

Case Study: Farming Industry Hybrid Event

Event: Hybrid Presentation for the Farming Industry

Budget: £7,500

Delegate Size: 30 Live & 300 On-Line

Venue: Overbury Farm



We were approached by this client after they had been let down at the last minute by another supplier to provide the necessary **Hybrid facilities** for an important launch to the **UK Farming Industry**, whilst a little unusual due to the venue everything else was very straight forward. The client asked us to provide a full mobile streaming package using commercial grade software and image capturing **Birddog cameras**.



As the presentation took place in a large modern barn it was quite appropriate that we were provided with a huge **John Deere agricultural machine** as a backdrop for our **86" LED screen**.

To add some creative atmosphere to the event we used a number of battery LED uplighters under the John Deere machine and several LED spot lights highlighting its outline. We set up shop behind the guests with all the necessary event equipment such as audio mixers, video switchers, lighting controls and the streaming control package. **The client comments after the event:** - *"We wanted to break new ground with the format but couldn't afford any technical glitches'. Mercian Events delivered a really professional and technically proficient service."*

Key Elements:

- Professional LED 86" monitor
- Complex audio with 8 radio mics
- Full mobile studio streaming package
- 16 channel digital audio mixer
- 4 x Event Technicians
- 2 x Birddog TV cameras

*For further information on the event contact:
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