



SMARTSOURCE

TRANSITIONING AN ANNUAL INVESTOR MEETING TO A VIRTUAL FORMAT



BACKGROUND

The client is a non-profit organization that facilitates educational, peer-to-peer, and networking programs for the venture community to engage with local and global investors, entrepreneurs, and thought leaders.

CHALLENGE

Due to COVID-19, the client needed to transition its annual investor meeting to a virtual format. The event needed to be a fully immersive experience with timely content, unique keynotes, panels and discussions, and interactive networking opportunities. Adding to the challenge of moving to a virtual event was that the presenters were from several different countries.

SOLUTION

SmartSource created an event flow that covered multiple time zones and established the timing of each pre-session. This allowed SmartSource and the client to have full rehearsals that included presenter coaching and complete event walk-throughs.

The client wanted to incorporate several types of meetings into their event including fireside chat interviews, open discussion panels, and multi-presentation breakouts. The SmartSource production team worked closely with the client's marketing and graphics teams to produce a look that matched both their portfolio and their vision for the event.

The SmartSource team worked directly with the client's platform provider to ensure that all meetings, videos, and presentations were successfully broadcast into the platform. This guaranteed that all content was presented in a way that would provide smooth and seamless viewing, ultimately helping to create an outstanding attendee experience.

"SmartSource was an integral part of the success of our virtual event. As an event director of historically in-person events, it was crucial for me to find the right partner for our fully virtual event. The number one attribute I looked for in a partner was the integration between the production side of the event as well as the event hub platform. Since SmartSource works directly with the platform, the two were aligned and always synchronized. I never had to worry about building out a website. All of our panels were live and the pre-production tech tests were run so smoothly which made the day-of event a breeze! The live production of our event was beautifully executed. We couldn't have done it without SmartSource!"

- Director of Events