



Virtual Events

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Why Virtual?

- ① Virtual events can be opened up to more participants
- ② There are no travel or venue expenses
- ③ No childcare issues
- ④ Sessions can be shorter and more concise and effective
- ⑤ Accessibility issues are reduced
- ⑥ There can be more access for attendees to interact with speakers
- ⑦ Content can be recorded + reshared
- ⑧ You can access more speakers/talent
- ⑨ More interaction with attendees

CogX 2020

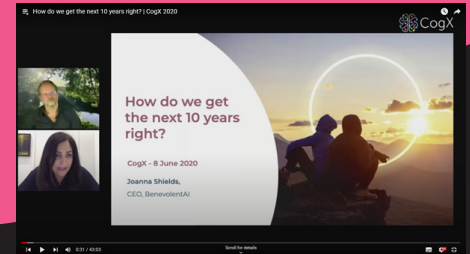
CogX Festival gathers the brightest minds in business, government and technology to celebrate innovation, discuss global topics and share the latest trends shaping the defining decade ahead.

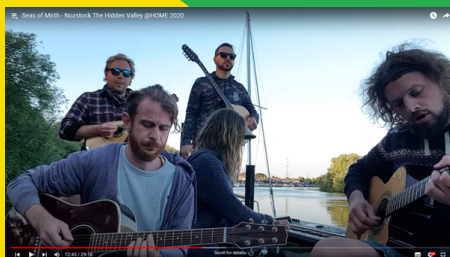
With the ambitious mission to bring clarity in a fast-moving digital age and inspire positive change — the Festival welcomes a global community to join the conversation so together we can create a better, more inclusive future for all of humanity.

Scope: Programming multiple stages, artist liaison/speaker-wrangling, social media marketing, graphic design

Results:
 150,000+ global audience
 567 million press reach
 1000+ speakers from 58 countries.

“It’s like Glastonbury for tech geeks, data scientists and anyone curious about what the future might look like.”





Nozstock: The Hidden Valley

Nozstock is a sonic escape boasting eleven stages of entertainment with surprising sights and intimate, secluded areas of theatre and discovery to be unearthed. The festival's ethos is about bringing play to everyone, in whatever form it can. Nozstock believes in the value of not only entertaining, but in participation and contribution. It's an ever-changing event with a clear agenda; to invite conversation, interaction and serious recreation.

Above all, Nozstock The Hidden Valley is a blissful family festival that caters to all ages with activities that little ones can enjoy, as well as entertainment for teens, students, seasoned festivalites, party-starters and grandparents. During lockdown the live event was postponed and was replaced with a season of virtual events.

Scope: Delivering a multi-channel promotion strategy + facilitating the live stream and handling any technical issues.

Results:
Over 1 million people reached
5000 link clicks with a CPC of 0.05p

NoZStoCK *the* HiDDeN VaLLeY

Peace One Day 2020 + 2021

Peace One Day's objective is to institutionalise Peace Day 21 September. Throughout the years, millions of people have been active on Peace Day in every country of the world, and hundreds of organisations have carried out life-saving activities in areas of conflict.

Recognising that Peace is a prerequisite for all other progress, Peace One Day's flagship event aims to raise global awareness of The UN International Day of Peace, as an annual day of global ceasefire and non-violence, fixed in the calendar as 21 September, Peace Day - and engage the global community in the Day's broad observance.

■ Scope: Project + Production Management, Artist Liaison, Technical Onboarding.

Results (14 – 28 Sep 2021):

Event mentions

8,637 articles (225% increase in comparison to 2020).

Total reach of 19 billion (2.1x higher than 2020)

