



Baldwin

AUDIO/VISUAL SOLUTIONS • SOLUTIONS AUDIOVISUELLES

CASE STUDY: ALGONQUIN COLLEGE SPRING 2024 CONVOCATION



Venue: Canadian Tire Centre
(Centre Ice)



Client:
Algonquin College



Date: June 18th-21st, 2024



Event Topic: Algonquin College
Spring 2024 Convocation
ceremonies

The Challenge: For the 2024 Spring Convocation ceremonies, Algonquin College sought to update its format, which had proceeded similarly for almost a decade. Baldwin AV was tasked with bringing a new feel to the ceremonies, incorporating modern content creation elements and updated video and lighting setups. Baldwin's support extended to the Perth and Pembroke ceremonies (in addition to Ottawa). Three venues, six days, twelve ceremonies, and thousands of graduating students!

The Solution: To address the complex needs of the events, Baldwin AV's creative services team collaborated closely with the college to design over a dozen custom video elements for the live event production. We also partnered with Event Design to develop a dynamic LED Video Wall system and Wall Sound & Lighting for enhanced lighting and rigging setups. The ceremonies and their revamped approach were all resounding successes.

**ALGONQUIN
COLLEGE**

Client & Audience Feedback:

"We wanted to say a HUGE THANK YOU to you and your team for last week and the months leading up. Steve, Guillaume, and Jay were amazing to work with, and on top of everything. I know there were many others involved, so please extend our appreciation to them. It's always so great to work with all of you. Last week wouldn't have been the success it was without your support in creating such a magical space for our grads."

BaldwinAV.com





Baldwin

AUDIO/VISUAL SOLUTIONS • SOLUTIONS AUDIOVISUELLES



Venue:

Baldwin transformed an NHL hockey arena into a welcoming, inclusive, and celebratory atmosphere for students and their guests and designed versatile visual content with suitable display setups for all three convocation locations.



Content:

Baldwin's creative services department designed dynamic content and a screen layout for all the ceremonies, ensuring a cohesive visual experience that honoured the college's Indigenous roots, aligned with their branding guidelines, and was versatile enough for all three venue locations.



Displays:

Baldwin installed an LED Video Wall system and two large HD projection screens for the stage backdrop, we also provided closed captioning for the live audience and incorporated a digital name display system for graduating students.



Audio:

Baldwin deployed our new JBL line array speaker system to cover the arena floor and incorporated the arena's house audio system to cover the seating for guests.



Crew:

Baldwin provided a Technical Director, Video Mapping Technician, Audio Operator, and Lighting Technician to manage equipment and work alongside the Canadian Tire Centre's video team to execute the production successfully.



Teamwork:

We deployed a new LED Video Wall backdrop in collaboration with Event Design (with versions for different venue sizes) and partnered with Wall Sound & Lighting to enhance the overall lighting and rigging setups.



Result:

The ceremonies were successful and praised for their refreshed format and enhanced attendee experience through Baldwin's innovative solutions and collaborative efforts.

BaldwinAV.com

