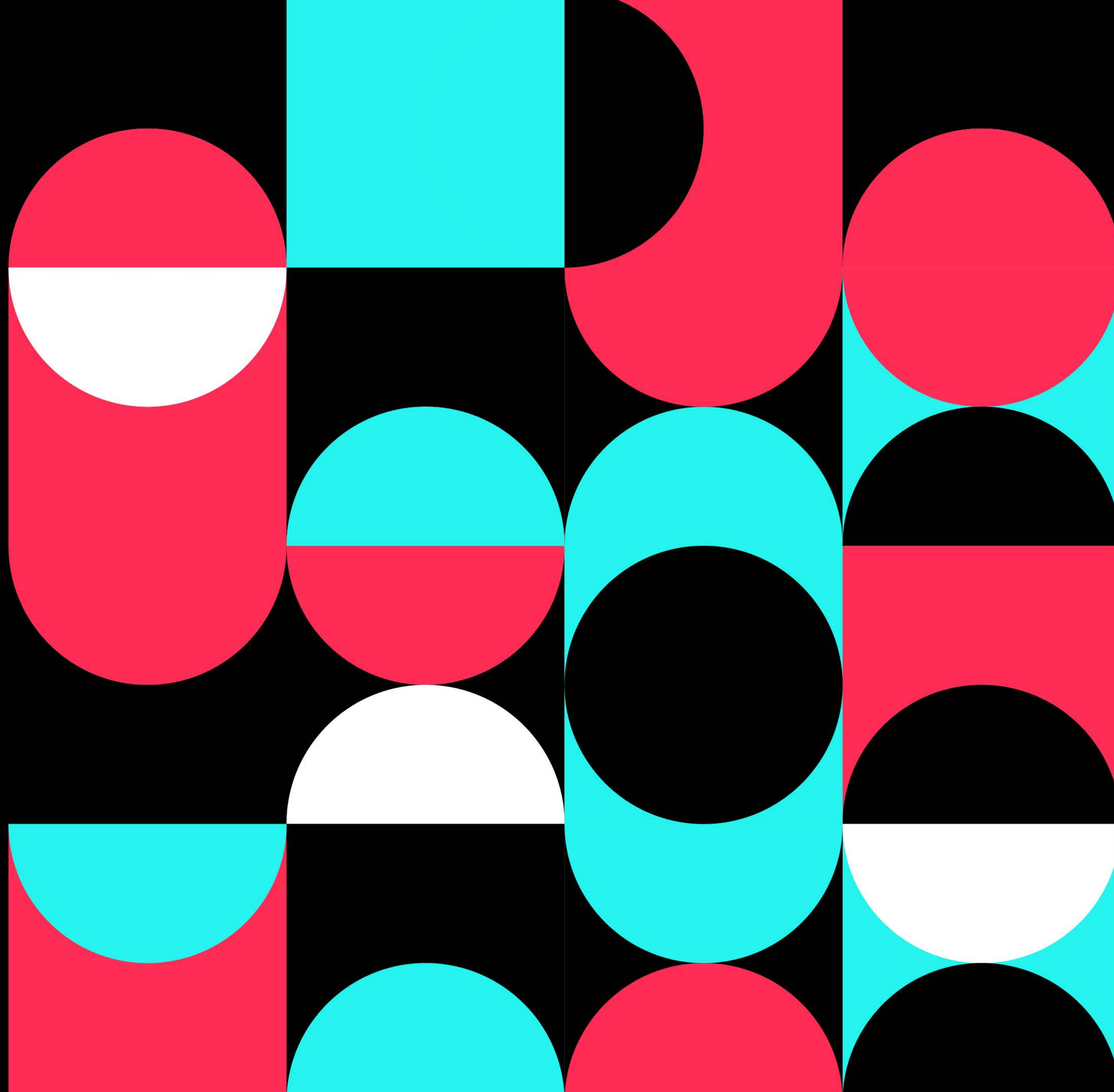
**102k+** Pages of content created to date

