



“Prepared to Transition Your Physical Event to a Virtual Event”

A Case Study

The Physical Event

The Greater Tallahassee Chamber of Commerce planned their Talent Forum, one of their quarterly industry meetings, at the FSU Turnbull Conference Center accommodating 150 attendees on site prior to establishing a zoom video conference.

The Virtual Event

The quarterly meeting’s content was delivered interactively through the client’s Zoom account, with a mix of 25 speakers, industry partner sponsors and Chamber staff onsite from the conference center while 70 (non-interactive) remote viewers participated utilizing the Zoom webinar tool.

Staff provided for the event: Conference Coordinator, AV Technician and Facilities Staff

Support Prior to the Virtual Event:

- Technical run-through with Chamber staff
- Setup of all equipment and space with theater style seating for 24 attendees throughout the room and classroom style seating for six attendees at the back of the room, all following social distancing guidelines
- Creation of presentation for Zoom webinar

Audio Visual Support Throughout the Virtual Event:

- Running and troubleshooting program from sound booth in the conference center
- Monitoring of audio levels and the status of video conference

Post Event Support:

- Delivery of all event analytics to the Chamber staff
- Delivery of Zoom recording to the Chamber staff
- Evaluation of event with suggested improvements for future events

