



**CAMPAIGN:** QUALCOMM SNAPDRAGON TECH SUMMIT

**CLIENT:** QUALCOMM

**AGENCY:** PROSCENIUM

## Qualcomm and Proscenium “set the bar high for engaging, immersive experiences”

Each year Qualcomm, one of the world’s leading brands in technology and innovation, produces hundreds of live events all around the world. In March of 2020, live events came to a halt, business of course did not. Qualcomm needed to find a way to reach and communicate with its customers, partners, employees, investors and the media in a whole new forum.

Tim Berghoff, Qualcomm’s Senior Director of Events, and his team had a vision - **they wanted a virtual platform that was engaging, innovative, immersive and on-brand for a leading technology company.** Just one problem - such a thing did not exist. So they partnered with Proscenium to make their dream a reality.

One of the most important upcoming events was the Qualcomm Snapdragon Tech Summit which is traditionally held in Hawaii. To help bring in the beauty and excitement of the live event, **Proscenium had a drone fly over Hawaii to capture reference footage, so Proscenium’s developers could create an immersive computer-generated tropical island environment.** From there, an entire tropical virtual campus was created.



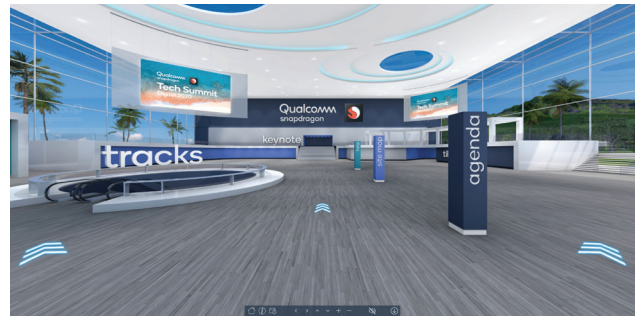
The 2-day Tech Summit comprised an opening keynote from Cristiano Amon, Qualcomm’s then President and now CEO, five track sessions per day from subject matter experts, plus two hybrid elements with in-person audiences in China and Taiwan.

To keep things tropical, the keynote graphics featured Hawaiian backgrounds, and **there were relaxation rooms where attendees could watch live feeds of beaches and underwater footage.**

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The interior of the tracks lobby and tracks rooms were even designed with a tiki inspired theme.



In addition, attendees could learn how to mix tropical drinks in a sand-on-the-floor immersive beach environment.

**One of the most impactful features was a live two-way video Q&A with the media.** Members of the press were able to virtually step on stage with senior Qualcomm executives to ask their questions. The attendees had never seen anything like it; it worked beautifully.

The Virtual Tech Summit was a huge success. It garnered rave reviews from some of the world’s most prestigious publications, including this one from Forbes:

*“The summit itself is being hosted on an innovative virtual platform, in a virtual conference hall with virtual conference rooms. It’s a testament to Qualcomm’s obvious leadership in innovation. I’ve participated in a host of remote events this year in our new COVID-19 work-from-home reality, and Qualcomm has set the bar for engaging, immersive and innovative meeting experiences as well.”*

- David Altavilla, Forbes 12/01/2020

One of the benefits of a virtual event is the reach you can achieve. Here are some impressive numbers from the Virtual Tech Summit 2020:

- Tens of millions of global livestream views
- Millions of product sizzle views
- Well over ten times more YouTube engagement YoY
- Tens of thousands of media articles

The virtual solution that Qualcomm and Proscenium created was such a success that **Qualcomm has since used the platform for dozens of events.** Nothing will ever replace live events (or going to Hawaii), but Qualcomm proved that immersive and engaging experiences are possible in a virtual environment. Impactful messaging can reach your most important audiences, and a fun time can be had by your guests. Now that’s how a brand performs.