

# B. BRAUN VIRTUAL STRATEGY LAUNCH EVENT

Your virtual event should make a lasting impact.



## LISTEN

B. Braun USA was poised to launch an exciting new strategy that would unite their teams in the North American region with enthusiasm for a bright company future. They needed a trusted production team to support them creatively and carry their event to completion seamlessly.

Their goal: We need this virtual launch event to make a strong impact on our employees in order to implement a global and regional strategy.

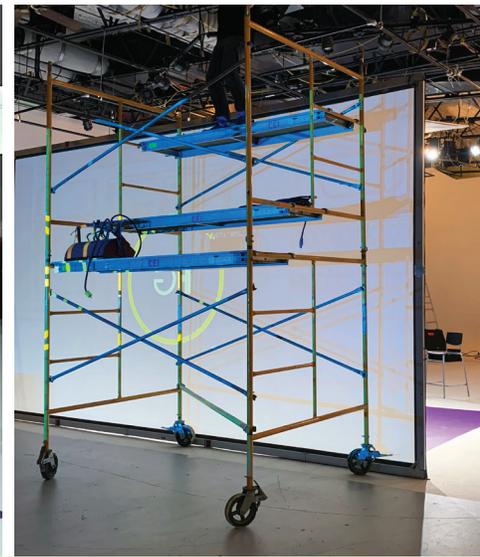


## ADVISE

In a time when people are inundated with online meetings and communication, it was especially important to make an engaging and memorable event. After determining that the company's enterprise streaming platform met the requirements of the event, we would need to work together closely to understand and execute their goals.

### Our Recommendations:

- **Brand It**—Let's support your established theme branding by pulling it throughout the whole event
- **Integrate**—We'll work with your IT teams to integrate into your company-wide infrastructure
- **Test & Rehearse**—After putting all the work in, make sure it all goes right with extensive testing and rehearsals
- **Make a Splash**—Reach 3,000 people in remote locations with an event they won't forget



## EXECUTE

After working with B. Braun to structure and plan the event, we got to work producing it. We developed branded collateral for facilities throughout the US, including pull-up banners, table tents, sell sheets, posters, and a Microsoft Word template. Our 7500-square-foot space was transformed to create a custom set for the event, including a large floor decal, lighting, and more. The theme was brought to life on an 18-foot by 10-foot projection screen with custom animations, engaging visuals, and captivating speeches—including a live presentation direct from Germany.

Custom videos were produced for the event, including a video using employee-supplied responses to the prompt “What does ‘transformation’ mean to you?” as well as a video of executives speaking about the initiative. A small, socially distanced live audience was present to help enhance the camaraderie and authenticity for virtual attendees as they engaged in live Q&As and participated in the event in real time.



## EVALUATE

A safe and immersive virtual event was flawlessly executed in a way that left a lasting impact on B. Braun’s large audience. After a lot of positive feedback, our partnership with B. Braun continues to strengthen, and we’re excited to have been chosen to produce their next virtual event. Most importantly, their internal teams could continue to use the elements we produced as tools to support and encourage employees as they work toward a bright future for B. Braun.

### Services Used:

#### Strategy

- Consulting

#### Print

- Collateral Design
- Print Management

#### Video

- Treatment
- Video Shooting
- Editing
- Music
- Design Elements
- Studio Rental

#### Motion Graphics

#### Live Experiences

- Events & Meetings
- Design & Printing
- Video Creation
- Set & Lighting Design
- AV Support
- Music
- Show Services Management

#### AV Staging & Rentals

- Rentals & Crew