**119,144** Hours of streaming to date

**Content** CDN

**Structure** Data delivery

**Support** Players





# Join In

**The only thing  
better than our  
technology is  
our team.**

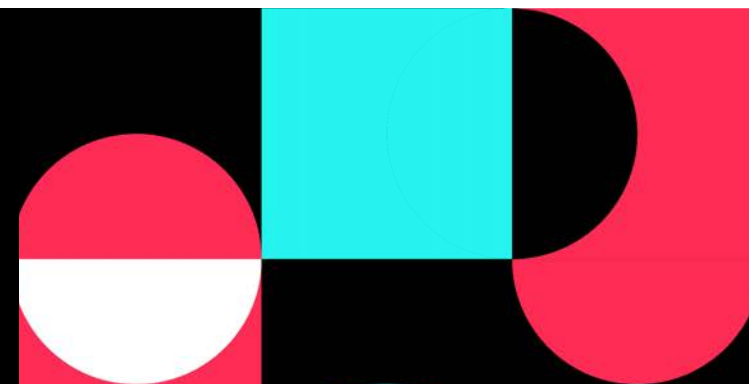
DREAM TEAM

92+ YEARS OF EXPERIENCE



1500+ EVENTS COMPLETED

Your project will be powered by programmers, integration specialist, project management team, graphic and interface designers and a creative team with MBAs in systems management, cybersecurity, and systems architecture, AWS certification and PCI DSS audit and validation certification. CMPs and CSEPs serving as dedicated project managers for each event. Certifications in event diagramming, supplier networks, advanced event management.





# Security is our priority

## Site Authentication

Using traditional HTTPS delivery and the use of validated SSL certificates, the customized interfacing also supports dedicated encryption supporting user authentication. Using 256-bit SHA1 and MD5 hashing on all user profile accounts, all passwords are encrypted. All hosting instances are protected from cross-site scripting, SQL injection scripts and additional firewall measures to prevent cross-site access of content delivery.

## Intelligent Edge Security – Streaming URL Protection

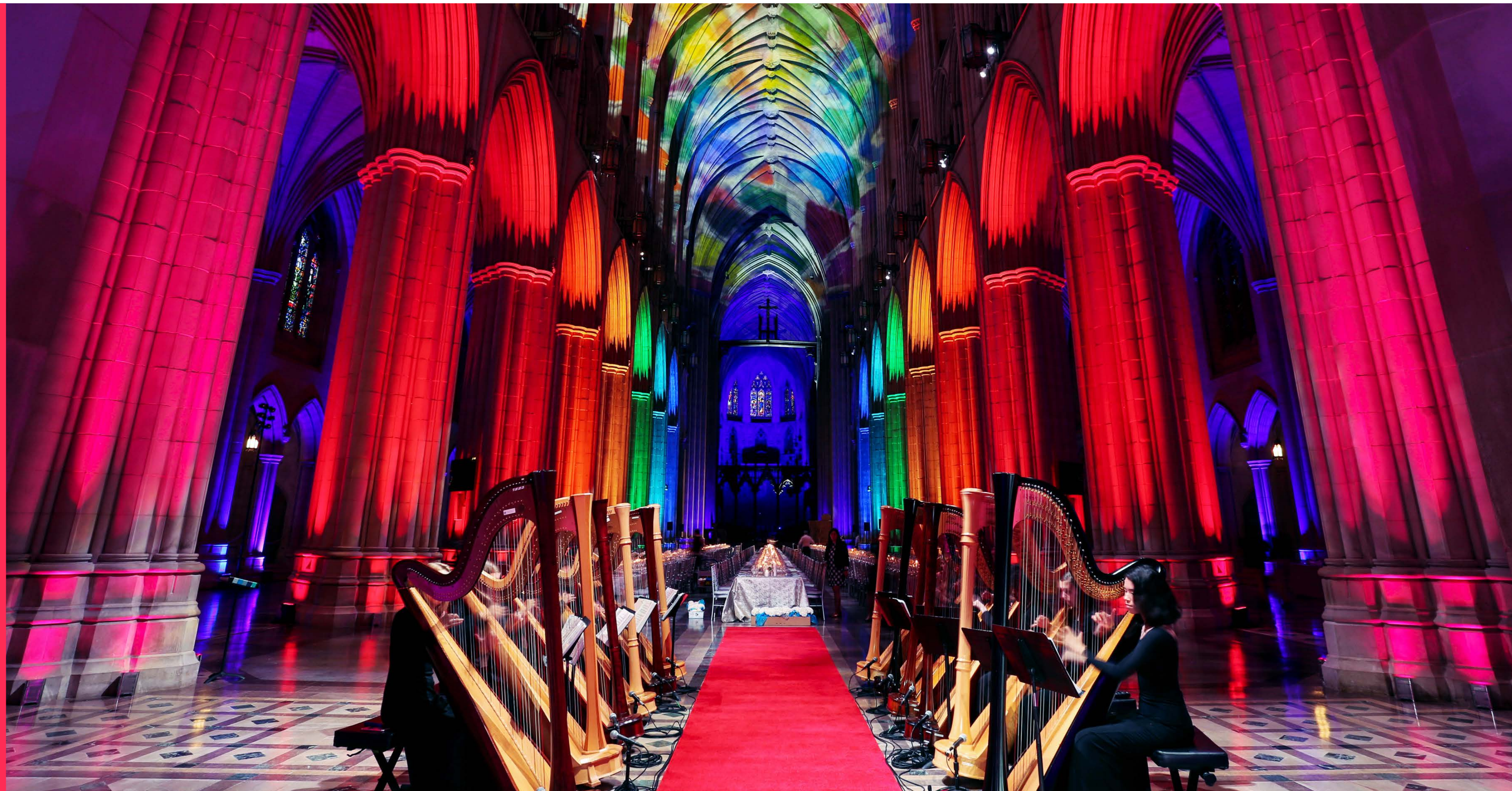
The content delivery model features multiple transport layer security protocols in all content delivery. This protects content from online piracy and safeguards online revenue streams with tools that enable administrators to discover, prevent, monitor and control access.

