

## Case Study - Confederation of British Industry (Web Video Highlights)

### CBI – The Challenge



AVT Connect was once again selected to provide the CBI (Confederation of British Industry) with web video highlights from 8 key sessions at its annual conference. Our digital team also filmed and edited short interviews with the sponsors of the conference ready for viewing on the same day.

The conference took place at the illustrious Grosvenor House Hotel, Park Lane, London. Keynote speakers from business and government included David Cameron, Ed Miliband, Vince Cable and international business leaders.



### AVT Connect – The Solution

AVT were delighted to be able to facilitate global accessibility for such important and closely scrutinised public speaking.

Our digital team provided video production for all sessions of the CBI conference, including 3 keynote speeches and 2 panel debates. These sessions needed to be edited, online and available for viewing within 2 hours of the event finishing. There was also a requirement to film interviews with sponsors live on-site in-



between sessions, and then produce a quick turn-around edit ready for approval and to be available for viewing by the end of the conference.

The web videos are available to view on-demand via the CBI's bespoke conference website: <http://www.cbiannualconference.org.uk/2010-videos>

### The Results

Since becoming the CBI's digital partner, AVT Connect has provided web videos and on-demand webcasting / live video streaming at a number of interactive conferences. Our team always receives great feedback and comments from

CBI staff in the New Media department include:

*"Thanks for your great work today. It was an absolute pleasure working with you".*

*"We were delighted with the design and functionality of the webcast – AVT Connect overcame a number of obstacles and came up trumps for us in a very short period of time. This took the pressure away and allowed us to concentrate on other things".*

Highlights of previous conference webcasts can be viewed at: <http://www.cbi2009conference.org.uk/webcasting.asp>