



CASE STUDY

ACWHTR Year-Round Medical Education Centre

1k+ | visitors increasing with each event

V-Ex was approached by the American College of Wound Healing and Tissue Repair (ACWHTR) to create and host a year-round, virtual, educational centre and exhibition. The brief was to create a quarterly series of 3-day events hosted within a virtual exhibition and conference venue.

CHALLENGE:

ACWHTR were looking for an online platform for their live-streaming and on demand content, that would offer a greater user experience than other virtual events.

SOLUTION:

Our 3D team used ACWHTR's brand guidelines to produce a customised conference centre, complete with lobby, exhibition space, auditorium and on-demand areas. A dedicated Project Manager worked with the client to collate more than 60 hours of content, work with event sponsors to design bespoke exhibition stands and created a bespoke custom avatar. The V-Ex studios edited 80-90% of the video content prior to be uploaded onto the virtual platform.

RESULT:

V-Ex provided a fully managed service to facilitate, record and edit sessions with multiple presenters. During the live event days, the pre-recorded content was streamed live, in addition to live discussion. Live Q&A sessions were incorporated into the programme to ensure the conference was engaging and relevant for all delegates. ACWHTR 2021 Live! was a great success. This was confirmed by the excellent client feedback received, particularly highlighting positive delegate feedback and impressive statistics.