## Healthcare and .edu Compliance

With all of these security features, we remain compliant with all .edu requirements, HIPPA, PIPEDA and PHIPA.







From digital gatherings here at home or across the globe to fully produced conferences and galas, each of our projects is given the same high level of attention from creative design to execution. A picture is worth a thousand words, so we have provided a few images of past projects to showcase the quality of our work.

# Introducing Streamline

**OUR SCOPE OF WORK IS SCALABLE BUT OUR CUSTOMER SERVICE IS NOT**

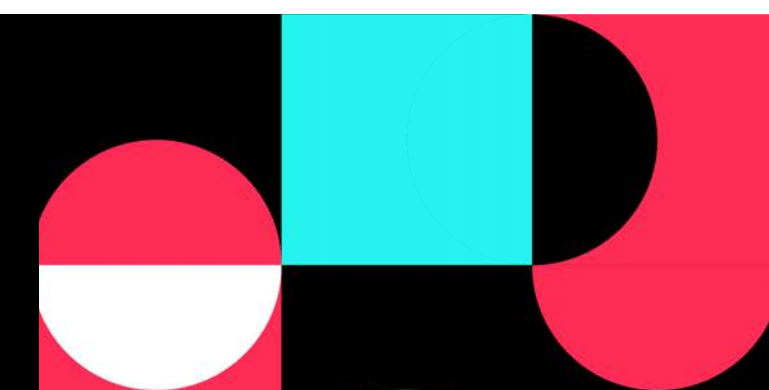


# We streamline your event

## OUR STRENGTHS

- Strategic and detailed pre-production, creative, and execution process
- Dedicated project managers maintain constant communication
- Buying power through our partnerships helps keep cost down for client
- Our team and our work become an extension of your brand on-site
- Extensive relationships within the talent, entertainment, and keynote arena
- Experts at logistics and implementation

Our name defines us, and sets the expectations we pride ourselves on meeting for each of our clients. We streamline the event process from start to finish, offering innovative solutions for digital gatherings, creative content, design and production and compelling storytelling strategies for clients around the globe. Whether your meeting is in a virtual space, a ballroom, or boardroom we are your design partner to communicate your message efficiently and creatively. A partnership with Streamline Event Agency affords clients the luxury of one trusted partnership that manages the many facets of an event, reducing the stress and workload off their most valuable team members in the process.







