



SMARTSOURCE

PREMIER FINANCIAL SERVICES COMPANY'S ANNUAL MEETING GOES VIRTUAL



BACKGROUND

Since 2004, a leading financial services company offering insurance, annuities, corporate benefits, and wealth management solutions has been relying on SmartSource® for event technology. SmartSource provided its full audio-visual and event technologies in support of the client's nationwide meetings, including a large annual meeting where new financial products are introduced. Recently, SmartSource was tapped to lend its technologies and event know-how for this annual one-day virtual marketing meeting with 600 registrants from approximately 150 member firms.

CHALLENGE

It was important to the client that the experience was as close to "live" as possible. Creative solutions, flexibility, and agile processes would be essential. This particular event program needed to consist of four simultaneous breakout tracks along with general sessions for all attendees.

SOLUTION

SmartSource managed the event from its Chicago Command Center. To deliver a seamless meeting experience, SmartSource applied vMix live video production software to mix the media and prepare it for stream. The output was connected directly to corresponding Zoom webinars. Using the studio's AV monitoring set-up, SmartSource oversaw the four simultaneous sessions in real-time.

The breakout panel discussions were prerecorded, which enabled the client to edit the videos in advance. The videos were followed by live Q&A sessions. At the precise start time for each session, SmartSource operators played the pre-recorded videos, while the attendees remained in the background, muted. After the pre-recorded content, the operators took their cue to transition the stream to a live view replicating the look of the video. Presenters then answered questions submitted by the audience during the pre-recorded session. The best questions were sent to presenters via a private chat, seamlessly and quickly, with a two-second animation used as a transition during the Q&A process.

The seamless experience was backed by SmartSource's Event Hub, which made it easy for all attendees to navigate the entire event from one central location. The Event Hub facilitated pre-event registration and the ability for attendees to view personalized agendas, as well as access live sessions, one-on-one meeting scheduling, and custom-branded information provided by the client.

Thanks to SmartSource's technologies and technical expertise, and close collaboration with the client, the virtual marketing meeting was successfully executed.

"Working closely with the client's team, we were able to produce an event that fit their needs and emphasized what worked well from live events that we had done with them in the past."

- Michael Moran
National Project Manager, SmartSource