

2022 VIRTUAL CASE STUDIES OF EXCELLENCE



CAMPAIGN: NAACP 111TH NATIONAL CONVENTION

CLIENT: NAACP

AGENCY: INFINITY MARKETING TEAM

NAACP Celebrates the Success of their 111th National Convention Online NAACP's First Ever Virtual Livestreamed Convention, powered by IMT

From September 13th – 26th, the [National Association for the Advancement of Colored People](#) (NAACP), the largest and most pre-eminent civil rights organization in the nation held its 111th [National Convention](#) entirely online. Chosen as the official production partner for this year's virtual summit, [Infinity Marketing Team](#) (IMT) worked closely with the NAACP to produce over 25 live and on-demand sessions that garnered 527,000 views across NAACP's Convention website, Facebook, and YouTube.

Already postponed in its original form as a physical event, the continuing pandemic in the country caused the NAACP to consider new options for its influential national convention and resolutions plenary. The virtual livestream format provided an exciting and effective solution that would allow the convention to safely continue its vital dialogues.

The convention kicked off on Sunday, September 13th with an unforgettable opening address from NAACP President & CEO, Derrick Johnson, and featured legendary musical performances by Kierra Sheard and Jamison Ross. Following this and throughout the next two weeks, over 137 of the world's top social activists, industry leaders, and public servants came together virtually, to champion solutions to some of the world's most pressing topics including COVID-19, voter suppression, police brutality, racism, and the 2020 election. Vice Presidential Candidate Senator Kamala Harris, New York Times bestselling author, political leader and recent documentary film-subject Stacey Abrams, and legendary producer and author of the Black Panther Marvel Comics series Reginald Hudlin are among the long list of renowned speakers who participated in this year's convention.

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Crowd and Media response to the livestream event exceeded NAACP's expectations with:

- **527k** Stream Views
- **Multiple NPI Press Articles** including pieces published by: Boston Globe, GBH, Boston Herald + More!

For further information, please contact Elliott Elsner with Infinity Marketing Team at: Elliott@infinitymarketing.com.



“Infinity Marketing Team assisted the NAACP in producing an amazing 111th NAACP National Convention virtually for the very first time. The professionalism and expertise that IMT brought, allowed us to successfully hold our very unique and intricate meetings for all of our members and guests. Throughout our convention, IMT was flexible and reliable. These qualities were invaluable.”