



CASE STUDY

Keyline Digital Leadership Conference - 2022

1k+ | Visitors

The Omicron variant put the UK on high alert for another lockdown at the end of 2021. With Keyline's critical leadership conference less than two months away, they needed to quickly pivot to a reliable virtual event platform.

CHALLENGE:

At **extremely short notice Keyline needed to secure a live broadcast studio** and prepare the senior leadership team to deliver their leadership conference virtually. This was the first virtual event they had delivered to such scale, so needed to work with an **experienced digital event supplier**.

SOLUTION:

Aware the V-Ex had worked with other brands of the Travis Perkins Group to supply digital event solutions, Keyline approached us to see if we could help. Our Project Management team was able to quickly convert the previously planned live schedule into a suitable digital event and manage all appropriate staff training and preparations.

Keyline utilised our Worcester based Midland Road Studios to host the entire Senior Leadership Team for rehearsal meetings and the live broadcast itself.

RESULT:

On 9th February, 2022, the Keyline Digital Leadership Conference was streamed live from the Keyline Virtual Conference Venue. Employees were able to engage with live content and take part in live Q&A sessions with the speakers.