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CASE STUDY: CANADIAN BLOOD SERVICES



Venue: Hybrid
(CBS Head Office)



Client: Canadian Blood Services



Date & Time: September 27th, 2023



Event Topic: 25th Anniversary & Employee Recognition Awards

The Challenge: For the organization's 25th anniversary, Canadian Blood Services wanted to provide employees with a broadcasted event to mark the occasion along with an employee recognition awards show. With a dispersed national workforce tuning in along with a secondary in-person component, a creatively infused hybrid event solution was needed to mark the occasion.

The Solution: Baldwin built a studio set, transforming the CBS head office lobby into the event venue with custom video mapping setups and a live camera crew to capture all the magic. The hybrid event approach allowed employees from the Ottawa area offices to attend the event in person while an HD stream was provided for the more than 4,000 employees across the country.



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Blood
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Overview:

Canadian Blood Services was throwing a 25th-anniversary party consisting of a broadcasted main event and a secondary employee recognition awards event (that was not broadcast)



Broadcast:

Baldwin's creative services team from Montreal supplied a five-camera setup to capture the event for the live audience and post-event materials



Crew:

An eight-person team was required to operate the event, consisting of a camera director, three camera operators, an audio technician, a webcast technician, a lighting technician, and a video mapping technician



Visuals:

Baldwin built a studio/event set that transformed their head office lobby into the event venue and designed a custom video mapping setup to enhance the event visuals



Redundancy:

Baldwin provided redundant video and audio streams to multiple backup systems to ensure there was a failover option available at all times



Setup/Rehearsal:

The event took a day to set up and rehearse before being streamed internally on the Canadian Blood Services private intranet



Content:

The event format consisted of an address from the CEO, fireside chat with executives/stakeholders, and curated photos and videos to showcase the 25 year history of CBS



Audience:

The event included a live audience of Ottawa office staff, was shot in 4K resolution and was streamed to all Canadian Blood Services employees across the country (4,000+ staff live & virtual)

Client & Audience Feedback:

"I just want to extend my gratitude to your team for delivering a flawless event this week. Everything rolled out so well and we've had nothing but great feedback from employees (and most importantly, our CEO). We couldn't have done this without you and look forward to working with you again!"

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