



**WHITE LIGHT**  
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**LEADERSWEEK.direct/**

## ***Digitally connecting a global audience for transformed Leaders in Sport annual conference***



### **Project Summary**

Client: Leaders in Sport

Event: LeadersWeek.direct, 18 – 21 May 2020

Location: SmartStage studio, WL HQ, Wimbledon

Reach: 26,663 sessions across the LeadersWeek.  
direct/website, 54,000 social media followers  
255,000 social impressions

Press Coverage: 161 articles published from the likes  
of NHL, LA Times, BT Sport, ESPN, The Associated  
Press, SportsPro, Qatar Airways, Press Association &  
Evening Standard.

### **The Project**

As part of its series of global summits, Leaders in Sport hosted its annual 'Leaders Week' conference as an online forum (for the first time), due to the COVID-19 pandemic. The physical event, originally due to take place in New York, was transformed into 'LeadersWeek.direct/' - a broadcast delivered by technical solutions specialist White Light (WL), from their socially distanced studio in Wimbledon, London.



### **The Brief**

The solution called for a safe studio environment enabling live presenters to anchor and host the forum, with over 25 high-profile sports business leaders from around the world participating remotely. Executives from organisations including ESPN, NHL, MLS, AFC Ajax, Amazon, EA and AT&T helped deliver a series of 'Leaders Live' presentations, from the safety of remote access. All content was subsequently streamed to a private online platform created specifically for the event.





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## Core Solution Requirements

- Creation of custom-branded digital environment with in-studio 'screens'
- Broadcast onto CDN, embedded within microsite
- Full event production, including management of live presenters on location, video conferencing for remote participants and control of active speaker audio
- Socially-distanced live presenters
- Digital overlays
- Remote participation, enabling conversations between presenters with name & job title overlays
- Remote presentation: PowerPoint & videos to appear within the studio environment or full frame to the remote viewer
- Presenter picture-in-picture functionality
- Branded microsite including: registration, show flow information, Q&A and messaging function, speaker bios, sponsor content & web links



## Contact us for more information

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## The Delivery

WL's SmartStage, powered by the disguise xR technology, enabled the live presenters to safely host all remote participants and deliver the 'Leaders Live' sessions.

James Thurlow, WL's Technical Manager comments: "The decision to make this event fully digital was relatively short lead and we worked closely with the Leaders in Sport team to engage their audience. On the broadcast days, in accordance with safe social distancing measures, we had a maximum of two presenters physically on the SmartStage at any one time. We built a branded studio environment for the event and used the technology to professionally collate all content with a number of remote presenters that were connected via video link."



## The Results

Over four days, an audience of 2240 delegates from 54 different countries viewed the conference online.

Laura McQueen, Leaders Managing Director comments, "Shifting a 4-day physical event into a bespoke, online broadcast was somewhat of an unknown for the Leaders team. Reflecting back, we are absolutely delighted with what we were able to pull off from our first attempt at going completely digital, and huge credit goes to the White Light team who were with us every step of the way. The studio itself was extremely impressive and we look forward to building on the partnership, as we broaden our digital offerings in 2020 and beyond."