

INDUSTRY NAME

Luxury Fashion Brand

LOCATION

Singapore

PLATFORM

Events Studio

SERVICES

- Design of overall Event Concept & Flow
- Provision of Video & Production Studios
- Music & Audio Design
- Conceptualization & Creation of around 50 Video Assets
- Interactive Streaming Platform
- LED Walls, Lighting, Broadcast Cameras, Microphone, Teleprompters, Monitors
- Live Simultaneous Interpreting
- Post-Event Video editing

SETUP

- 95% of the project was the detailed preparation of all elements and rehearsal of the live-streaming experience.
- The concept was moved into a full transcript with over 100 video assets integrated into the flow. Presentations with around 300 slides were curated and hundreds of audio sequences were designed and fine-tuned.
- The speakers prepared and rehearsed the scripts many times with and without cameras to see the style of their delivery.
- The selected studio had a large-scale LED wall to provide an impressive background for the live presentations. Several LED elements were added and removed on the stage during the show. Multiple cameras created dynamic perspectives on the 6-8 presenters.



Globibo provided event production for a luxury fashion brand, connecting 1000 distributed staff worldwide, our innovative Events.Studio app ensured virtual attendance, inclusivity, and team unity. The event showcased the brand's large-scale sophistication, spotlighting the collective prowess of the brand and its teams.

Bringing together 1000 sales consultants for a virtual summit

Creation of an inspiring and motivating event for approx 1000 distributed staff, receiving the latest updates from key leaders in the region. Ensure that all their sales consultants can attend the event virtually from around the world and feel part of the team. Conceptualize and execute an event that shows large-scale and sophistication of brand and corresponding teams.

Considering the very detailed preparation, the actual show date was more a celebration than a stressful event. Thousands of individual elements came together and looking at the post-event recording created a great sense of pride over the past months of hard work: "Teams win the trophies during training, and just pick them up on the tournament"

Participants

1000

Presenters

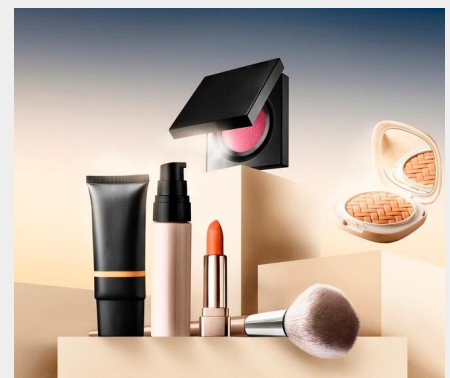
8

Interpreters

10

Equipments

8





CHALLENGES

The client needed to create the right balance between an impressive presentation (technical and design) and making it fun/interactive with remote staff. Many video segments were pre-recorded and other segments were live to create a dynamic and interactive experience. Considering past events were all in-person experiences, the team set a very high bar in regards to the final product.

The over 100 design elements used in the show went through countless iterations to ensure that corporate design requirements are met, while being fresh and unique.

Considering that such a show has many elements, a single (very experienced) technical director was assigned to manage even the smallest elements of the event. This created bottlenecks in some areas to internal/external teams in regards to the project execution.

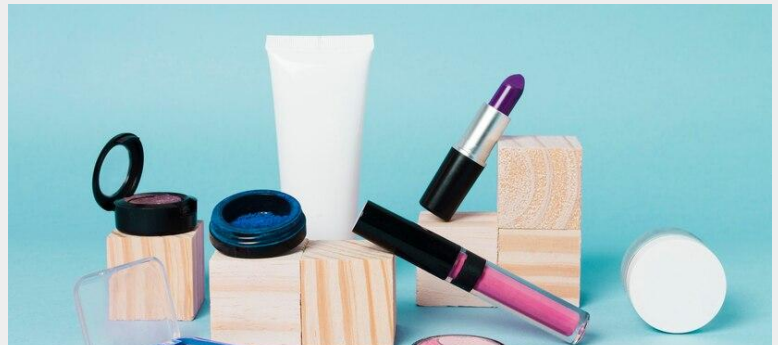
MANAGEMENT OF CHALLENGES

A very senior team was engaged (from both the client and Globibo) to design the concept and guide the implementation. The senior team was involved in every detail and managed the final technical execution onsite.

Globibo's diligent planning resulted in a stress-free show date, which was transformed into a jubilant celebration. Thousands of intricately synchronized components smoothly merged, showcasing months of unwavering commitment and diligent effort.

ROLES / TEAM MEMBERS

- 01 Client Team
- 02 Technical Director
- 03 Technical Co-Director
- 04 Video Production Team
- 05 Audio Production Team
- 06 VMIX Programming Team
- 07 Microphone Team
- 08 Camera Crew
- 09 Stage Logistic Team
- 10 Teleprompter
- 11 Streaming Platform Team
- 12 Interpretation Project Management & 10 Interpreters



GLOBIBO

The participants and client expressed their appreciation for the execution and since then engaged Globibo for several other events around the world.

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