

Case Study



VA Finance Conference

National
Educational
Meeting



CLIENT: Department of Veterans Affairs

AUDIENCE: 650 attendees including:

- ▶ Accounting professionals
- ▶ VA Office of Finance employees
- ▶ Network Directors

LOCATION: Hyatt Regency Reunion Hotel, Dallas, TX



SITUATION:

The Department of Veterans Affairs (VA) holds conferences across the country to provide continuing education for its workforce. The goal of the three-day Financial Integrity conference was to sharpen Veterans Health Administration (VHA) employee skills in capital asset management, administrative operations, and fiscal responsibility and maintenance.

Reel Impact was contracted to provide meeting planning, creative design and production for the event's general session and breakout rooms at the Hyatt Regency Reunion Hotel in Dallas, TX.



General Session Ballroom

OBJECTIVES:

- ▶ Provide seamless technical production services to enhance the learning atmosphere.
- ▶ Create an engaging element for the general session that would reinforce audience information retention

APPROACH:

Reel Impact provided a general session set that reflected the "building blocks" conference theme. The opening and highlight videos incorporated elements that resonated well with this financial services audience.



Conference Logo

For their general session event, the client knew that they wanted a game show format that accommodated a team dynamic. Reel Impact proposed a "Family Feud" styled game show that incorporated a review of educational material from the conference and was facilitated by a professional game show emcee.



Game show face-off podiums

SERVICES PROVIDED:

Pre-conference Planning

- ▶ Research
- ▶ Scriptwriting
- ▶ Client consultation
- ▶ Full production crew and equipment
- ▶ Narrator recording session
- ▶ Site visit
- ▶ Digital editing
- ▶ Creative brainstorming



On-site Digital Editing Suite

Event Production

- ▶ Game show scripting
- ▶ Photography
- ▶ Professional emcee
- ▶ Breakout session audio recording
- ▶ Sound design
- ▶ Lighting design
- ▶ Event staging design, set-up and strike
- ▶ On-location video production and editing
- ▶ Animation roll-ins
- ▶ PowerPoint coordination



I-Mag

Post-event deliverables

- ▶ Event materials posted to the Web
- ▶ DVD copies of the opening and closing videos



A-V Control Station

CHALLENGES:

Setting up a game show set without disrupting the morning session

Reel Impact had to come up with a way to get the game show set onto the stage and set up quickly without disturbing the previous presentation. We used set elements that could be moved onto the stage in 90 seconds and rehearsed with the entire crew the night before.



Game Show Participants and Emcee

Getting conference attendees into the closing video

To include as many attendees as possible in the conference closing video, Reel Impact chose a creative theme that depicts the camaraderie displayed during the conference. Our videographers and editors are experienced in creating instant videos, allowing us to produce the video quickly while capturing all the elements of the conference.



Videography

An unexpected room addition

When an additional breakout room was added at the last minute, Reel Impact was ready with the extra audio visual support equipment.



Lightng

RESULTS:

Reel Impact received excellent feedback from the planning committee and conference attendees. The following comment from our customer really says it all:

“Your staff was very attentive and cooperative during the week in meeting the needs of the presenters and planning committee members. All Reel Impact staff were empowered to meet our needs.... I look forward to partnering with you in the future.”

– Chief Financial Officer, VISN 5