

CLIMATE AGENCY FIFTH ANNIVERSARY SUMMIT

Best Hybrid Event

(Event Technology Awards 2013)

The global leadership group for the insurance industry hosted a Fifth Anniversary Summit to celebrate their recent achievements, bringing together a worldwide audience for debate and reflection, whilst remaining faithful to their own core sustainability principles. Our role was to help support them by delivering a hybrid event comprising of a small audience in one London venue joined by the international membership via an interactive live webcast.

A multi-camera setup filmed both audience and speakers, enabling viewers from around the world to join via video stream to experience the same lively atmosphere as those in the venue. We also designed a webcast viewer page specifically for the event, with live vision mixing to display PowerPoint graphics where appropriate. Live video links brought in climate experts on the topic of food security from Brazil and South Africa, sharing their respective country's unique perspective on climate-related challenges.

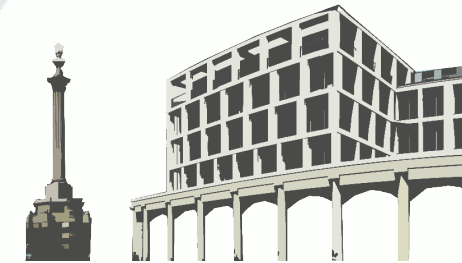
The online audience fully embraced the chance to address their questions directly to the panel using our interactive engagement technology, resulting in a fascinating and challenging debate among the panel members. Our client was delighted with the technology we provided, which allowed them to create a truly international discussion without compromising their principles relating to sustainability.



feedback via LiveInteractive

25 GB data =
47 hrs 23 mins 13 secs
of video

EXPERT
BRAZILIAN
INSURANCE
CONFEDERATION



LONDON STOCK EXCHANGE

80
MEMBERS

22,800
air miles
saved

reduced carbon footprint



EXPERT
SOUTH AFRICAN
INSURANCE
ASSOCIATION

