



WHITE LIGHT

LIGHTING • AUDIO • VIDEO

Vistage International Case Study



Project Summary

Client: Vistage International
Event: Executive Summit Series
Location: SmartStage® studio, WL HQ -
Wimbledon and The Mermaid London

The Brief

Vistage sought an innovative and fully digital solution enabling them to re-conceptualise and safely deliver their Executive Summits in July 2020 and March 2021, amid international lockdown restrictions. An advanced technological system was required to facilitate guest keynote speakers, as well as coaching workshops and panel presentations, delivered to a remote audience attending from all over the world.

The Project

World-leading executive coaching organisation Vistage International was formed over 60 years ago and comprises of 24,000 members from global SMEs. Their live summits connect more than 200 CEOs, MDs and senior business leaders, however during the COVID-19 pandemic, they had to swiftly pivot to virtual delivery for this flagship series.





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The Delivery

WL's SmartStage® facility was utilised to help bring the new digital event format to life.

James Thurlow, WL's Venue Technical Manager explains: "For the 2020 Summit, we embedded the event stream within a purpose-built microsite, which not only assisted in branding but also enabled other functionality such as peer-to-peer chat and the submission of audience questions. We relayed these questions back to presenters in real-time, giving the feeling of 'live interaction'. The website also gave us the ability to display event insights such as information on the agenda, keynotes and sponsors, as well as linking through to Vistage's social media channels. We added further variety to the transmission by employing a multi-cam set up in the studio and changed the city backdrops throughout the event."

The March 2021 Summit was hosted by broadcaster, entrepreneur, public speaker and author - Arti Halai. Special guests Stephen M. R. Covey, Erica Dhawan and Chris McChesney delivering their presentations via different video conferencing platforms. The CueEther app was integrated within the SmartStage® workflow, giving Vistage complete control and flexibility for seamless, remote presentation of all content.



The Results

The SmartStage® technology greatly enhanced the experience for all participants, allowing for natural visibility and engagement between the co-hosts, keynote speakers and peer network, within a connected space. Arti comments: "The beauty of the SmartStage® is this ability to bring remote people into an immersive environment to see remote content. Instead of feeling like you're communicating with someone on the other side of the world, which they could be in reality, you feel a sense that they're right beside you. It's almost like you are sitting down together in one room for a face-to-face conversation. It's that easy and it really does feel like a real-world connection and interaction."

Contact us for more information

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