

CONSUMER CHAMPION LAUNCH EVENT

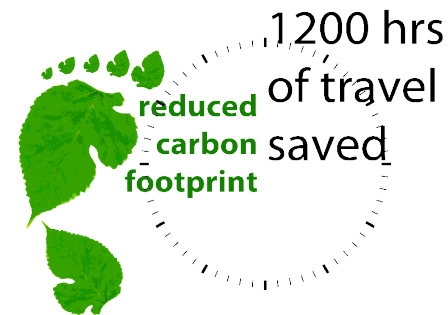
Best use of Technology for Event Sustainability
(Event Technology Awards 2013)

We delivered a high-impact launch on a low budget bringing together the national network of 152 regional centres using our video-conferencing, webcasting and audience engagement technologies.

At the locations, morning sessions were held in-situ before multi-linked presentations and discussions in the afternoon, hosted by the London hub. At any given time each location could see live footage of the four other locations and everyone could participate in the Q&A session with a panel of industry experts. A live webcast enabled participation from people in remote locations and significantly boosted the total numbers participating.

Each delegate onsite was given a wireless tablet upon registration. Each regional event could thereby poll the audience to obtain a detailed picture of their opinions and understanding which could then be cross-referenced to audience demographics.

Health Minister Jeremy Hunt commented, "I think this is so impressive to see this happening", while Manchester committee member Michael Hughes sent this message: "A big thank you to you! You have undertaken a tour de force in bringing us together with our partners in healthcare from around the country".



600+ Qs via
LiveInteractive

"Isn't
technology
wonderful?"

- JEREMY HUNT, HEALTH MINISTER

