

2022 VIRTUAL CASE STUDIES OF EXCELLENCE



Stagepro ▶

CAMPAIGN: GLOBAL CEO AWARD CEREMONY

CLIENT: MAJOR FOOD INGREDIENT COMPANY

AGENCY: CORPORATE EVENTS ONLINE (CEO)

BACKGROUND

A major food Ingredients people-first company who finds it imperative to recognize and celebrate their employee's hard work. Each year they do a Grammy-style award show, connecting their employees from all over the globe, honoring nominees in a board array of categories. They will not settle for anything below the bar and have turned to CEO, for years, to help them produce the standout event they are envisioning.

THE CHALLENGE

When the global lockdown occurred in 2020 employees could not travel and the event had to move from hybrid to completely virtual. The company still wanted the personal touch and energy of the in-person experience while also delivering a high-level production.

This presented logistical and technical challenges: 12,000 employees, in and out of the U.S., needed to be present remotely, schedules needed to be precise for the nominees to do their live sessions, thorough tests and technical requirements had to be met to ensure the best video and audio quality, and the connection from the nominee's home or office network to the studio, where the host and CEO did their broadcast, had to be perfect.

THE SOLUTION

Design, develop, deploy and produce a technology-rich virtual experience that stimulates engagement, and makes the company team shine. All with white glove service and a personal touch.

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THE RESULT

Using Corporate Events Online's white glove services and StagePro, CEO's state-of-the-art streaming application, clients artistic vision transformed into a high-level, broadcast quality event. The advanced capabilities of the CEO Studios and StagePro application led to an event with flawless streaming, superior attendee engagement, personalization, and an environment that emulated an in-person feel.

The in-person studio allowed presenters to see and interact with nominees live onscreen, view notes on teleprompters, follow the show clock, and establish a presence that captured viewer's attention. Nominees were able to be brought into the studio virtually through Teams, Zoom, Skype and other sources to produce a Grammy-level show that ensured all nominees were seen, heard, and celebrated.

CEO was able to understand and apply the client's business goals to maximize technology and produce what the client wanted and deserved.

There was an internal, elevated, shift at how employees looked at themselves and after such resounding praise the client chooses to stay in this format moving forward.



CEO is the best vendor we've ever worked with. They are always 10 steps ahead and thinking of things I don't. They make us look good!

- Head of Communication, Major Food Ingredient Company