

SAVOY

LONDON

PLACE

CASE STUDY



## SOCEX ECONOMIC CRIME CONFERENCE

Client	Think Different Events Ltd
Name of event	SOCEX (Serious and Organised Crime Exchange) – Economic Crime Conference
Purpose of event	5th Annual Conference
In which room was the event filmed?	Siemens Boardroom - Pre-recorded content Kelvin Lecture Theatre - Live sessions Bluemlein and Wedmore Boardroom - Conference control room
Number of delegates broadcasted to?	900
Date of event	25 November – 1 December 2020
Was this a switch from a planned live event?	Yes



### WHAT WAS THE EVENT?

The aim of the Serious and Organised Crime Exchange event was to build on the success of the four previous annual face to face events while enabling a wider audience to participate via the virtual platform we employ. Being the first event of this kind, the client was keen to ensure that the quality of the content provided online remained high.

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

A virtual conference platform, hi-resolution filming of both the pre-recorded presentations and the live sessions that took place at Savoy Place in late November and early December. In addition, the use of additional online tools to complement the platform content distribution e.g. Vimeo Live, Vimeo itself to host the Digital Library of conference content Soundcloud for podcasting, etc.

### DID THE VENUE PROVIDE ANYTHING OUT-OF-THE-ORDINARY FOR THE EVENT?

The team provided much needed guidance and advice during the build up to and during the event itself, especially in regards to the technological enhancements that would be required to deliver the online experience as we envisaged it.



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

The biggest challenge was the changing nature of COVID and the restrictions in place. Given the restrictions on the event and the ever-changing nature placed on the movement of key individuals throughout the 10 days we were at the venue, the flexibility shown by the IET team certainly made it easier for us to provide a clear and consistent project completion pathway for the client.

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#### WHAT ASPECT WAS THE CLIENT MOST PLEASED WITH?

The end product delivery mechanism. The presentations were faultlessly produced, ready to be 'released' as per the confirmed conference schedule. These were always the fundamental questions/concerns of the client: how would the content be recorded? Where would it be hosted? Will it be of suitable quality? Would it be ready in the timescales required?

Each of the above had a positive outcome and the IET team were at the core of this success.

#### EVENT ORGANISER TESTIMONIAL:

*"Savoy Place and its team enabled Think Different Events to not only deliver a highly successful hybrid conference for our client, it gave a clear insight into how events may look in the future – part live, part virtual. The knowledge and experience of the filming team in particular was of immense value to us. The venue rooms themselves were superbly organised in a safe environment and all the staff, from the moment we entered the building until leaving at night, made us feel welcome and were forever helpful in making our own work areas a safe environment to be in."*

**MARTIN JACK - MANAGING DIRECTOR, THINK DIFFERENT EVENTS LTD.**

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