## Our clients are our reflection. We believe in finding the right relationship.

It's not one size fits all. We collaborate together to bring the best out in each other and showcase what great relationships can accomplish. Perhaps that is defined by quadrupling an event from year one to year two or utilizing a more methodical growth over a multi-year period. They trust us. We are the curator of unique client relationships and our clients create a larger picture of collaboration in motion with true success.





## CASE STUDY

# Lebron James Family Foundation

Arguably one of the most famous athletes in the world, Lebron James is a phenomenon on the hardwood. But, he is an even greater force off the basketball court, as he invests his resources, time, and passion into the underprivileged children in his hometown of Akron, Ohio. The Lebron James Family Foundation is doing great work all over the world, but their crown jewel is the I Promise School, designed to teach young children in fresh and targeted ways that decrease the likelihood of students dropping out before high school graduation. The Lebron James team has tapped Streamline Event Agency to create and launch the first annual “I Promise Summit” in October 2020, which is on its way to becoming one of the most sought-after conferences in the world of education and academics.



**CREATIVE DESIGN & THEMING**

**FABRICATION**

**SITE SELECTION**

**REGISTRATION/APP**

**FOOD & BEVERAGE**

**TRANSPORTATION**

**FULL A/V & PRODUCTION FOR GS & BREAKOUTS**

**OFFSITE EVENTS EXECUTION**

**KEYNOTES AND ENTERTAINMENT**

**SIGNAGE AND PRINTED MATERIALS**

**LOGISTICS AND PROJECT MANAGEMENT**

**EXECUTIVE PRODUCER**

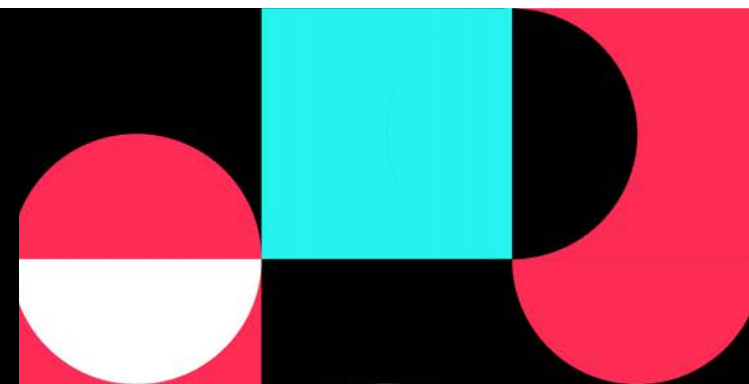






JoinIn

LEBRON JAMES FAMILY FOUNDATION







**EVENT PRODUCER**

**PROJECT MANAGEMENT**

**EVENT STAFFING**

**PROJECTION MAPPING & HOTEL BRANDING**

**FULL PRESENTATION DESIGN (3:1 RATIO)**

**CUSTOM SCENIC DESIGN**

**ANIMATION GRAPHICS (17K PIXELS WIDE)**

**FULL GENERAL SESSION PRODUCTION DESIGN**

**FULL AVL**

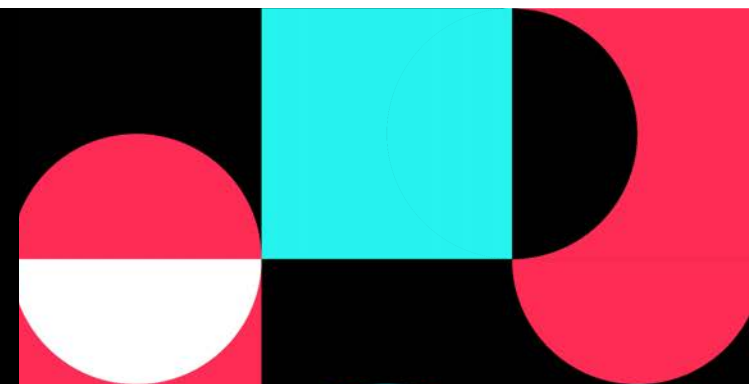
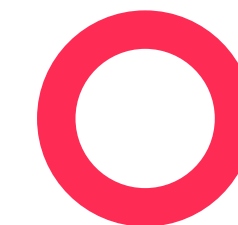
**TOUCH SCREEN INTERACTIVE SPACE**

