

July 2020

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# Project Case Study

- Virtual conferencing



## Ghana Green Building Summit, 2020 Virtual Edition



Project Name: **Ghana Green Building Summit [Virtual Edition]**

Client: Yecham Property Consult

Vertical/Industry: Real Estate Consultancy

Scope: Hosting Virtual Summit and Presentations.

Date: 23rd - 24th July 2020

Project Team:

Project Manager	-	Michael Bediako
Visual Mixer/Pilot	-	Daniel Morgah
Logistics/Sound	-	Francis Nai
Content Dev.	-	Bashiru Yussif
Schedule Manager	-	Eric Agyare

## Project Brief: **Ghana Green Building Summit [Virtual Edition]**

With the continuous restriction to social gatherings and measures taken to ensure the spread of conovarius, The 3rd edition of the Ghana Green Summit had to be hosted virtually. Drawing audiences and global thought-leaders from various subject areas, the organizers were looking for a:

1. Technically capable platform and team to host and manage the estimated 500 attendees and over 25 speakers and presenters
2. Reliable and Tactical AV Design and Management team to setup the broadcast workflow for the 2-day summit with a mix of in-person speakers/moderators and remote (online) presenters and panel sessions
3. Setup a closing networking session for each day of summit

The selected provider would offer a solution that would feature:

- A. A Large meeting Hosting platform with Chat/Q&A integration
- B. Custom and secure attendee and panelist registration and database management
- C. Content management and project delivery work-plan
- D. Reliable broadcast equipment and team for the 2-day summit and daily networking sessions
- E. Cloud recorded archive footage of all sessions
- F. Possibility of multiple breakout and language translation channels
- G. Dedicated Onsite AV equipment for up to two subjects

## Project Solution: **Ghana Green Building Summit [Virtual Edition]**

- Setup and manage a **Zoom** (hosting platform) Webinar for up to 500 participants
- Provide logistical support (2 cameras, 2 wired lav microphones, production bench (presentation, media and AV control),
- Manage all agenda sessions and speakers including pre-event backup speaker recordings.
- Manage presentations and agenda media according to provided schedule allowing changes within reasonable prior notice
- All essential personnel. 1 technical production (online); 1 technical production (on site); schedule manager (onsite)
- total estimated duration per 2 day agenda = 14 hrs ○ total estimated pre-event activities = 24hrs
- Cloud Recording of sessions - 40GB storage.



## Our Workflow

- Dedicated mission-critical AV equipment
- Dynamic pick-up pattern professional grade microphones
- Remotely controlled PTZ Broadcast cameras
- Engineered audio management system
- Cloud-based database and content management
- Up to 8 hours of creative bench time
- Up to 1Gbps dedicated internet bandwidth
- Backup (onsite) HD session recording
- Pro-grade AV signal distribution (onsite)
- Dedicated team of career AV technicians





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# On-site Speakers & Moderators



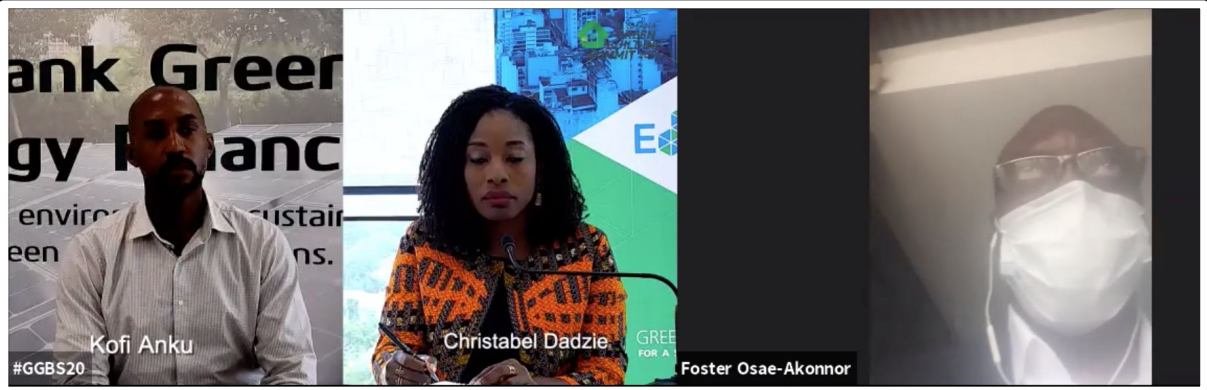
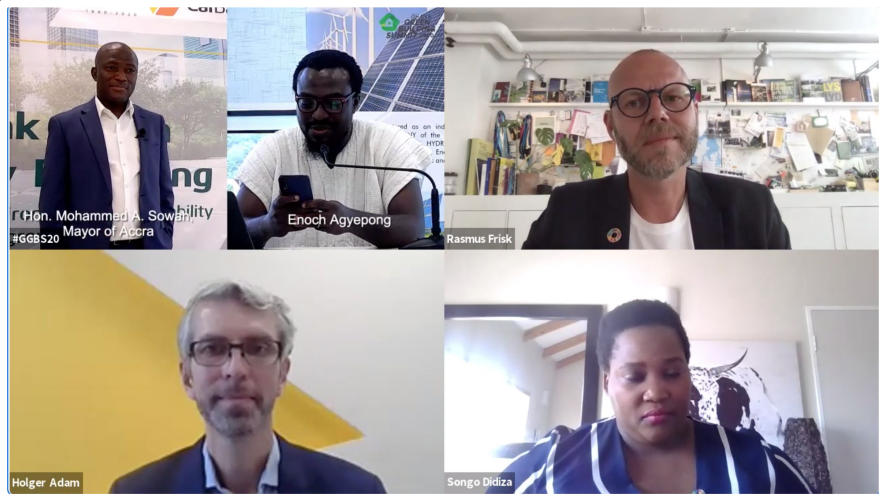
# Daily Networking Sessions

The image displays a grid of 16 video call thumbnails from a Zoom meeting. Each thumbnail shows a participant's video feed with their name at the bottom. The participants are:

- Top row: #GGBS20 (woman in floral top), hectornankabruce (man in white shirt), Kuukuwa (woman with glasses and colorful top), Enoch AGYEPONG (man in blue shirt).
- Second row: Kofi Asare (man with headphones in striped shirt), Cyril (man in white shirt), Meister Afriyie (man with glasses in patterned shirt), Benjimen Boateng (man with beard and white earbuds in blue shirt).
- Third row: Devaksha Maharaj (woman in pink top), Betty Ansabah .S Ak... (woman in black top), elvin (man in blue jacket), Brian Botchway (man in pink shirt).
- Bottom row: Dr. Kwabena Abrok... (man in blue shirt), Dr. Jubril ADEOJO (man in blue t-shirt with logo).



# Panel Sessions



# On-site Speakers



## Service Testimonials

“



It was an absolutely amazing two days... You guys did an amazing job. It was a virtual conference that went absolutely well. I am very impressed with how it went.

**Devaksha Maharaj,**  
*Ikiga Engineering - Pretoria South Africa*

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# Webinar Performance

Session	Start Time	Total Duration (minutes)	Attendance Metrics			Panelists Metrics	
			Registered	Attended	Attendance Rate (%)	Onsite	Online
Day 1	Jul. 23, 2020 0901 GMT	466	664	247	37	5	14
Day 2	Jul. 24, 2020 0925 GMT	385	734	231	31	4	12

Project Case Study  
- **Ghana Green Building Summit**  
**2020**

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