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AUDIO/VISUAL SOLUTIONS • SOLUTIONS AUDIOVISUELLES

CASE STUDY:

AN EVENING WITH RICHARD BELL & HAMILTON

The Challenge: Our client wanted to host an online event that consisted of multiple language and accessibility requirements. They needed a solution that could bring together a live presenter, audience interactivity, and make use of a variety of different media formats. Baldwin was tasked with crafting an engaging event that could deliver on these aspects and sourcing additional resources and suppliers to help pull it off.

Sponsorship: Baldwin sponsored this event and provided our services at a discount so the Museum could offer it free of charge to the public with a higher production value—all at a reasonable cost.



Venue: Canadian Museum of History



Client: France Therrien



Date & Time: January 13th, 2022
1.5 hours (7pm-8:30pm)



Event Topic: Due to the Hamilton play visiting Ottawa, Richard Bell (professor) discussed his thoughts on the rendition of Hamilton and its historical accuracy.

The Solution: Baldwin produced an interactive webcast with custom elements for the free event. The production combined a remote presenter and moderator, a live Q&A with audience submitted questions, as well as language interpretation and closed captioning to provide a fully accessible and bilingual webcast. The mixture of different content and media with audience interaction created an event that was extremely well received by the attendees and client.



CANADIAN MUSEUM OF HISTORY
MUSÉE CANADIEN DE L'HISTOIRE

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Overview:

- Baldwin produced a full feature webcast production using our custom webcast platform and virtual event studio.
- Three technicians were required to manage the event. Along with two third-party suppliers to provide on-site language interpreters and remote closed captioners.
- The audience was able to join the event free of charge through the museum and view a webcast production that included live closed captioning in English & French, as well as simultaneous interpretation in English & French, creating a fully accessible event.
- There was also an audience Q&A submission within the webcast player which allowed the museum team to collect audience questions to be asked live during the question period.
- The presenter and moderator joined remotely from their homes and the production was put together in our virtual event studio and streamed to the audience in HD. Audience members could access this event from any device in their preferred language.
- The presenter used a mixture of videos, images, and presentation slides during his talk to engage the audience.

Client & Audience Feedback:

"I also wanted to share with you some of the feedback, a part of this goes to you for making things look so seamless and professional." (France Therrien)

- *This has been a fantastic presentation! I have not seen Hamilton yet, but have tickets for July. This gives me a completely different lens through which to see the show. Thank you!*
- *Thank you for an extraordinary evening!*
- *As a museum professional, this talk has been so great, thank you! Hamilton shows the want and need to bring history alive for younger generations. All the best.*
- *Thank you so much for this evening's presentation. My membership to the museum is so worth it despite all the closures! I look forward to more.*

Social Media Feedback:

- (Tw) @Danishinaabe: *it's actually really cool to see @CanMusHistory put on free talks and events like tonight. As an Indigenous history student, I have a difficult relationship with museums and how they acquire many of their items, but the History Museum has always been one of my favourite places.*
- (Fb post) Jennifer Debrun, Historical Researcher, Writer, Speaker: *Excellent presentation! Richard Bell's enthusiasm for history without compromising providing a fair critique was appreciated. Thank you for hosting this.*
- (Tw) @Thomas_dAquino: *I hugely enjoyed Professor Richard Bell's interpretation of the historical accuracy of the musical play #Hamilton. Bell is stimulating and insightful. Hats off to the Canadian Museum of History for organizing this presentation. #RonChernow #USHistory historymuseum.ca/event/an-eveni...*
- (tw) @DossierCom: *Watching this now. #History behind #Hamilton. So far, interesting points, from Shakespeare to SpongeBob! @R_J_Bell @CanMusHistory*