

CASE STUDY

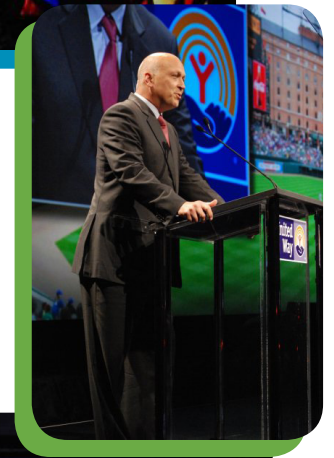
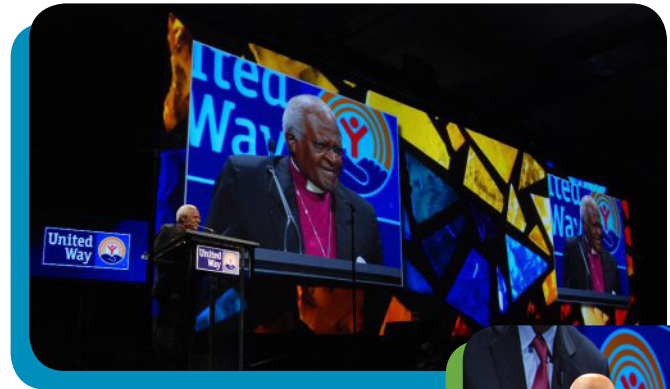
UNITED WAY OF AMERICA Community Leaders Conference

THE CHALLENGE

Our challenge was to energize, educate and motivate 1700 community volunteers representing over 1300 community based United Way organizations at their annual Community Leaders Conference. With 12 VIP speakers including Archbishop Desmond, entertainers Sister Sledge and David Brenner, and over 60 workshops with a total of 204 presenters, our management and organizational skills were put to the test. Additionally, we facilitated the launch the UWA's new Live United worldwide campaign which had its unveiling at the conference.

THE SOLUTION

Utilizing a blended six projector seamless High Definition projection system with a screen size of over 50 feet in length and almost 20 feet high, picture in picture technology, eye popping graphics, energetic music and professionally recorded voice-over announcements, we created a State-of-the-Art stage setting to bring to life the United Way Of America's mission of improving lives by mobilizing the caring power of communities. Spectrum created speaker support slides and provided teleprompter support and rehearsal time for each presenter in order to ensure flawless delivery. Our dedicated workshop producer, in collaboration with UWA staff, identified and confirmed all of the AV support needs for each workshop and worked with every presenter to assure a perfect presentation.



THE RESULT

"For over five years your group has been a valuable partner as we continuously strive to improve conferences for attendees," said Heidi Kotzian, Director of Marketing & National Events for the United Way of America. "Focus on creative solutions and the use of the latest multi-media production techniques, while always ensuring the best use of budget dollars, has helped the United Way of America transform the learning experience at our conference and reenergizing our community of Volunteers."



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