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AI analysis

Beyond the Booth: Building Better Events Through Partnership Ecosystems

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Summary

The session explores how partnerships between event producers and tech providers can enhance the accessibility, sustainability, and memorability of events, using real-world examples to illustrate these benefits. The discussion highlights the increasing importance of hybrid events in the global event industry, which is valued at \$1.1 trillion and growing. Hybrid events reduce carbon footprints by up to 50% and address key challenges related to budgets and sustainability. The speakers share insights on how collaboration and advanced technology can solve connectivity issues, exemplified by projects such as gravel bike racing in North Yorkshire and a global cryptocurrency conference linking Kenya and Argentina. The use of Dejero's network-blending technology and Vizrt's NDI systems allows reliable live streaming in areas with limited internet connectivity, enhancing the quality and reach of broadcasts. The session also delves into the benefits of remote production, where fewer people need to be on-site, thus reducing travel and logistical costs, and improving sustainability. This approach was effectively applied in a medical live surgery project, enabling real-time interaction between surgeons and a remote audience. The speakers further discuss the evolution of connectivity technology and the increasing role of AI and automation in live event production, emphasising the importance of assistive technology to enhance, rather than replace, human roles. Finally, they address practical steps for event organisers to make their events more sustainable without compromising quality, such as leveraging hybrid models and advanced tech solutions for remote participation and high production values.

The session begins with a discussion on the value of hybrid events, noting their significant role in the current global events industry, which is worth \$1.1 trillion and expanding. Hybrid events are highlighted for their ability to cut carbon emissions by up to 50%, making them a sustainable choice amidst growing demands from event planners. Budget constraints and the need for sustainable solutions are common issues faced by organisers, and partnerships with tech providers are presented as a viable strategy to address these challenges. The speakers share examples of successful collaborations that have enabled innovative solutions to connectivity problems and enhanced the overall quality of events. One of the key examples discussed is a gravel bike racing event in North Yorkshire, which presented significant connectivity challenges due to the remote location in a forest. Dejero's technology was used to blend multiple networks, including cellular and satellite, to provide a reliable internet connection for live streaming the event.





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This technology allowed continuous broadcast without interruptions, demonstrating the importance of robust connectivity solutions in remote areas. Another example is a global cryptocurrency conference connecting Kenya and Argentina, where Vizrt's NDI systems facilitated seamless integration of feeds from different locations despite connectivity issues. These cases illustrate how advanced technology and strong partnerships can overcome logistical hurdles and deliver high-quality events.

The speakers also explore the advantages of remote production, which reduces the need for large on-site teams and decreases travel-related costs, contributing to sustainability. This approach was successfully implemented in a medical live surgery broadcast, where surgeons performed procedures while interacting with a remote audience through high-definition cameras and real-time Q&A sessions. The use of remote production technology enabled operators in a hotel to control cameras in the operating theatre miles away, showcasing the potential of remote setups to enhance accessibility and interactivity in specialised fields like medical training.

Connectivity technology is evolving to make events greener and more sustainable. The speakers discuss how solutions like Dejero's network-blending devices and Vizrt's NDI systems help create reliable, low-cost connectivity setups that reduce the need for extensive travel and heavy equipment. These technologies enable smaller, more efficient teams to manage events remotely, cutting down on logistical expenses and carbon footprints. The role of assistive AI and automation is also highlighted, emphasising how these tools can streamline operations and enhance event production without replacing human expertise.

Practical advice for event organisers is offered, focusing on how to leverage technology for sustainable and high-quality events. Hybrid models are recommended for their environmental benefits and ability to engage remote audiences effectively. Organisers are encouraged to collaborate with technology providers to ensure robust connectivity and high production values, making events accessible and engaging for all participants. Recording sessions and providing captions are suggested to enhance accessibility further. The session concludes with a call to action for organisers to embrace innovative solutions and partnerships to create memorable, sustainable events.

Takeaways

Hybrid events are crucial for sustainability

Hybrid events significantly reduce carbon footprints by up to 50%, making them an essential component of the growing global events industry. They address key challenges related to budgets and sustainability, providing a viable solution for event organisers facing these issues. By facilitating remote participation, hybrid events also ensure greater accessibility and engagement.

Advanced technology enhances event quality

Using technologies like Dejero's network-blending and Vizrt's NDI systems, event organisers can overcome connectivity challenges and deliver high-quality broadcasts. These solutions enable reliable live streaming in areas with limited internet connectivity, ensuring continuous and uninterrupted event coverage. Strong partnerships between tech providers and event producers are essential for implementing these advanced technologies effectively.

Remote production improves sustainability and accessibility

Remote production reduces the need for large on-site teams and decreases travel-related costs, contributing to sustainability. This approach allows specialised fields like medical training to benefit from real-time interaction and high-definition broadcasts without extensive logistical setups. By leveraging remote production technology, organisers can create engaging and accessible events while maintaining high production values.



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