

# Supporting Microsoft with a Global Virtual Event

A case-study featuring a Microsoft global event at scale, including platform solutions and live, virtual broadcast



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## Introduction

Microsoft is dedicated to advancing human and organization achievement. Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. On the whole Microsoft hosts hundreds of thousands of consumer and internal events every year, to millions of people.

Microsoft partnered with EVIA (formerly Evia) to produce an internal event, Microsoft BEO Summit, to a global audience, for the first time virtually.

## The Challenge of Transitioning to a Global Virtual Event

Microsoft has traditionally hosted this internal event in-person, and was looking for a platform and partner to support a global event broadcast.

Because of the global scale of the event, Microsoft sought counsel on what solutions to implement for an interactive, engaging event with variety.

As this was the first year for Microsoft BEO Summit in a virtual format, Microsoft wanted the audience to feel as if the event were taking place in person, and required their brand to be consistently represented.

Microsoft was challenged to provide livestream support for the U.S., Germany, Telangana, and India.

## Why Microsoft BEO Chose EVIA

Microsoft engaged EVIA for their historical ability to provide support for livestreaming, creative elements, and knowledge of best practices in the virtual space.

## How EVIA Responded

EVIA partnered with industry experts to design a fully engaged event environment. EVIA worked with Hubb as the event platform, Maritz for event planning and Big Rock Productions who built and deployed 20 virtual speaker kits. EVIA scheduled and facilitated speaker rehearsal sessions where presenters were instructed on lighting and sound for best presentation practices.

EVIA's creative team consulted with Microsoft and developed a strategic vision and plan for a seamless virtual experience. EVIA designed and built over 100 brand assets for registration, backgrounds, lower thirds, directional and information show slides, PowerPoint presentations, and day-of thank you videos.

EVIA was responsible for the media production of all digital content files.

#### The Results

Within 10 hours of shows close, EVIA delivered trimmed digital files of all presented content. EVIA's media production department added bumpers and created digital deliverables for day of and thank you videos.

Microsoft was very pleased with the virtual event and felt the high-quality production value made the event more inclusive to the global audience. They noted many more people attended virtually than had ever attended in person.

“*I think everyone has done a great job. For your team to figure the obscure non- Italian IP addresses issue was brilliant. Tell them we appreciate all their hard work!*”

*Microsoft BEO*