

Case Study – Redactive Media Group (Live Event Production)

Redactive Media Group - The Challenge

redactive media group



Six hundred guests attended the first CIBSE Building Performance Awards

which has quickly established itself as one of the highlights of the building services calendar. This prestigious event took place in the Great Room at Grosvenor House, Park Lane, London.

The awards recognise, reward and celebrate the best performance, innovation and actual low carbon performance in building services and were presented by BBC newsreader Huw Edwards.

AVT Connect were delighted to secure the event production tender and worked alongside event organisers to create a high impact and low carbon solution for the Chartered Institute of Building Services Engineers.

AVT Connect - The Solution

For creative, budgetary and logistical reasons AVT Connect made the decision to deploy the 'Hippotizer', a media server which enables multi-layer projection of a dynamic video background onto an ultra wide screen.

Programmable and customisable sequences were used to open the show, introduce awards and the

What we did...

- Project management
- Hippotizer production (a programmable server)
- Full onsite AV – staging, lighting, projection and sound
- Pre-production of sponsors & conference/ awards video stings
- Post production of awards & highlights videos
- Onsite vox pops filming
- Keynote programming

View Video Case Study
<http://www.avtconnect.com/corporate-video-production>



Hippotizer provided simple but highly impactful integration between lighting and video.

Using layered video to create content for awards offers huge flexibility, enabling production teams to overcome challenges such as late amends and running order changes.

AVT Connect were able to give fast turnarounds and ease of content management ensured that the hard work and contribution of CIBSE supporters and members was highlighted to the full.

The Results

"I just wanted to say thank you to all the AVT team for doing such a great job. As always you guys were fantastic and professional to the end!"

I really enjoy working with all of you and it was great to have something so different for an awards do.

The client has given really good feedback and I think the Hippotizer has had the desired effect of blowing everyone away."

Events & Sponsorship Co-ordinator, Redactive Media Group

For further information about the awards, winners and more pictures, please visit <http://content.yudu.com/A1r7wz/CJMAR11/resources/18.htm>

