

YORKTEL MEDIA SERVICES

Yorktel transforms traditional in-person events into impactful Virtual Live Productions.

With the ongoing transition by enterprises to virtual solutions and the effects of COVID-19, Yorktel is working with new and longstanding clients to address increasing needs related to work-from-home workspaces and multiple media environments. This includes a new service to transition in-person conferences, town halls and conventions into expansive Virtual Live Productions.

In the emergence of the global pandemic, work-from-home orders made it impossible to run communications from a single location, skyrocketed digitization needs and hit a particular category of business activities the hardest — live events.

Numerous institutions use in-person events to train employees, gain sales, introduce products, set company culture and connect with people in and outside the organization. If events are left behind, the enterprise suffers, and in many cases, loses revenue.

In response, Yorktel's Media Services department expanded its Virtual Live Productions. Virtual Productions are multi-media, multi-environment events that conglomerate presenters, slides and audiences across multiple platforms and locations in one powerful, unified experience.

In three instances included here, Yorktel transitioned institutions' live events into remote Virtual Productions that delivered crucial institutional information, solved business challenges and maintained critical revenue sources.

Case 1 POLICE EXECUTIVE RESEARCH FORUM (PERF)

Customer Profile — A Force That Needed to Respond

The national and global challenges of 2020 have significantly impacted many institutions, including the police force and its supporting sectors. This involves the Police Executive Research Forum (PERF), a police research and policy organization.

PERF has a history of holding in-person town hall style events to inform and educate officers and other members of law enforcement. This includes keynote speeches, workshops, training and informational sessions. In June of 2020, PERF was faced with significant political and national emergencies that required a response: the rise of COVID-19 and the protests following the death of George Floyd. Just when the organization's needs went into hyperdrive, in-person gatherings were limited.

PERF discovered Yorktel's services via Yorktel's website and submitted an extremely time-sensitive request. Yorktel responded immediately.



Virtual Productions are multi-media, multi-environment events that bring together presenters, slides and audiences across multiple platforms and locations in one powerful, unified experience.



The Challenge — Timeliness, Scale and Sensitivity

Yorktel implemented two Virtual Live Production events for PERF: a forum to address the COVID-19 pandemic and a forum to respond to the protests following George Floyd's death, both occurring within a two-week timespan.

These events needed to feature tens of police commissioners and officials, including the Chief of the Minneapolis Police Department, streaming in from their offices and homes to address thousands of police officers in cities across the country.

It was critical that the event unfolded efficiently, that there were no connection issues for any participants, and that speakers and participants experienced a reliable service to face and focus on the topics at hand.

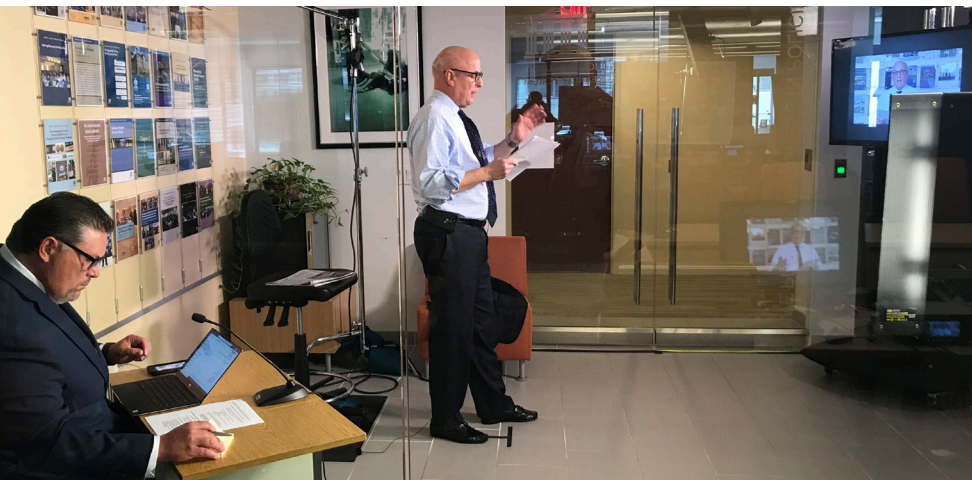
The Solution — Multi-City Virtual Production

PERF's Executive Director hosted the event and Yorktel worked with the organization to provide a team of two people on-site to oversee the stream from the Executive Director's office. Yorktel coordinated efforts for all other speakers to stream in remotely from their locations, enabling to speakers to use their own computers and webcams with a simple URL and passcode. In the pre-production phase, Yorktel identified and resolved potential connectivity issues with the firewall.

During the production, Yorktel's prime video operator ran the live stream, cutting between the speakers in multiple views. Two Yorktel team members remained on standby at all times.



Contact us at
LearnMore@yorktel.com
to learn more about
Yorktel's Virtual Live
Production Service.



The Result — Over 1400 Police Officers and Law Enforcement Professionals Prepared

Over 50 live presenters and over 1400 participants (863 participants and 584 participants, respectively) came together to discuss the issues at hand. Yorktel delivered reach, reliability and critical timeliness during a key point in the political landscape.



