

CASE STUDY



JULY 2018

VMware EVOLVE London wows international audience at livestream event

THE EVENT

VMware EVOLVE London 2018
Sofitel St James, London, UK

case study

VMWARE EVOLVE LONDON WOWS INTERNATIONAL AUDIENCE AT LIVESTREAM EVENT

THE BRIEF

VMware is a long-standing client of Chill Out! and we work with them on many events every year. This was the second of the London VMware EVOLVE events for 2018 and by far the most complex. These events are the UK part of a global EVOLVE tour featuring VMware executive board members and VIP speakers. This event was also live-streamed across Europe as a taster for future EMEA EVOLVE events with separate streams for Customers and VMware Business Partners.

THE SPEC

- One day conference with main plenary in 5* venue
- 3 x break-out sessions running concurrently
- Planned 120 delegates with 40+ each in break-out sessions
- AV & production
- Live event streaming plus live polling across Europe
- 3 x VIP sponsors (IBM, Intel & AWS) with exhibition space
- External guest speaker (Felicity Aston – British Polar Explorer)
- Branding & signage, Badges, Agendas, Lanyards, Pull-up banners, Giveaways

THE CHALLENGES

The dates for the event were already fixed based on executive management availability which limited our choice of suitable 5* venues. The Sofitel provided the elegance and charm that was a clear winner with our client but came with its own challenges for the on-site plenary staging.

Streaming multiple live sessions on-line required a dedicated high-speed internet uplink and tight management of speaker session timing, especially as there were 'special event's during the day.

THE CHILL OUT SOLUTION

Sofitel London – always a pleasure

We have run hundreds of events in a wide variety of London venues, and so were able to recommend several venues. The Sofitel is a beautiful and elegant venue for high-profile events, and yet offers a flexible meeting space that really works for smaller mixed plenary and break-out sessions. They are always a pleasure to deal with and worked closely with us to accommodate registration and a small exhibition space within their central catering area. They were also able to supply the dedicated high-speed internet required by our livestream supplier. That they were also in a prime location to view the *RAF 100 Centenary* fly-past during the day only confirmed our recommendation to our client.

The Meeting – on-site and on-line

Despite its old-fashioned charm, the Sofitel is extremely well equipped with dedicated audio-visual facilities. Some rooms, however, have low ceilings and feature chandeliers which in our view are not always suitable for every event, particularly for larger audiences. In this case we worked with our preferred AV staging supplier to create a bespoke branded stage and backdrop to fit inside the in-house plasma screens. This gave us the impact and branding we wanted while keeping the presenters more visible and making best use of the in-house facilities.

Our live-stream supplier worked with us to set up separate on-line registration sites for Customers and Business Partners. This worked well for managing the on-line sessions for several hundred registrations. As on-line delegates were registered for individual sessions, it was important to keep to time, especially for the break-out streams. We used room captains to coordinate sessions and ensure that every speaker ran to time. We displayed messages directly to on-line delegates with links to live news feeds and to warn them of the delayed start to the afternoon proceedings. Meanwhile our London delegates enjoyed the spectacular RAF air display live from the balcony of the hotel.

The RAF, a Polar Explorer and an Olympic hero

If the RAF fly-past wasn't enough to excite our delegates, the client wanted an inspirational speaker to round off the day's proceedings. Felicity Aston gave an empowering presentation about being the first woman to ski solo across Antarctica (<http://www.felicityaston.co.uk/>). Judging by the social media comments and our feedback survey forms, Felicity managed to inspire her entire audience, in-person and on-line. Felicity had a tough act to follow as our speaker at the January 2018 event had been Eddie "The Eagle" Edwards who was said by all to be hugely entertaining!



Summary

Our role is to understand our clients' needs and objectives and translate those into an event that is judged successful by the Delegates, Sponsors and the Client. In this case, our experience of running high-profile VIP events in various London venues meant that we could confidently recommend a solution. By working closely with the venue and our trusted-suppliers we created an outstanding event, in this case both on-site and on-line.

Happy Delegates. Happy Customer

We asked "Would you recommend this event to a colleague?"

”

Yes! Very much so. It was inspirational.

“

Yes! Proudly.

GALLERY

