



INDUSTRY NAME

Advertising Agency

LOCATION

Seoul, Korea

PLATFORM

Events.Studio

SERVICES

Global provided simultaneous interpretation and event tech for an advertising agency at a 2-day event in Seoul, Korea. This event included 3 language pairs (English <> Thai, Mandarin, and Korean) for 380 pax on day 1 and 200 pax on day 2.

SETUP & EQUIPMENT

- Conference interpretation booths
- Interpreter consoles
- CCUs
- Audio splitters
- 3 Interpretation transmitters
- 380 Interpretation receivers with black headphones
- Audio mixer desk
- 2 handheld microphones
- 2 loudspeakers with tripod stands

Multilingual Communication Support for a Regional Advertising Event in Seoul

A leading advertising agency hosted a 2-day on-site regional event in Seoul, bringing together teams and partners from across Asia. With 380 participants on day one and 200 on day two, the agency needed clear, dependable multilingual communication to support presentations, discussions, and collaborative sessions.

- Simultaneous interpretation across three language pairs: English ↔ Thai, Mandarin, and Korean
- Conference interpretation booths and professional interpreter consoles
- Central control unit, transmitters, and audio splitters for stable signal distribution
- Interpretation receivers with headsets provided for all participants
- Complete audio setup, including mixer desk, microphones, loudspeakers, and on-site technical support

Handling different audience sizes across two days required flexible technical planning and disciplined execution. With structured audio routing and well-managed interpretation workflows, participants followed discussions in their preferred language, enabling focused engagement and productive exchanges throughout the event.

Globibo provides Event Technology Solutions for small and large-scale interpreting events.

Events.Studio is the only integrated software platform for hardware and software-based language interpretation.

Days

2

Languages

3

Participants

380

Recommend

98%

