



# Introducing Virtual Live Production Service

## A New Media Service for the Evolving Remote Workplace



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. Note: Yorktel Media Services continues to provide traditional video conferencing and streaming.

## Virtual Live Production (Live Events and Pre-Recorded Streaming Events)

### Conferences, Town Halls, Sales Demos, Conventions, Webinars

- Live streaming of presentations, discussions and product demonstrations from remote speakers across multiple environments, both domestic and international.
- Includes full production suite for remote presenters: lower thirds, picture-in-picture, multiple speaker view, slides, video roll-ins, live Q/A banners, ticker tape, polling results, etc.
- Can include pre-recorded video from on-site or remote video recording.
- Video of event is available on-demand following event. systems in a fenced system. Since COVID-19, the landscape has become no a fenced system but a sprawling estate.



## Working with Yorktel's Media Services Team

- 1. Kickoff.** Call/meeting to determine strategy for the event/s.
- 2. Planning.** Technical assessment of platforms and devices, establishing workarounds.
- 3. Pre-production.** Testing of AV/video equipment, potential pre-recorded spots.
- 4. Event Execution.** Production of live event including live updates to screen/speaker views, audience questions, ticker tape, technical support, etc.
- 5. Analytics and Follow-up.** Deliver post-event details such as registration and attendance data and release the link for on-demand viewing; potential to review service.

Contact us at  
[LearnMore@yorktel.com](mailto:LearnMore@yorktel.com) to  
learn more about our  
Virtual Live Production Service.

## These organizations leveraged Yorktel's Virtual Live Production Service to hold several different types of events across diverse audiences.

### CORTEVA AGRISCIENCE™

#### Sales Event

Corteva Agriscience™ wanted to step up the production value of their two-day sales event to feature new product demonstrations and presentations for 4 to 5 hours per day. Originally, Corteva planned to utilize Zoom, but Yorktel's sales team presented a demo of Yorktel Virtual Productions and Corteva signed on. Yorktel worked with Corteva on extensive strategy and pre-production, including rehearsals, run-of-show, pre-planning and AV checks. Corteva had a small on-site team of its own that interfaced with Yorktel during the event. The video elements on screen included 20+ videos, lower thirds, ticker tape and polling results. The event hosted over 400 attendees over two days. Since this Virtual Production, other departments at Corteva have hired Yorktel for their conferences and events.

### NATIONAL ASSOCIATION OF FEDERALLY INSURED CREDIT UNIONS (NAFCU)

#### Webinars and Conferences

NAFCU has a large audience of credit unions that it needs to educate, certify and talk to about hot topics via weekly webinars. When COVID-19 hit, NAFCU could no longer use its web-casting studio space and needed to move to remote streaming. Yorktel transitioned these events quickly, accommodating details such as the fact that attendees must often take a certification test directly after the event. (Yorktel is able to provide on-demand footage within 30 minutes.) Yorktel has since begun managing remote conferences for NAFCU as well, including an event that involves multiple days of pre-recorded video. Yorktel will soon execute a virtual Congressional Caucus for NAFCU with speakers including Condoleezza Rice, Maxine Waters, Patrick McHenry, Mike Crapo and Sherrod Brown and will execute six more conferences for NAFCU in 2020.

### POLICE EXECUTIVE RESEARCH FORUM

#### Town Hall

In response to the COVID-19 pandemic and to the protests following the death of George Floyd, the Police Executive Research Forum needed to stream two timely events to thousands of police officers. These events featured multiple police commissioners and officials, including the Chief of the Minneapolis Police Department. Police officers tuned in from across the country. Yorktel placed a two-person team on-site in the office of the Executive Director and coordinated other speakers to stream in live from other cities. There were over 50 speakers at each event and over 1400 participants altogether. Yorktel's ability to turn the event around quickly as a Virtual Production at an enormous scale provided a critical solution at a key point in the political landscape.



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#### About Yorktel

For over 35 years, Yorktel ([www.yorktel.com](http://www.yorktel.com)) has been a leader in helping enterprise, healthcare, education and public sector customers plan, navigate and successfully execute their digital workplace transformation initiatives. Our global team works with yours to ensure all aspects of these initiatives, including systems evaluations, network preparedness, technology assessments, change management planning, device and network management and monitoring have been addressed. We then design, integrate and manage the communication and collaboration solutions that enable your connected workforce. Follow Yorktel on Twitter: [@yorktelcorp](https://twitter.com/yorktelcorp).

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