

Annual GCCA Conference



CREATIVE
TECHNOLOGY

NEP Live Events



EVENT: 3rd Annual GCCA conference – Building the Sustainable World of Tomorrow

LOCATION: Riverside Studios, London
DATE: October 2020

Creative Technology (CT) worked closely with the Global Cement and Concrete Association (GCCA) to help deliver its 3rd annual Conference from Riverside Studios Hammersmith. The virtual event was livestreamed to a global audience on 6th and 7th October.

The initial challenge faced by Rob Day (Senior Project Manager) and Emma Rössl, (Project Manager), was to find a suitable venue that could guarantee the right internet bandwidth, which is key in establishing a high quality connection and vital in delivering a successful online event. All spaces at our Crawley facility were fully booked so our friends at Riverside Studios provided Studio 2 for the two-day event.

CT supplied a curved LED screen, relay / comfort monitors, PPU, video switching, cameras and comms for the studio set up. Full lighting and rigging were also provided along with scenic and furniture to create a professional stage environment. In addition to this, CT pre-recorded and edited a three-camera shoot with LCD backdrop, lighting, and audio in a separate studio onsite for inclusion in the main event.

As with any virtual event that heavily relies on remote contributors, link testing and pre-records were integral. One week prior to the show, CT performed remote link up tests to each of the speakers and a number of pre-records. These included the show Producer and GCCA's

Communication and Policy Director, Paul Adeleke, who joined these records via a separate Zoom link, which gave them the ability to feedback on the pre-recorded presentations in real time. Marantz AVS combined webcam, ring light and microphone kits were deployed to bring in the 26 remote contributors from across the globe. 26 kits along with headphones were sent out to the contributors to use with their own laptops and NEP Home Studio Software was used to ensure consistent quality from each connection and speaker throughout the event.

A complex show comms system was installed onsite that was crucial to the success of the show; with over 40 people connected. An intricately engineered video and audio routing system was devised which gave the team flexibility to react and change routing and signal paths from control surfaces as and when required.

“We were very happy with the programme and execution. It was a very important conference for us to showcase the industry's sustainability commitment and bring our members together in a compelling way online. The feedback from our members was very positive. It was professionally delivered and whilst not without its challenges on site, the overall production was very smooth when you consider the geographical spread, volume of remote contributors and the myriad technical issues to overcome.” Paul Adeleke, GCCA Communications and Policy Director