

Case Study - C-COR / Yellow★Fish Event Management (Live Events)

C-COR - The Challenge



C-COR's 3rd Annual Global IP Summit brought another opportunity for AVT to partner with Yellow★Fish Event Management in the production of this prestigious event.

The summit required general and break-out panel sessions running for two consecutive days, revolving around industry standards and the future of the IP market. This time it took place on the fabulous croquette in Cannes and was held at the Hotel Martinez.

AVT - The Solution

General sessions were held on the ground floor of the hotel beyond reception and held roughly 200 people. This is also where the break-out, panel sessions were held. AVT was responsible for all media output, stage concept and design and filming of all general and break-out sessions.

The massive wide screen option in the general session room proposed by AVT was a huge success and provided an extremely impactful and contemporary platform for all presentations.

During the conference, 21 of the top



industry leaders were interviewed about the IP industry. These "Executive Interviews" were recorded in a separate pressroom in front of a green-screen in order to be post-edited.

On return to the UK, the interviews were edited into two versions and composited onto background images. These were added to a micro-site which was produced containing speaker biographies, summit information and an index of interviews with thumbnail images, linking to the individual clips. AVT facilitated access to the conference micro-site via a password protected area within the main C-COR website.

The Results

"Each year we face the challenge to 'up the ante' on the AV & Production side of the event and this year certainly achieved that!"

"The filming and recording of all sessions and events is extremely important for the post event web streaming and year on year AVT has improved both the quality and turn around time."

"Knowing the production side of the job is taken care of allows us to concentrate on the delegate management side of things."

Maria Valentine,
Managing Director,
Yellow★Fish Event Management