**POST SHOW DELIVERABLES**

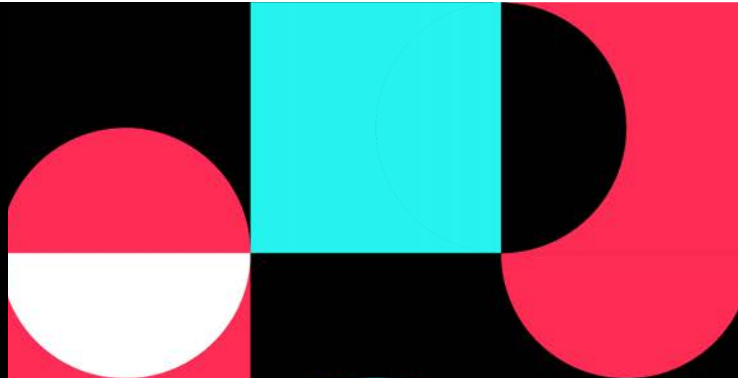
## **CASE STUDY**

# **Carrier**

Streamline Event Agency just wrapped up another successful Carrier Factory Authorized Dealers event in Huntington Beach, California. Each year, our client hosts their highest producing dealers to honor their achievements and recognize the President's Award winners and Hall of Fame inductees. We partner with them annually to develop, design, and execute fresh ideas that echo the brand and theme for the year, and elevate the gala event to a premium experience. The expectations are high for flawless execution and exceptional service. We continue to rise to the occasion year after year.











## CASE STUDY

# Logan's Roadhouse

An increasing appetite for comfort food is fueling rapid growth for Logan's Roadhouse. As part of their effort to keep up with the growing demand, the company is rolling out custom technology that will increase efficiency in their restaurants. Streamline Event Agency was tasked with creating one-day events in three key regions where Logan's leadership could roll out the new app to managers and train them to operate the technology. The event included company updates, a Q&A session, interactive games, and a happy hour reception to conclude the day.



**PROJECT MANAGEMENT**

**PRODUCTION MANAGEMENT**

**VENUE SOURCING AND PROCUREMENT**

**FOOD & BEVERAGE SOURCING AND PROCUREMENT**

**VENDOR COORDINATION**

**CUSTOM SCENIC DESIGN AND BRANDING**

**AVL SUPPORT**

**FURNITURE RENTAL AND DECOR**

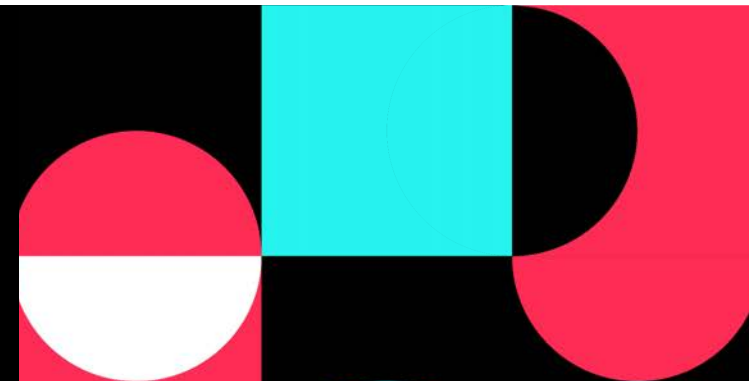






JoinIn

LOGAN'S ROADHOUSE







Streamline Event Agency and JoinIn combine to bring all the creativity and simplicity TikTok demands for their global event space.

**Your global event**  
**CONNECTING CREATORS AROUND THE WORLD**

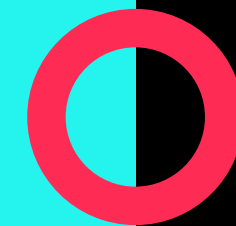




## KICK OFF EVENT

# Global event

Your global kick-off event will be hosted on our custom platform, featuring main stage, breakout, and lounge areas. Guests will easily navigate through all areas of the site, encountering both pre-recorded and live creative content at every turn while they network with other attendees. Our tech support ensures that all users have a smooth and successful experience from start to finish.