Case 2 NATIONAL ASSOCIATION OF FEDERALLY INSURED CREDIT UNIONS (NAFCU)

Customer Profile — A Webinar-Dependent Association

The National Association of Federally Insured Credit Unions (NAFCU) is a Yorktel customer of over 10 years. NAFCU has a large audience of credit unions that it needs to educate, certify and talk to about hot topics via weekly webinars. NAFCU charges for these webinars and reducing the quality or frequency of the events would create significant revenue losses.

Before the pandemic, Yorktel outfitted NAFCU with an on-site studio to broadcast live webcasts. When COVID-19 hit, NAFCU could no longer use this studio space and needed to move to remote streaming. Yorktel stepped in to take them from a single location broadcast to a multi-environment setup.

The Challenge — A Consistent Experience Across Multiple Environments

First, Yorktel needed to manage multiple remote elements while maintaining the same webinar quality that customers expected. Different presenters would now have to use different devices, and the controlled studio environment needed to turn into a series of home office locations, posing a challenge in terms of efficiency and quality.

Because NAFCU charges for its webinars, an experience with reduced quality would greatly affect the value of the event, resulting in participant loss or disappointment.

The Solution — Clear Webcast, Virtual Productions

Yorktel implemented testing certification and created a side-by-side virtual webcast arrangement, including slides and Teams rooms featuring the different presenters. With this efficient management and crisp look, Yorktel provided the consistent experience that NAFCU needed. Yorktel also delivered on-demand links within 30 minutes following the events so attendees could re-watch the webinar before taking their certification tests.

In addition to the webinars, NAFCU enlisted Yorktel to execute Virtual Productions for their conferences. This included significant use of pre-recorded video — for one of NAFCU's conferences, Yorktel captured 14 days of pre-recorded video to roll live during the production.

Following each Virtual Production and webinar, Yorktel provided NAFCU with post-event reports that included registration details, analytics, questions submitted by participants and a link to the event on-demand. This is particularly useful for NAFCU, given their parameters and the financial value of their webinars.

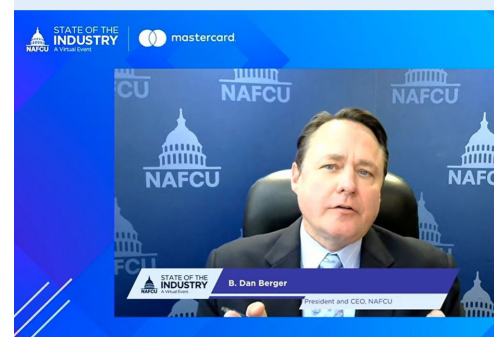
The Result — A New World of Virtual Capabilities

Yorktel will soon execute a Virtual Congressional Caucus for NAFCU with speakers including Former U.S. Secretary of State Condoleezza Rice, U.S. Representative Maxine Waters, U.S. Representative Patrick McHenry, Senator Mike Crapo, Senator Sherrod Brown and NCAA player Rodney Hood. Yorktel will also execute six additional conferences for NAFCU in 2020.

YORKTEL CASE STUDY |
VIRTUAL LIVE PRODUCTIONS

“We work with them real-time in this virtual world. They tell us what they want, and we work with them to find the best way to do it. They trust us, and with Virtual Productions we’ve proved to them that they can depend on us for their virtual needs.”

- Stephen Fisher, SVP
Yorktel Media Services



THE YORKTEL DIFFERENCE

Yorktel's award-winning Media Services division provides a full suite of professional media and event production services. From concept to completion, Yorktel's production services enable clients to effectively communicate their message, program and vision to their intended audience around the world.

Trusted by executives at leading Fortune 500 companies and Federal Government agencies, Yorktel has built its reputation consistently delivering productions on time and on budget while meeting the highest broadcast quality standards.

Case 3 CORTEVA AGRISCIENCE™

Customer Profile — Agricultural Giant with Extensive Products

Corteva Agriscience™ is a major agricultural chemical and seed company that was born out of DuPont — a Yorktel legacy client — in 2019. Thanks to Yorktel's trusted relationship with DuPont, Corteva enlisted Yorktel to provide media services for its own enterprise. This came at an opportune time: Corteva was able to rely on Yorktel to face the challenges of 2020.

The Challenge — Presenting New Products Remotely

When the pandemic hit, Corteva was forced to find a new way to roll out its new agriculture products and sought to create a professional presentation that would excite its sales teams. Originally, Corteva considered running an event via Zoom, but Yorktel presented Corteva with demos of Virtual Productions and they knew this would give them the opportunity to reach their teams in a more engaging way.

The Solution — Close Communication and Remote Collaboration

Yorktel ran an extensive pre-production phase and worked with Corteva's on-site teams on running rehearsals, run-of-show, pre-planning and AV checks. With this structure in place, Yorktel was able to execute the event remotely with a high production value and extensive technical support.

Yorktel ran the Live Production with numerous on-screen elements, including 20+ videos, lower thirds, ticker tape and polling results to fully present the products to audiences.

The Result — Beyond a Presentation

Ultimately Yorktel provided an interactive production lasting 4-5 hours a day for two days, featuring over 20 speakers that engaged over 400 participants in Corteva's latest products. After seeing the results, one of Corteva's executives remarked, "I don't think we can ever go back to Zoom."

Corteva has since introduced Yorktel to other departments within its organization that have hired Yorktel to run Live Productions for their conferences and events.

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Contact us at
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