



SMARTSOURCE

LARGE PRODUCTION COMPANY ENSURES 150 PRESENTERS ARE EQUIPPED FOR SUCCESS



BACKGROUND

A large production company that previously worked with SmartSource® on live events reached out for help with a virtual conference. SmartSource had supported the client on numerous live events in the past.

CHALLENGE

As with any virtual event, a challenge lies in the variety of technology the various presenters use. The client did not want to sacrifice its high standards with presentations that looked and sounded less than professional. Given the number of presenters for this event and their widespread locations, the client knew it needed the technology and technical support that SmartSource could provide.

SOLUTION

To address the client's needs, SmartSource recommended its Professional Web Presentation Kits with an upgraded laptop. Using these kits, approximately 150 presenters from across the U.S. were equipped with the equipment they needed to create professional quality presentations that could be delivered with confidence and reliability during the multi-day event. These robust laptop kits included enhanced video and audio. The i7 laptops, loaded with Office 2019, were supplemented with a full HD USB webcam, a desktop tri-pod, a high-quality desktop microphone, and a wireless keyboard and mouse. Together, these technologies enabled the presenters to create broadcast-grade livestreams from their individual locations. Without the benefit of the kits, the presenters would have used their own laptops and cameras, leaving the event production team to grapple with different hardware capabilities involved in each presenter's recording and potentially poor visual and sound quality. The kits were used over a six-week period to make recordings in preparation for the conference.

The client was relieved that SmartSource could also manage the logistics – getting all 150 kits distributed to the presenters across the country – and was happy with the high-quality recordings which contributed to a successful virtual conference.

"We used SmartSource on a recent virtual event, and they provided hundreds of presenter kits which proved to be high quality, user friendly and cost effective. Their staff was available 24/7, and they were very helpful with training documentation, shipping logistics, and supporting our producers. I highly recommend and look forward to the next one."

- Technical Director