## KICK OFF EVENT

# Scope of work

- ▶ Custom Platform & Hosting
- ▶ Creative & Animation
- ▶ Full Production Services
- ▶ Tech Support
- ▶ Attendee Interaction
- ▶ On-Demand Archives
- ▶ Language Translation
- ▶ Staffing
- ▶ Presenter Coordination





# The Guide

## USE CREATIVITY TO REINFORCE YOUR MESSAGE

Successful companies are constantly looking for higher ROI from their meetings, measured largely by content retention and overall buy-in to their messaging. Whether it's music, magic, spoken word or immersive engagement, we have developed a way to reinforce the content you provide using creative people from the artistic community to guide your audience through your meeting.







**+ 5.6M FOLLOWERS**

## Meet Justin Flom

We are excited to introduce you to world-renowned magician Justin Flom. Many of your attendees may recognize him from his appearances on CBS network's hit series "World's Best", or any number of talk shows like James Corden, Ellen Degeneres, and Seth Meyers. While those are impressive credentials, it's even more important to note that Justin has experience "guiding" companies like Wal-Mart, Coca Cola, American Airlines, and Kellogg's through their major meetings and conferences.

As your guide, Justin provides a cohesive and consistent presence throughout the conference to tie all the sessions together, but makes sure that your executives and leadership remain the stars of the show. His tricks that open the session set your speakers up for huge success with an engaged audience, and his tricks that close the session serve as a visual reinforcement of the content covered, making it memorable for attendees. And, if your executives have ever wanted to appear out of thin air to open the general session, Justin can make that happen!



# Results

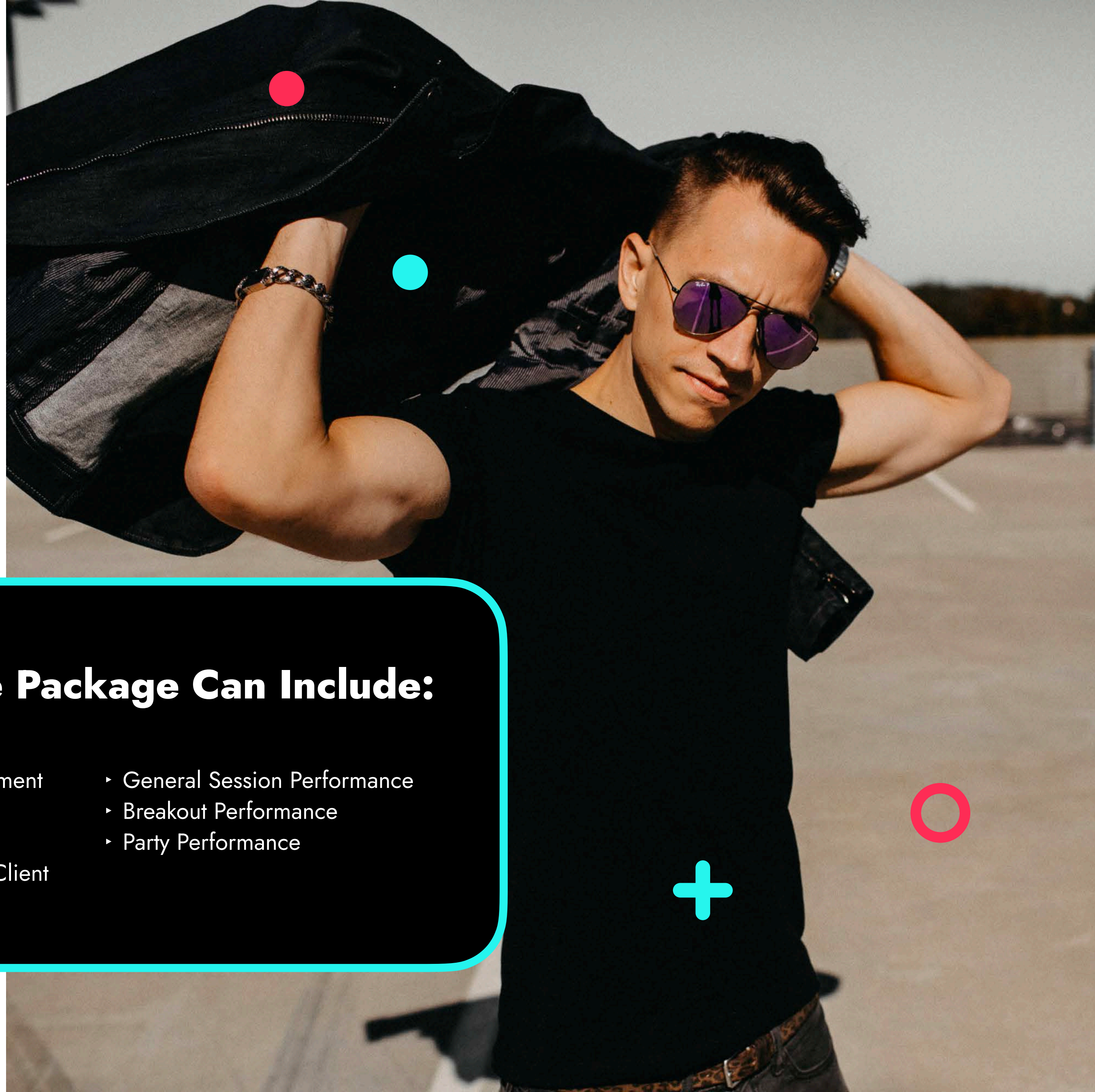
"Hosting a two-day meeting for more than 400 team members comes with unique challenges. One of those is keeping energy levels high throughout. Justin Flom, nationally-recognized magician, was the perfect fit. Justin was able to seamlessly guide what we were communicating to our team members with his profession, magic. Justin's role was the creative host, tasked with incorporating the pillars and teachings of the meeting into his tricks. His four 15-minute sessions included a magic trick that further emphasized the meeting takeaways. His high-energy personality and ability to seamlessly incorporate our content into his magic tricks was a success. Since the meeting, we've received an overwhelming amount of positive feedback about Justin and his role at our meeting. We would highly recommend him for future events!"

