

## Case Study - One Young World – Press Conference (Webcasting)

### One Young World – The Challenge



AVT were commissioned in partnership with Global Mix to produce a live webcast for One Young World as a key element in their recent press conference. This took place at the prestigious venue, The Royal Society in central London.

One Young World is an organisation that encourages young people, 25 and under through leadership mentoring to 'create a global resource of leadership and ideas' for future world leaders.

Counsellors include Kofi Annan, Archbishop Desmond Tutu and Sir Bob Geldof. Further information is available through One Young World's website [www.oneyoungworld.com](http://www.oneyoungworld.com) and Facebook page <http://www.facebook.com/pages/One-Young-World/56777943052?ref=ts>

### AVT – The Solution

AVT purpose built a branded video player and holding page for this live webcast. Viewers were directed to the holding page, which had information on One Young World, the speakers and the broadcast times. Once the press conference had started AVT streamed the live video webcast in real time to the many viewers watching online over the internet.

During the press conference AVT used their VMP (Virtual Meetings Platform) to ensure that the slides used on-site were perfectly synched with the slides seen on the



webcast page. AVT also dealt with live video calls and on-site video projection with professionalism and resourcefulness.

### The Results

The press conference was an outstanding event with members of the national and international press attending. Likewise the live webcast was also a resounding success and was seen in real time by many people all over the world. Live questions were able to be taken from international viewers as a result of the live webcast.

