



White Light:
Creative Solutions, Technical Excellence



CASE STUDY
Business in the Community - AGM and Summit

Providing Complete Technical Solutions



Capture the Event for Online Distribution



KEY INFORMATION

- **THE CLIENT:**
Business in the Community
- **EVENT:**
Business in the Community 2016 AGM and Annual Summit
- **PRODUCTION TEAM:**
Owen Wray - Account Manager
Jonjo Glynn - Venue Production Director
Nick Jemicz - Venue Technical Manager
- **BRIEF:**
To deliver the complete technical production and event filming for the Business in the Community 2016 AGM and Summit.
- **PROJECT TIMELINE:**
Planning: Two months
On-site Prep: Six hours
- **EQUIPMENT INVENTORY:**
CORE ColourPoint, Shure Wireless Microphones, 80" HD Display, Sennheiser LSP 500 Loudspeaker, DPS Lectern Microphone.

Business in the Community's AGM and Leadership Summit was held on the 23 Nov 2016. The event saw 350 business leaders, gathered in the presence of HRH The Prince of Wales, explore what responsible business in a digital age means for society.

The panel, made up of leaders from renowned international and global businesses, discussed critical issues affecting businesses both large and small around the subject of digital transformation and, specifically, how businesses can ensure digital transformation is inclusive.

Issues discussed ranged from environmental impact, through to cyber security and the need to increase productivity through technology. Other topics included 'resisting the urge' of chasing after the 'next big thing' and making sure that real action is taken.

The event launched a new report by Business in the Community in partnership with Accenture, which explores the digital revolution in more depth, and encourages businesses to collaborate to help shape the very critical 'to-do list' that will ensure we deliver a digital future that is as inclusive as it can possibly be.

The large number of high profile guests filling the Great Hall to capacity meant that WL needed to ensure all guests had an excellent view of all content and the discussion taking place throughout the day.

PLANNING & APPROACH

"We had to ensure that all delegates could see not only the presentations taking place throughout the sessions but also to see the speakers in the various panel discussions throughout the day. We knew we would have to provide relay screens for imag, as many of the guests would be experiencing the panel discussion primary through the monitors we knew we needed to create a discreet but interesting vision mix for those guests on screen".

Jonjo Glynn
WL's Venue Production Director

SOLUTION

To achieve the dynamic vision mix, WL utilised a three camera setup including a camera with a wireless link that allowed the operator to move freely and create shots that otherwise wouldn't be possible. The footage from the Summit needed to be on the BITC website within 24 hours of the event finishing. To meet this timeframe, WL specified a portable production studio allowing for a live mix to be recorded and transcoded into a web ready format that was delivered to the client within minutes of the event's conclusion.

RESULTS

"Thanks to the WL team for helping us pull the event off. Everyone worked extremely hard and it came together well. Most of all, we had fun!"

Jen Hartley
Business in the Community



Building a
fairer society
and a more
sustainable



For any further information or any enquiries, please contact our team:

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