

Professional Streaming Content



EVENT: George P. Johnson Online Event

LOCATION: UK

Earlier this month, CT worked closely alongside long-standing client, George P. Johnson (GPJ), to professionally pre-record and edit a series of videos for their client, to later be streamed as part of two online events. The initial brief evolved over the weeks leading up to the event and as the vision was developed and realised, the final brief was to provide polished, edited, and high-quality pre-recorded presentations and panel sessions. These were then uploaded and streamed to the event platforms being used for the two events they were involved in.

The project was run and managed from Scotland by CT's Senior Project Manager, Chris Greetham-Ellis, using remote producer and project manager tools which enabled him to clearly see, hear, and direct the event without the need to be physically on-site. In addition to this, CT also provided a Project Engineer, Audio Lead, and Comms Lead who were based on-site to bring all the technical elements of the event together.

To support this event, CT utilised a number of existing and new technologies and facilities, including newly built remote production suite 'The Bridge' based at CT's headquarters in London, Gatwick.

All presenters were dialled in for this show from their homes or offices using the CT Home Studio system. There are two tiers to this set up which consists of either Quicklink's Studio-in-a-box that can be shipped to presenter locations, or a software link that can be used in a browser on a presenter's laptop to utilise their webcam

and headset. The Studio-in-a-box system comprises a plug and play box that includes a PTZ camera, basic lighting, and built in return video screen. Using this set up ensured a high-quality picture which was then sent back to 'The Bridge' using the presenters internet connection. CT were then able to mix the contributing presenters together into a presentation or panel session to be recorded and then sent on to the client to upload to the event platform.

As with all events taking place during the Covid-19 pandemic, there are numerous considerations to be made and measures that must be put in place in order to deliver an event safely, whilst also following the government's social distancing guidelines. "The remote producer and project manager tools, while being relatively new solutions for CT, have become key pieces of kit when delivering these types of virtual events at a time when the ability to work remotely has never been more crucial. In this situation, neither I or the producer from the client side could travel, the ability to implement IP comms and remote multiviewers made a huge difference for us to both monitor the records.", commented Chris Greetham-Ellis.

"As streaming and virtual live events become more common in light of Covid-19 and social distancing, I think we will see a lot more finessing of this kind of event. We will learn more from each project and improve on our workflows and processes. We can also introduce more complexity and locations, including real studios rather than presenters based at their homes."