

SAVOY

LONDON

PLACE



## CASE STUDY

# WOMEN IN TECHNOLOGY / WOMEN IN ENGINEERING

Client	Campus Media Ltd
Name of Event	Women in Technology and Women in Engineering
Purpose of Event	Educational & inspirational diversity learning event
In which room was the event filmed?	Kelvin Lecture Theatre
Where was the event being broadcasted to?	To a subscribed audience output across Vimeo
Number of delegates broadcasted to?	Approx 450 per event
Date of Event	16 October and 4 November 2020
Was this a switch from a planned live event?	Yes

## WHAT WAS THE EVENT?

Women in Technology (16 October 2020) and Women in Engineering (4 November 2020) are annual events held at IET London: Savoy Place by Campus Media, aimed at students to encourage them to pursue a career within their studied sector. Inspirational speakers from different industries share their stories, and offer advice, tips and employer insight sessions that explore the different job opportunities within the engineering and technology sectors.

Normally the events would be live, physical, and include networking events with up to 150 attendees. This year's events were filmed and streamed live due to COVID-19. They consisted of a mixture of pre-recorded talks, virtual linkups and live speakers. As a result, attendees increased by more than 200% joining physically in previous years, consisting of students and graduates from all UK universities and some international universities.

## WHAT TECHNOLOGY WAS REQUIRED FOR THE PROFESSIONAL DELIVERY OF THE EVENT BRIEF?

IET.tv filmed and broadcasted the events live. The Savoy Place AV team covered all of the usual elements of the events for sound, lighting and visuals on screen. Native hosted the live stream on their student Vimeo channel.

## DID THE VENUE PROVIDE ANYTHING OUT-OF-THE-ORDINARY FOR THE EVENT, IN ADDITION TO A HYBRID/VIRTUAL EVENT SOLUTION?

The venue kept us all safe by issuing clear distancing guidance and ensuring delegates were aware of the COVID-19 safety measures in place. A one-way system inside the Kelvin theatre made for smooth movement around designated spaces, with pre-allocated seating, a socially distanced live panel discussion and refreshments served in a safe manner. Having a dedicated contact person for every element of the event was incredibly useful for all pre-event planning, as well as on the day.





## DID THE EVENT PRESENT ANY CHALLENGES AND HOW WERE THEY OVERCOME?

The virtual link up was a challenge in itself because we cannot control the person connecting in having a stable internet connection – this is an inevitable risk. However we were able to overcome this by having the speaker join us via phone so we could hear her speaking to answer the questions put to her. This gave the event a truly live feel.

## WHAT ASPECT WERE YOU MOST PLEASED WITH?

The events ran incredibly smoothly, due to all of the pre-planning and scheduling. The designated team members from Savoy Place, the AV team and IET.tv were experienced and on hand to help throughout planning and the events. Thanks to the IET.tv team we were able to broadcast the events to a much wider audience as well as have the sessions recorded to allow people to watch on demand at a time convenient for them. I strongly believe that this is the very best and most dynamic way of producing a live event during a pandemic.

## EVENT ORGANISER TESTIMONIALS:

*"The events ran incredibly smoothly, due to all of the pre-planning and scheduling. The designated team members from Savoy Place, the AV team and IET.tv were experienced and on hand to help throughout planning and the events. Thanks to the IET.tv team we were able to broadcast the events to a much wider audience as well as have the sessions recorded to allow people to watch on demand at a time convenient for them. I strongly believe that this is the very best and most dynamic way of producing a live event during a pandemic."*

AMANDA THOMSON, MANAGING DIRECTOR

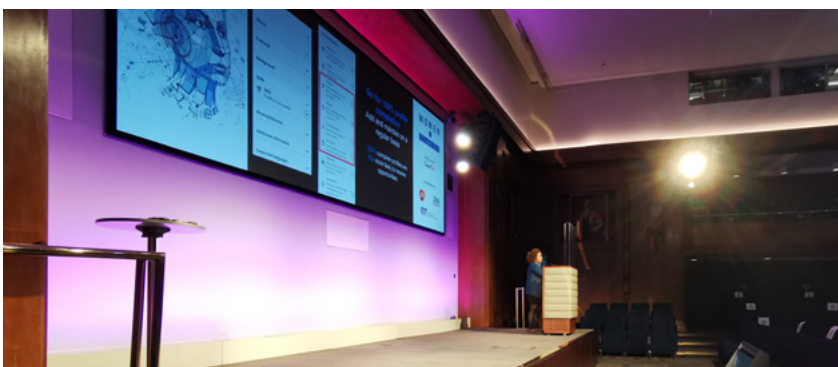
## DELEGATES TESTIMONIALS:

*"I loved speaking at this event, I was able to share my career journey and some of the challenges of the industry – with the addition of my personal advice to aspiring engineers. Thanks so much to the Campus Media team for putting on such a great live virtual event"*

ENGINEER AND PROGRAMME MANAGER

*"The Women in Engineering 2020 virtual event run by Campus Media was fantastic. The speakers were very inspiring and gave some great advice about building a career in engineering."*

MECHANICAL ENGINEERING STUDENT



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