



# NFWI Virtual Annual Meeting 2021

## CASE STUDY

The WI's first virtual event was livestreamed directly from the Royal Society of Arts.



## Introduction

The Women's Institute looked to host a professionally produced **hybrid event**, made available to their members to view remotely. The main livestream featured **high profile keynote speakers** including HRH The Countess of Wessex GCVO, Rt Hon the Baroness Hale of Richmond DBE and Dame Cressida Dick DBE QPM Commissioner of Police of the Metropolis. The event was hosted on a **bespoke virtual event platform** enabling comprehensive networking features for all attendees.

## The Background

As a result of the Covid-19 global pandemic, the 2020 NFWI Annual Meeting was cancelled. This came as a huge disappointment to many members and as such they were reluctant to cancel a 2021 event altogether. And so the idea of a **virtual meeting**, bringing together members from all parts of England, Wales and the Islands, was born.

## Summary of build

We liaised with the WI events team to create a **registration page** that supported ticketing, and setup their bespoke virtual platform complete with video meeting rooms and exhibition booths for sponsors. We supplied a **full compliment of equipment and engineers** to ensure a broadcast quality stream direct from the venue.

### 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



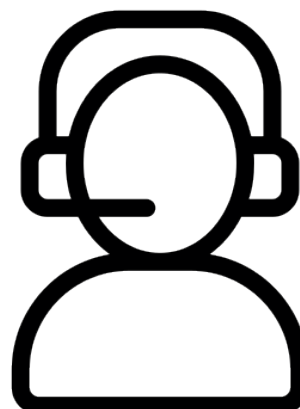
We can bring almost any event online and offer a wide range of virtual event solutions enabling us to cater for almost any event.

#### 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
- Sound Engineers
- Camera Operators
- Streaming Engineer

# Step by step guide

We were first contacted in January by the WI events team who were looking to find out more information about **live streaming and hybrid events**. As this was to be their first event they wanted to get a good idea of what options were available regarding what they could offer their attendees.

After exploring a number of options we settled on **Evento Virtual** as the virtual event platform of choice. This was due to the amount of customisation available in terms of design and features.



Registration page for the event

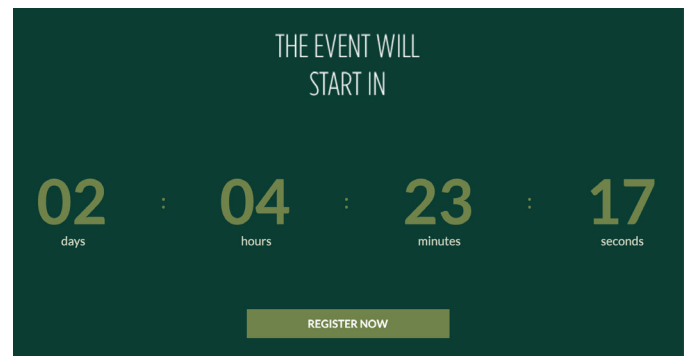
We organised the creation of a **bespoke registration page** which went live at the beginning of May. This included information about the event such as the schedule, details of the speakers and a countdown timer to the event. The registration form captured custom fields such as which WI the person registering was a member of. It also allowed for attendees to register with specific codes for staff and organisers.

The WI had a few **key features** in mind for the virtual event platform to help maximise interactivity on the day. They required **mingle rooms** for their attendees to join and meet each other via video chat whilst there was no content on the main stage live stream.

Another feature they needed was **virtual exhibition booths**. This enabled a variety of WI organisations to have a defined presence at the event.



Exhibition Booth Example



Countdown timer to the event

We liaised with the exhibitor to begin creating their exhibition booths with their **custom graphics**. The level to which we assisted with this process varied for the different sponsors, with some simply needing specifications for their graphics team to work with, and others wanting us to create their booths for them using branding elements from their website. In addition to this, we made an **instructional video** to brief the sponsors on how to operate their booth during the event. The booth contained bios, brochures, videos and polls for attendees to engage with, along with the option to video chat with a representative of the organisation.

Our in house graphics team created **bespoke graphic layouts** for the livestream. These ranged from full bordered backgrounds for segments involving slide content and when we had people dialling in on Zoom, to a simple watermarked layout for fullscreen camera work.

We provided **closed captions** on the main livestream so attendees had the choice of viewing with them turned on or off.



Slides graphics layout

Setup at the venue began the day before the event. We spent the morning getting everything operation in time for the **rehearsal** at 2pm. We setup our cameras, wireless microphones and comfort monitors in the show room. This setup was cabled in to the control room on the same floor from which the audio/video was mixed and the stream was being produced and transmitted.

The rehearsal ran through various aspects of the event, mainly focusing on the **communication** between the control room and the show room. The NFWI Chair Lynne Stubbings was given an **in-ear monitor** so we could speak directly to her from the control room and ensure she was comfortable with the transitions between different segments of the stream. We ran various **streaming and caption tests** through the day to ensure the stream was transmitting steadily and securely.

Thanks to our many weeks of thorough preparation the event ran like clockwork. We had 5 of our **Canon XF300** cameras and a mixture of wireless lapel mics/conference tables mics capturing what was happening in the main room, being fed into our on site control room and mixed using our **Blackmagic ATEM 2** and **MIDAS M32R**.

Our producer ensured we stuck to schedule and played **VT content, speaker titles** and **slideshows** when needed, as well as triggering live polls on the platform for the audience to engage with. We also **dialed in members of the audience** on Zoom to ask questions directly to the speakers live on stream.



Lynne Stubbings presenting on the live stream

## Summary

With the help of Hire Frequencies, the WI events team delivered an engaging and exciting event, enjoyed by thousands of people around the country. Through the use of technology they were able to bring together the members of all of the WI federations that hadn't been able to meet for over a year. 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.

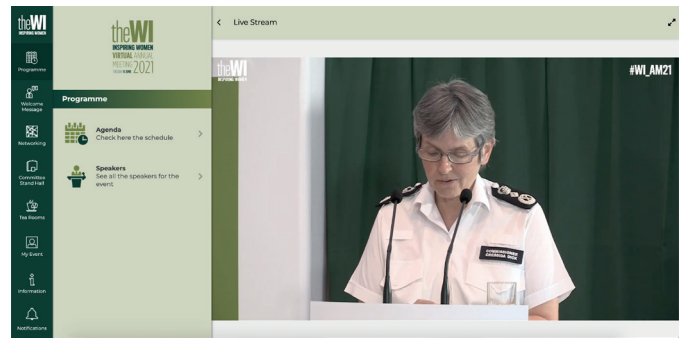
## Testimonial

'We were extremely happy with how everything came together and the end result of our event.'



**Kelly Rosser - Administrative Assistant, NFWI Wales**

'Great feedback from all Board, Staff and members. The platform was designed exactly how we wanted, not too difficult for our audience to use but also engaging and interesting enough to keep our audience logged in throughout the day. The tech/sound team were also great to work with on the day of event. Nothing was too much trouble. All the HF team were friendly and approachable from the start to end of event.'



Dame Cressida Dick presenting on the live stream

Using our **Epiphan Pearl video encoder**, we output a high quality stream to the event platform main stage for the attendees to view. We were also on hand to provide technical support for all attendees and exhibitors using the event platform to ensure everyone was able to access and engage in the event.

Once the event finished we promptly provided the WI exhibitors with **valuable post-event data**, showing attendee activity and engagement.

## 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).