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CASE STUDY:

AMAZON WEB SERVICES



Venue: *New City Gas
(Montreal, QC)*



Client: *Amazon Web Services*



Date: *October 19th, 2023*



Event Topic: *Technical Conference
& Town Hall*

The Challenge: Our client challenged us to take an event format consisting of very technical presentations while still fostering an engaging atmosphere for the audience. The goal? Create a fun environment that guests would feel comfortable in for a full day of presentations. We were also tasked with recording every aspect and then editing and packaging the recordings for webinars.

The Solution: Baldwin transformed a technically focused event into a captivating experience by strategically managing budget constraints, partnering with a unique local venue, and using creative solutions to create the ideal event environment. This successful project underscores our commitment to innovative solutions, adaptability, and being able to exceed client expectations in producing dynamic and memorable events.



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Overview:

Baldwin was tasked with working within the client's budget to meet their vision for the event seamlessly intertwining highly technical presentations with an entertaining atmosphere



Broadcast:

The seamless integration of social media coverage and post-event production strengthened the client's brand presence and extended the life of the event via webinars online



Crew:

We provided a producer, an editor, and a camera team to capture interviews, highlights, and key moments for on-demand social media content and post-event recaps in French and English



Visuals:

We partnered with local set designers to create numerous branding elements for the event space, which enhanced the atmosphere and were designed to be part of the client's inventory for future events



Event Format:

We reconfigured the client's conference agenda to flow better within the event space and venue, keeping two track sessions and still covering all the needed event elements



Setup/Rehearsal:

We partnered with New City Gas, a venue traditionally used for live concerts, and transformed it into an engaging corporate event space where we were able to use the venue's existing infrastructure to save on technical costs and allocate them towards other event aspects



Content:

Baldwin captured every aspect of the event as it was happening and produced on-the-spot video and photo content for the client's social media pages as well as creating an engaging post-event overview of the entire event

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