



UCL: Beyond Boundaries

CASE STUDY

A two week virtual conference on realising the UN Sustainable Development Goals.

Introduction

UCL Grand Challenges and the Global Engagement Office teamed up to host a two-week virtual conference exploring the role of universities in achieving the UN Sustainable Development Goals. The conference was split into twelve sessions and utilised the event's online nature to have numerous high profile international guest speakers dialling in remotely, including Helen Clark, Former Prime Minister of New Zealand.

The Background

The hosts required an online platform that would allow for a large audience and enable engaging sessions. They wanted to make it as interactive as possible, using live polls and Q&As to allow attendees to engage with the speakers. Seeing as each session would be planned by a different team, the specific technical requirements would vary each day.

Summary of build

We assisted the UCL team with setting up their Slido account, as well as creating promotional content for the conference. We ensured a good connection to the event for the many speakers attending remotely by conducting A/V checks and rehearsals. We delivered broadcast quality streams from our studio using our Epiphan Pearl 2.

Our core range of services

Live



With more than a decades event production experience our team know how to deliver successful and inspirational live events.

Online



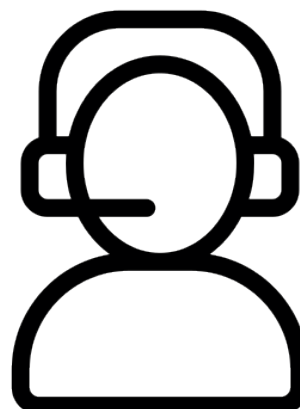
We can bring almost any event online and offer a wide range of virtual event solutions enabling us to cater for almost any event.

Installs



We offer expert advice and latest technology ensuring we provide you with the right solution at the right price.

Technical Crew



- Production Manager
- Live Vision Mixer
- Zoom Operator
- Slideshow Operator
- Graphic Designer

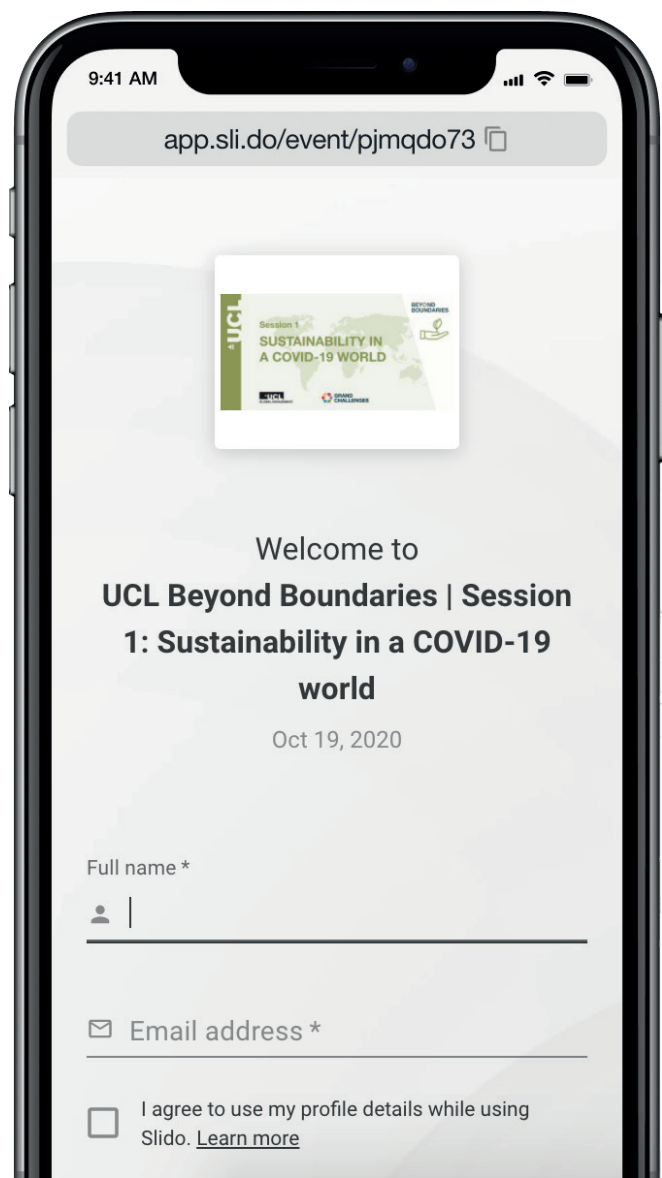
Step by step guide

When we were first contacted by the Beyond Boundaries team, we thoroughly discussed their vision for the conference and established their requirements. Given the scale of the project we created an **in-depth timeline** for realising the event. We agreed upon using **Slido** to host the sessions as it's features were perfectly suited to what they wanted to achieve.

