



“Turning passive audiences into participating individuals”



CONFERENCE case study

Lloyds TSB

Sales force product and incentive launch

All staff satellite conference controlled from a television studio in London and beamed to 4 venues around the country.

Each venue had its own conference agenda and support / technical teams and the satellite element (which included a live Q&A session between London and the 4 venues) was sandwiched in the day's proceedings between 11am and 12 noon.

Responsibilities included: control of the overall day, technical teams in the 4 venues plus London and creative control of all broadcast material.

