

## CLIFTONS CASE STUDY

# Seamless multi-city experience

Cliftons delivers a seamless multi-city experience for Norman Disney & Young



## The Situation

The NDY team had invited high powered female speakers to present at its International Women's Day event for their Clients. The goal was to host an event that would allow integration between on online event hub and 'in person' guests in Sydney and Melbourne. NDY wanted it to feel like everyone – speakers, attendees and remote participants – were in the same room as far as that would be possible.

## The Solution

Cliftons recommended using multiple camera angles to create an immersive experience for speakers and attendees, both on-site in Sydney and Melbourne, as well as remote. Display screens were strategically positioned, so that speakers and guests in both cities could see each other and be part of a single, flowing panel discussion.



*For International Women's Day in March 2021, Norman Disney & Young (NDY) came to Cliftons with the idea for a hybrid event, hosting a panel of speakers and guests in our Melbourne and Sydney venues that could integrate with an online portal for virtual guests.*



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*Our guests gave positive feedback about how well the panellists were integrated between each location. Many commented that it felt as though the speakers were all in the same room together.*

*Based on the feedback we will definitely include hybrid events in our calendar in the future.*

**Event Organiser,**  
Norman Disney & Young



With social distancing in mind, theatre seating was used, with chairs spaced 1.5 metres apart. In addition, when the audience asked questions of the panel, a microphone operator was on hand, providing a contact free microphone service to further reduce any health risks.

## The Result

NDY achieved excellent interaction between speakers in each city, providing a seamless panel discussion that incorporated questions from both online and in person guests. In addition, on-site attendees were impressed with the seamless integration between sites and the interactivity across cities.




## Do you need to connect across multiple cities?

Our team is standing by to find out more about your event needs and provide you with options for flexible, safe ways to bring people together.

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