PREMISE HEALTH, CEO, STU CLARK



## The Guide Package Can Include:

- Creative Development
- Content Targets
- Scriptwriting
- Rehearsals With Client
- General Session Performance
- Breakout Performance
- Party Performance





# Event Candy

## Box

- ▶ Sunset light.
- ▶ TikTok booty leggings.
- ▶ Branded power bank.
- ▶ Bucket hat.



## Prize

- ▶ Ticket to a red table style talk.
- ▶ TikTok dance class.
- ▶ Access to private performance from Addison Rae.
- ▶ One on One on how to boost your brand.
- ▶ Meet TikTok celebs.



## Giveaway

- ▶ Get featured with TikTok artist. Make a TikTok together to build hype.
- ▶ Listening room: with up and coming Tok Tok stars.

## Pop up

- ▶ These small events let people in specific regions attend the event in person.
- ▶ Live content.
- ▶ Surprise location!
- ▶ Dance demonstration





While smaller in scale, the regional events will receive the same amount of creative attention and customer service as the global event. We offer solutions at every level from self-service to fully produced. No matter the level, our platform will offer creators from each region to connect and engage both with TikTok and with each other.

# **Regional events**

**FUN FOR CREATORS AT EVERY LEVEL**



# Regional Events

## STAR CREATOR PACKAGE

Complete platform and production services provided by JoinIn and Streamline Event Agency, including all creative services, onsite studio space for live presentations, presenter kits for remote speakers, and tech support.

## STAR LITE PACKAGE

JoinIn and Streamline Event Agency will support fully remote Zoom-based presentations with a maximum of four presenters at a time, adding basic creative package and tech support. Presenter kits available as needed.

## SELF STAR-TER PACKAGE

Customized JoinIn Pus product specifically for Tik Tok based on an annual subscription giving full SAS capability and management for each team. Each of the eight regions would hold a license for use. This build out is noted with a budget estimate under Development Costs.

## OPTIONS

These three scenarios have been crafted for Tik Tok to most effectively meet both the budgetary and functionality goals outlined on our discovery call.

