

## Case Study: BetaDen Virtual Technology Showcase

**Event:** BetaDen Virtual Technology Showcase

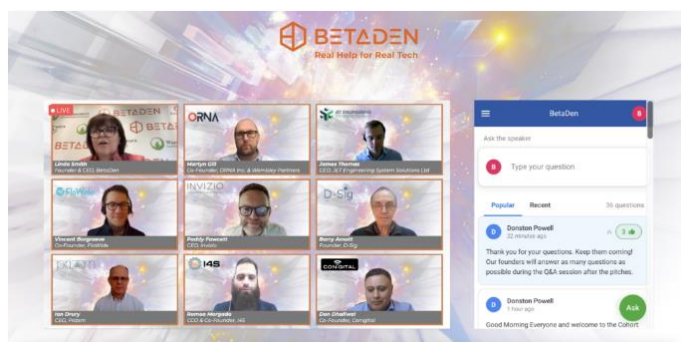
**Budget:** £15,000

**Audience Size:** 150 – 200 Online

**Venue:** In-House Studio



We undertook the total management for this event but due to the last-minute considerations this event was switched from **live to a virtual event** run entirely from our **In-House studio**. This resulted in **Mercian Events** having to produce **eight-on-location videos** for the presenters at short notice, plus personal training for several of the inexperienced presenters appearing on TV for the first time.



**Microsoft Teams Meetings** were required to establish precise requirements from the client to produce the desired style for this very important Showcase event to potential investors. Due to the implementation of sudden **COVID Restrictions** the lead time for a **Virtual Event** was drastically reduced from eight weeks to only a few weeks.

*"I just wanted to say a huge thank you for all the effort your team have put in to delivering such a fantastic showcase. The praises have been streaming in, mentioning how high quality the presentations were. A testament to your skill and efficiency."*

**Donston Powell, Marketing & Communications Manager for BetaDen.**

### Key Elements:

- Total Event Management
- Virtual Technology
- Pre-Event Training for Presenters
- Eight On-Site Individual Videos Produced
- Production of On-Screen Graphics
- Use of Virtual/Hybrid Studios

*For further information on the event contact:*  
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