



“Turning passive audiences into participating individuals”



CONFERENCE case study

Barclaycard

City announcement conference

Barclaycard had planned to outsource their entire IT operation to Xansa and wished to announce this to all staff immediately after their announcement to The City.

The solution was a conference for the full complement of 700 staff but held in two sessions and with breakouts running simultaneously at 3 Northampton hotels.

A 3-camera outside broadcast unit was used to video and edit the proceedings live and copies of the final cut mailed to all staff within 1 day of the conference.

