

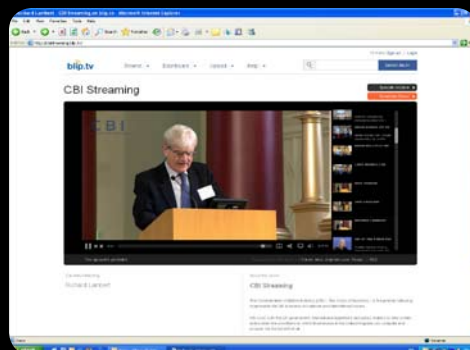
## Case Study - Confederation of British Industry (Webcasting)

### CBI - The Challenge



AVT were once again selected to provide the Confederation of British Industry (CBI) with an on-demand webcast for its annual conference. Our digital team were also chosen to film and edit short interview videos with the sponsors of the conference ready for viewing on the same day.

The conference took place at the illustrious Park Lane Hilton Hotel in London. Keynote speakers from business and government included Gordon Brown, David Cameron, and CEOs of the worlds largest companies such as the International Monetary Fund and Pfizer.



### AVT – The Solution

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

Webcasting production services were provided for all 9 sessions of the CBI conference, including 5 keynote speeches that had to be made available for viewing within 2 hours of the event.

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 on-demand webcasting by the end of the conference.

The videos are available to view on-demand via the CBI's Streaming BlipTV account - <http://cbistreaming.blip.tv/posts?view=archive&nsfw=dc>

### The Results

Since becoming the CBI's webcasting partner, AVT have provided live and on-demand streaming media production at a number of interactive conferences. AVT's digital team always receives outstanding feedback. Recent 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 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>

