

## CASE STUDY Let's Talk Cine

*Virtual Conference Curation, Production, and Marcom*

### Challenge

The National Association of Broadcasters' NAB Show became one of the first major trade shows to pivot to virtual after COVID caused the cancellation of the in-person event. The technology show's executive team asked me to curate and produce a two-day conference for the now online event, in six weeks' time.

### Solution

I developed a conference—themes, session topics and target speakers—that responded to real-time technology and entertainment industry changes. At the same time, I studied Web-based events and online learning portals to educate myself about platforms, best practices, and technical requirements and researched vendors and their product lines to help guide NAB's platform selection.

I developed and implemented new speaker guidelines and adjusted the production schedule to include lighting checks, streaming content tech rehearsals, speaker and moderator education, and more. At the same time, I named and branded the conference, oversaw the graphic design, and wrote the marketing materials.

### Results

The final conference capitalized on the strengths of the virtual environment and avoided some of the content, engagement, and technical pitfalls that I observed while attending outside events. Sessions ranged from lean-back to highly interactive, and, when appropriate, tapped the increased intimacy and access that virtual platforms enable. NAB Express drew 40,000 online attendees and our program was the most viewed of the show.