

SAVOY

LONDON

PLACE

CASE STUDY



ENGTALKS

SUBJECT

Why haven't we cured cancer yet?

EVENT SPACE

CAPACITY

Kelvin Lecture Theatre 451

Ground Floor Reception Rooms 451

DATE

4th May 2017



ABOUT

To launch the IET's EngTalks event brand. With over 100 years of running public lectures, the IET decided to relaunch these sessions with the new 'EngTalks' concept in 2017. Focusing on cutting-edge topics, audience participation, live social streaming and hands-on demonstrations - engaging with new audiences was the main objectives.

HIGHLIGHTS

An immersive hands-on experience was created in the registration area and the venue's digital branding was utilised throughout.

A large customised stage set was created, and a walk-way built to allow speakers to deliver their talks from amongst the audience.

The venue's new programmable lighting system was utilised to create stunning transitions and entrances. Different colour schemes were used for different elements of the event.

The venue's AV team worked in tandem with the events team to utilise the 'infinity screen' in the Kelvin Lecture Theatre to show multiple content at once with slick transitions.

WHY IET LONDON SAVOY PLACE?

The event team needed to deliver a fully branded experience to reinforce the new EngTalks branding to delegates.

IET London was chosen due to its flexible seating layout, ability to create a large stage set, programmable lighting and expertise for live streaming.

To find out more visit:

WWW.SAVOYPLACE.LONDON