



# Baldwin

AUDIO/VISUAL SOLUTIONS • SOLUTIONS AUDIOVISUELLES

## CASE STUDY: OTTAWA CONFERENCE ON SECURITY & DEFENCE



**Venue:** Virtual (BAVS Studio), Hybrid (Chateau Laurier Ottawa)



**Client:** CDA Institute (Conference of Defence Associations)



**Date & Time:** March 9th (Virtual Event), March 10th & 11th (Hybrid Event)



**Event Topic:** Ottawa Conference on Security and Defence

**The Challenge:** Prior to the pandemic, this conference was always a multi-day, in-person event. In 2021, the CDA Institute opted for a virtual conference that spanned three-days. In 2022, our client was keen on hosting the event both online and in-person.

**A creative and hybrid solution was therefore needed for this year's event!**

**The Solution:** Baldwin worked with the client to produce a multi-day hybrid event while adapting to continually changing COVID regulations. The approach provided the virtual audience with the same experience all three days and incorporated a live audience on days two and three. The hybrid nature of the event allowed for a seamless audience experience that was more accessible to everyone.

L'INSTITUT DE LA CONFÉRENCE DES ASSOCIATIONS DE LA DÉFENSE  
**CONFÉRENCE D'OTTAWA**  
SUR LA SÉCURITÉ ET LA DÉFENSE



CONFERENCE OF DEFENCE ASSOCIATIONS INSTITUTE  
**OTTAWA CONFERENCE**  
ON SECURITY AND DEFENCE

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## Virtual Event @ BAVS Studio - March 9th

- Baldwin provided a full-service webcast production with simultaneous interpretation in both English and French.

- Presenters joined from all over the world for this event. Top military generals, the Secretary General of NATO, and world leaders all presented live.

- Our client used the IBM Watson platform to host their webcast. Attendees had access to English and French language interpretation within the platform as well as the floor event feed.

- Presenters were connected with the BAVS virtual studio using multiple virtual meeting platforms in order to meet the security needs of different locations and departments. We then packaged the production together with the required elements and streamed it live to the IBM Watson platform with accessibility features for the virtual audience.

- A lot of pre-production work was integrated into the event by Baldwin for the client including:

- Graphics
- Branding
- Virtual backgrounds
- Rotating sponsor overlays
- Lower thirds
- Virtual stages

- The event was comprised mainly of panels of presenters and keynote speakers, mixed in with some graphics and video rolls.

## Hybrid Event @ Chateau Laurier - March 10th/11th

- Baldwin provided a full-service webcast production that included formatting consistent with the virtual event. The production was created and streamed from the venue.

- Our new mobile webcast encoding units were brought on-site to the venue and handled the virtual presenters and webcasting requirements.

- Baldwin provided all the on-site AV services including: audio & microphone systems, video & projection, camera/stage lighting, draping & LED up-lighting, manned and robotic camera equipment, simultaneous interpretation equipment, webcast encoders, as well as the setup, operating, and dismantling of all the mentioned services.

- We included a mixture of in-person and virtual presenters. Some panels had virtual presenters and on-site presenters at the venue all speaking and discussing topics together.

- Baldwin captured the event with three cameras on-site at the venue. The on-site camera feeds, content feeds (presentations, images, videos), and virtual presenters were all packaged together and streamed to the IBM Watson platform for the virtual audience with language accessibility.

- All translations were completed from the venue and provided for on-site and virtual guests who had the option for floor, English, or French audio feeds.

- Baldwin worked closely with the client months out from the event and adapted the conference layout to the ever changing COVID requirements. This event was generally a multi-day, in-person event pre-pandemic. It moved to a three-day virtual event last year and then a one-day virtual and two-day hybrid event this year.

## Client & Audience Feedback:

*"We were all extremely impressed with Baldwin, so a big thanks to the BAVS team! We were a little concerned, seeing as this was our first hybrid event, but the event went off without a hitch and we were all pretty blown away by how seamless the experience was for everyone. Fantastic job!"*

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