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CASE STUDY: POETRY IN VOICE



Venue: National Arts Centre



Client: NAC (venue) & Poetry In Voice (end client)



Date: April 24th, 2024



Event Topic: 2024 Poetry In Voice National Finals

The Challenge: With the National Arts Centre recommending Baldwin as the livestreaming supplier for the 2024 Poetry In Voice National Finals, expectations were high to capture the words and the essence of each contestant's performance. The unique layout of the venue, coupled with the need for multiple cameras, presented complexities in striking a balance between capturing the event authentically and maintaining the ambiance and stage setup.

The Solution: Baldwin engaged with the client and the NAC's production team to devise a comprehensive solution to translate the emotional depth and artistic nuances into a compelling virtual experience. Leveraging innovative technology and expertise, Baldwin strategically positioned cameras, including robotic manned and robotic units, to capture dynamic angles for the virtual attendees without disrupting the intimate atmosphere of the live event.



NATIONAL ARTS CENTRE
CENTRE NATIONAL DES ARTS
Canada is our stage. Le Canada en scène.



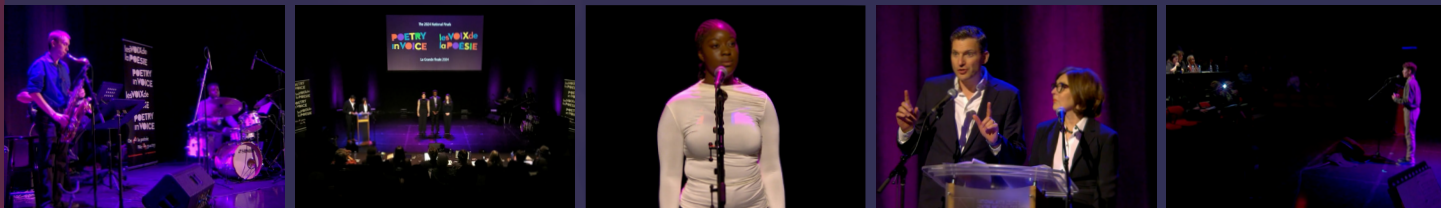
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Overview:

Poetry In Voice required a supplier to capture the event and stream it across Canada and work alongside the National Arts Centre production team to ensure the technical and event requirements were seamless and cohesive.



Cameras:

Baldwin strategically leveraged five cameras (including four robotic ones) to capture dynamic footage without disrupting the event. The approach ensured that the essence of each poetry contestant's performance was authentically conveyed to the virtual audience.



Crew:

A team of five technicians that included a robotic camera operator, studio camera operator, webcast specialist, camera director, and AV technician, worked to manage various aspects of video production, ensuring flawless execution throughout the event.



Innovative Tech:

Baldwin used custom webcast encoders to facilitate high-quality recording and streaming of the event. These innovative tools not only ensured optimal visual and audio performance but also enabled post-production editing and content distribution.



Teamwork:

Close collaboration between Baldwin, the National Arts Centre, and Poetry In Voice was pivotal in delivering a captivating livestream experience. This synergy resulted in a seamless integration of technical requirements with the artistic vision of the event.



Successful Execution:

The event's livestreaming elevated the profile of Poetry In Voice and showcased Baldwin's expertise in delivering immersive virtual experiences, underscoring the potential to turn traditional events into captivating digital experiences.

Client Feedback:

*"I want to express my profound gratitude to you and your team. You were excellent throughout and the entire team was accommodating, responsive, skilled, and personable. You were by far the best livestream team we've worked with and we've worked with quite a few from across the country. When we're in Ottawa again, we're definitely coming back to you!" -David Smith **Executive Director, Poetry In Voice***

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