



**WHITE LIGHT**  
LIGHTING • AUDIO • VIDEO  
a d&b solutions company

## Senior Leadership Team Conference Case Study



**“An innovative AV solution, utilising d&b Soundscape technology to enhance a corporate senior leadership conference”**

### **The Project:**

A two-day conference for the Senior Leadership Team (Euro Pacific Region) of a leading blue-chip corporation. As Illuminate's in-house production partner, technical solutions specialist White Light (WL) – a d&b solutions company, provided all audio, lighting and video production for the event.



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### The Brief

The brief's core requirements centred around the positioning of four separate stages in Illuminate's Level 5, each with its own audio visual and lighting system. This configuration was based on two main opposing stages and two satellite stages. The technical solution was required to transition between the stages, highlighting the topics of discussion and enhancing the delegate experience.

### The Solution

Ordinarily, a brief of this nature would require an extensive technical specification to deliver the audio elements, or delays between each stage being used. Drawing on the expertise of WL and its sister companies d&b audiotechnik Great Britain and SFL, a bespoke creative solution was designed to overcome this challenge.



Central to this was d&b Soundscape technology, unobtrusively installed to naturally draw the audience's attention between the stages, immersing them in the 360degree audio-visual content being presented.

Bolstering Illuminate's in-built system, the PA system comprised of 14 x d&b audiotechnik Y10Ps and E6/ E5 speakers supplemented with V subs to provide additional punch. This integration with the existing Illuminate network worked seamlessly and required minimal additional infrastructure. This helped maximise floor space for the delegates to engage and discuss their content in breakouts.

Two 7metre x 2.5m high-resolution LED screens, showcased the client's visual content and an LED lighting package was used to add a dynamic and inspiring aesthetic for the conference and to highlight the multiple stages.





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“

Our solution drew on a wealth of knowledge across d&b solutions and delivered a hugely effective yet subtle technical infrastructure to not detract from the conversations in the room. As a result, we've received incredibly positive feedback from our client.

”

**Mark Sutcliffe - WL's  
Senior Account Manager**

### Project Summary

**Venue:** Illuminate at the Science Museum

**Event:** Senior Leadership Team Conference

**Client:** A blue-chip corporation

**WL Delivery Team:** Senior Account Manager – Mark Sutcliffe  
Project Manager – Fraser Carr-Gomm

**Key Equipment:** 2 x 7metre x 2.5m high resolution LED screens, Source 4 Lustres, Mac Aura XBs, SGM Q7s, 14 x d&b audiotechnik Y10Ps, E6/E5 speakers supplemented with V subs

### Contact us

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