

SAVOY

LONDON

PLACE



## CASE STUDY

# BOARD OF TRUSTEES ANNUAL PLANNING MEETING

Client	The IET
Name of event	Board of Trustees Annual Planning Meeting
Purpose of event	Business meeting
In which room was the event filmed?	Riverside Room, with an evening meal and drinks reception in the Maxwell Library
Number of delegates	20 in-person and 5 virtual
Date of event	November 2021

## WHAT WAS THE EVENT?

This was the Annual Planning Meeting for the IET's Board of Trustees. In addition to discussing the plans for 2022 and beyond, it was a good opportunity for relationship building as the Trustees had been meeting virtually due to COVID restrictions. The event spanned two days and included meetings in the Riverside Room during the day, followed by a dinner and drinks reception in the Maxwell Library in the evening.

An important aspect of the event was the success of the hybrid facilities. With 20 in-person attendees and 5 virtual, the event needed to feel inclusive, balancing the need for physical attendees to not be distracted by screens or complicated technical integrations, while allowing the virtual attendees to feel able to participate as though they were in the room, including a good experience with sound and visuals.

Keynote external speakers attended both virtually and in-person, so it was equally important that the hybrid facilities enabled the speakers to have a positive experience of being able to engage with all attendees.



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

This event required support from the in-house AV team and IET.tv (the IET's video production and broadcasting team). Following meetings with the event organisers to discuss requirements and come up with solutions, IET.tv and the AV team began pre-production to get the event technically set up and tested.

Unmanned robotic cameras (PTZ's) were set up around the Riverside Room so that the virtual audience could have a range of views, seamlessly integrating them into the physical space, and IET.tv sent a 2-3 person crew to manage the live stream and remote speakers. Using these cameras also allowed for the crew to vacate the event as requested during confidential sessions.

Where there was a remote speaker, separate Zoom streams were set up to help manage the presentation and ensure everything ran smoothly.



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

The on-site team and their professionalism; the client commented that you don't know that the team are there as they're so efficient and run it so smoothly, nothing was too much trouble.

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

The confidential aspect of parts of the event meant that there were times where the hybrid event elements were still running, but none of the AV or IET.tv team were allowed in the room during that time. This meant the equipment had periods where it was unmanned – which ran the small risk of it taking more time to resolve should any of it fail; it also meant that the teams couldn't dynamically change the camera angle for the participants virtually attending. This was overcome by the teams dedicating ample time and resource to set up beforehand, and alerting the event organiser to this situation and its requirements ahead of the event. The AV and IET.tv teams remained on standby nearby in the event of any issues.

#### EVENT ORGANISER TESTIMONIAL:

*"A 2-day hybrid meeting with fully engaged participants is, without a doubt, hard to pull off. I'm pleased to say that we did it at Savoy Place. The venue team, AV team and the IET.tv team executed a seamless event which far surpassed my expectations. The feedback from both physical and virtual attendees was brilliant – and the technology was discreet, yet state of the art."*

**KELLY BISHOP - STRATEGIC PLANNING MANAGER,  
THE IET**

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