ENGTALKS

SUBJECT
Why haven't we cured cancer yet?

EVENT SPACE | CAPACITY
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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.

VENUES FROM: IET

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](http://WWW.SAVOYPLACE.LONDON)