We assisted with creating a Slido account and set up the twelve session pages required using the graphics that were provided to us. It was important that we enabled access to the Slido account for the Beyond Boundaries team as they would be publishing the **polls/Q&As** remotely during the events.

We liaised further with the UCL graphics team regarding specifications for the layouts that would be used on the live stream. They provided us with four different **graphic layouts** for each section, a 1-up for focusing on an individual speaker or a video, a 2-up/3-up for having multiple speakers on the screen at a time, and a Slides view with a large window to the left to show presentations, a smaller window on the right to show the person presenting.

Slido - Attendee registration on mobile phone



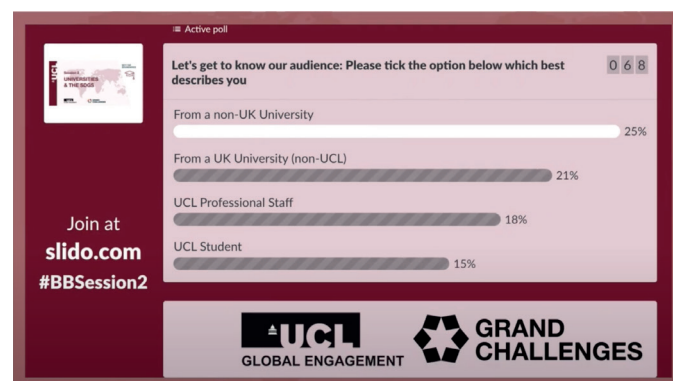
As part of the build up to the conference, we were tasked with creating a short **promotional video** for the two-week conference to share on their social media accounts, and to be played at the start of each session. They provided a storyboard and some graphic elements. After a handful of iterations, the video was complete and ready for promotional usage.



Promotional video shown before session 12 on a 1-up layout

Given that there were going to be at least **fifty speakers** over the course of the conference we knew that testing their individual internet connection and camera/microphone quality would be a challenge. We opted to attempt rehearsals with the guests for each individual session to streamline this process. This proved difficult to arrange on account of the number of timezones involved and the busy schedules of the speakers so we only managed to do this for a handful of sessions. We conducted individual **A/V checks** with the speakers who could not attend rehearsals.

The Beyond Boundaries team required us to provide **live captions** for the sessions. We liaised with a captioning company who would provide live captioning by attending the production Zoom call during the sessions and send us back a caption feed to mix in with the broadcast in our studio.



Slido poll from session 2

In addition to live content, some of the session organisers opted to have **pre-recorded segments** in their programs. We helped coordinate this by conducting some of the recordings ourselves **via Zoom** during our A/V checks with guest speakers. We edited these videos and had them captioned. Some were shown on the UCL social media accounts prior to the event for promotional purposes.

When the conference arrived we delivered high-quality live streams via Slido, direct from our broadcast studio. For each session we ran a **green room Zoom call** for the guest speakers to arrive into and receive final A/V checks, before transferring them to the **production Zoom call** which would be live on air. We mixed the Zoom feed with the graphic layouts and streamed the output from our **Epiphan Pearl 2**. The schedule was intense with some days having multiple sessions, and the final day having two sessions back to back with a 10 minute change over. The conference was enjoyed by a large audience, with 500+ participants on the first day alone.



Title card from session 3

Summary

With the help of Hire Frequencies, the Beyond Boundaries team delivered an informative and engaging conference enjoyed by thousands of people internationally. Through the use of technology they were able to converse with people around the globe and gain their perspectives on topics of extreme importance. If you are looking to host any kind of virtual event, please don't hesitate to get in touch with our team of experts for a free consultation.

Testimonial

'We received lots of feedback on how slick and professional the look of the event was.'



Lucy Crick - Project Manager, UCL Global Engagement Office

'The team were very accommodating and friendly and gave a great first impression. I was satisfied with the advice in the build up to the event. The response was quick and thoughtful. They were very easy to work with, responsive, knowledgeable and accommodating. This was a large project and we were very demanding customers and I think the team handled it well.'



3-up Graphic Overlay used in session 6

We ensured that the recordings of the live streams were made available quickly after each session so that anyone who missed out could access them without delay. We provided the Beyond Boundaries team with **post-event statistics** regarding attendee engagement after each session.

Key Service Elements

01

Initial enquiry call

Once we've received your enquiry we will arrange a video call to discuss your requirements and potential solutions

02

Free event platform demo

We will give a thorough demo of any event platform that you are interested in

03

Proposed Solutions

We will provide you with a quote and a proposal detailing our recommendations and the associated costs

04

Expert Delivery

Once you're happy with our solution and pricing our expert team will deliver your event taking care at every stage

Post-Event Support

- We offer post-production on any live stream, including captioning.
- We can provide thorough post-event data if required.
- Extended access to the event platform (dependent on platform).