



SMARTSOURCE

## A GLOBAL VIRTUAL PRODUCT ROLL-OUT



### BACKGROUND

SUEZ – Water Technologies & Solutions, a French-based utility company which operates largely in the water and waste management sector, needed a partner to help navigate the virtual event process for a product launch. SmartSource®, who had not worked previously with this client, was sought after to provide a virtual event process while ensuring a seamless experience for a vast global audience.

### CHALLENGE

While the client was well versed in large-scale, in-person tradeshows, they needed a partner who could help translate that experience into a virtual product launch event. Midway through the planning process – 6 weeks from the event – it became evident that a portion of live presentations needed to shift to pre-recorded content followed by live Q&A. In addition, the client needed flexibility with virtual platforms due to restrictions on usable streaming services for their attendees from China.

### SOLUTION

SmartSource implemented a production timeline, which took the virtual event from an abstract concept to a step-by-step process with deliverables needed for each day of the virtual event. By providing a structured timeline with deadlines, the client was able to achieve attainable goals and break the virtual event process into manageable pieces.

When the client realized that pre-recording their sessions, originally planned to be 100% live, would provide a more seamless experience for their broader audience, SmartSource was able to help the client quickly pivot the scope of work while keeping the event within budget. The team was also able to maximize the presenters' time by pre-recording sessions during live rehearsal.

With restrictions on internet access in China, the client was limited to video delivery platforms that could be utilized for the event. The platform used for Chinese attendees did not provide the HD quality being provided to other participants, so the SmartSource team quickly provided a workaround with a separate video delivery platform that ran simultaneous to the original platform. The client was pleased that SmartSource was forward-thinking with a back-up plan that ensured any technical issues could be resolved for their attendees immediately.

SmartSource's guidance was vital to ensuring the client delivered a seamless experience for its global audience.

*"I cannot thank you enough for your role in our virtual product launch. I initially was super excited to find SmartSource and know the technical stuff would not lie on my shoulders alone for our event, but had no idea how invaluable you would become in the process. I could have never pulled it off as successfully without you and your expertise, guidance, and patience. It goes without saying that if and when we have another virtual event requiring technical support, we will turn to SmartSource. It's been an absolute pleasure."*

- Cindy McElhiney, CTSM  
Trade Show Marketing