

# ACCELERATE YOUR IMPACT

Delivering key messaging to a distributed audience through a hybrid event

## CLIENT INTRODUCTION

AHEAD builds and manages digital platforms that power the most successful organizations in the world. Their consultative approach, unmatched engineering, and innovative solutions combine to accelerate the impact of technology in every client they serve.

## CHALLENGE

They wanted to recap 2022, share strategy for 2023, recognize company award winners, and soft launch the company's new vision statement. Leadership was tired of presenting fully virtual during the pandemic and wanted to see people's faces and shake people's hands, but a fully in-person meeting no longer made sense for their rapidly growing and distributed employee base. AHEAD's planning staff needed a hybrid solution that could deliver an interactive experience to both the Chicago based in-room audience of 175, their 6 corporate viewing locations and a distributed remote audience of 1,000 viewers.



"The overall goal was just to make people feel a part of the process, a part of the event, and included."

**Caitlin DeGuzman**

National Events Manager, AHEAD

## SOLUTION

Audience interactivity was the crux of the event strategy for AHEAD. Xyvid Connect, a mobile audience response system, was used to facilitate audience engagement, allowing both in-room and remote attendees to respond to the same polling questions. DeadSimpleChat provided a space for attendees to connect, share insights, and ask questions in real-time. Snapbar, a fully featured photobooth, was used for entertainment during breaks. The employees could apply themed backgrounds, filters, and stickers. The photo submissions were shared through a wall feed shown in a Xyvid Pro content panel. Data from all attendees across Xyvid Pro and Xyvid Connect were delivered in the same reporting.

The location was chosen based on proximity to AHEAD's main office. Employees at the main office were invited and 20 company award winners were flown in to be a part of the local audience. XYVID partnered with Moonlight Studios, a Chicago-based event venue and studio. Moonlight ran a 3-camera production crew and Xyvid streamed the day-long event to the virtual audience.

XYVID collaborated with AHEAD on the creative elements for the video wall that wrapped the stage, including a moment where the six viewing locations were displayed on the wall, for the in-room audience to see. AHEAD's branding was featured throughout using both the video wall and the Xyvid platform.

Audience feedback was overwhelmingly positive, with attendees citing the production value and interactive elements as key factors. AHEAD was able to effectively deliver their key messaging and launch their new vision statement to a highly engaged and distributed audience.



## BENEFITS OF A HYBRID APPROACH

### Distributed Audience

- 175 in-room attendees
- 6 corporate viewing locations
- 1k remote direct connections

### Centralized Engagement

- Xyvid Connect polling
- Snapbar photo gallery
- DeadSimpleChat group chat

AHEAD was able to extend the reach of their event's messaging to employees who were not able to attend an in-person event. AHEAD was able to save on costs associated with travel and logistics. In turn, minimizing the environmental impact of their event. They achieved better data collection by having one report for all audience participation. They also minimized the time commitment of their employee's attendance. All while still providing a highly produced, impactful experience for all attendees, at the same time.



"I was surprised that we got so much positive feedback because it's always a struggle. You know, people are having a little bit of FOMO if they're not in the audience. But I think the production value is really what made everyone think Ohhh, We're legit. There's a sense of pride that comes with that from employees, when they see that level of production is coming from where they work."



**Anita Moore**

Director, Experience Marketing, AHEAD