Live viewership 2020: 5,371,

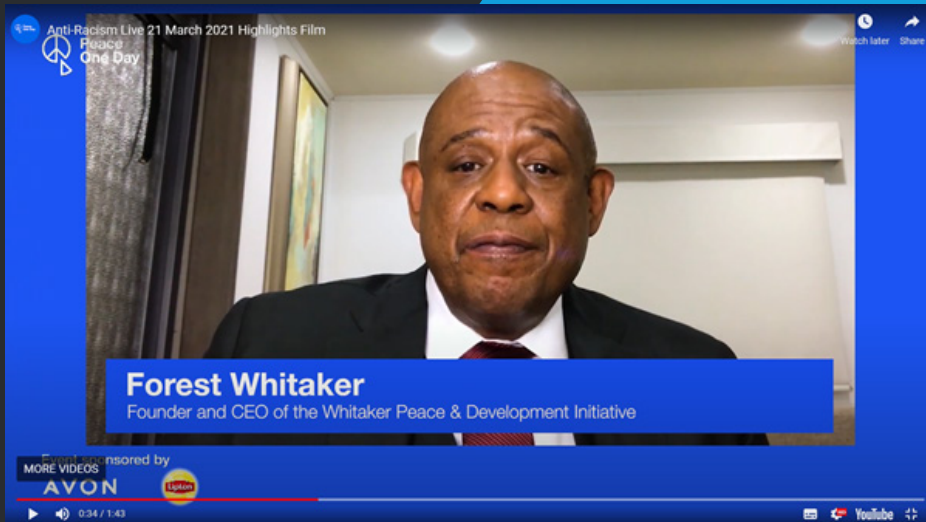
Live viewership 2021: 26,052

USA (26%), UK (20%), Canada (5%), Japan (5%), India (4%), and other (40%).

The number of social media posts relating to Peace Day Live spiked on 21 Sep 2021, reaching over 46,000 tweets and retweets on Twitter.

The launch of 3 further annual digital experiences, Anti Racism Day, Climate Action Day and coming soon, Space Transformers Live.





Anti-Racism Day

Dynamic online event marking The International Day for the Elimination of Racial Discrimination, produced in association with the Office of the United Nations High Commissioner for Human Rights, raising awareness, encouraging dialogue and inspiring action in support of a more just, equal, diverse and inclusive world.

Scope: Project + Projection Management, Artist Liaison, Technical Onboarding.

Results:

- 310,566 views on Twitter
 - Mentioned in 6,302 articles from 14-28 March 2021 - (10.9x on previous year)
 - 2,566 articles mentioning the International Day for the Elimination of Racial Discrimination on 21/03/21 (2,106 of these were neutral and 460 were positive).
 - #FightRacism saw 65,736 tweets
 - #Standup4humanrights saw 15,377 tweets
 - #GlobalGoals saw 13,571 tweets
- Data for the date range 14-28 March 2021



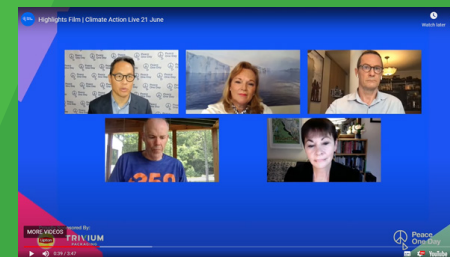
Climate Action Day

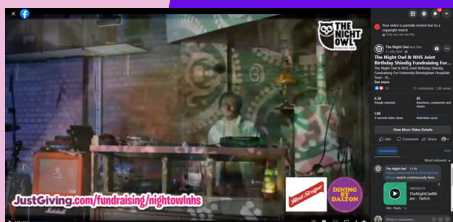
An informative and creative event that facilitated high-level conversations and set out practical action points for individuals and organisations to engage with Climate Action.

Scope: Project + Projection Management, Artist Liaison, Technical Onboarding.

Results:

- The Peace One Day social media campaign for Climate Action Live garnered impressive engagement and impression statistics, especially in light of this being a first-time event, with 703,853 engagements and 6,393,587 impressions.
- The collective hashtags monitored for the Climate Action Live event were used in almost every single country in the world.
- The following were the most frequently used within the period 17 May–28 June 2021: #ClimateAction (336,838 tweets), #SDGs (220,976 tweets), #GlobalGoals (35,502 tweets), #PeaceDay (19,395 tweets).
- The Peace One Day website had over 9,000 Unique Active Visitors in the period 10 May to 28 June 2021.





Night Owl TV

Launched in April 2020, Night Owl TV was a way for us to connect with our Night Owls during the pandemic as we swapped out those bustling nights on the dancefloor and found new ways of having a good old boogie from the confines of home.

It has since gone from strength to strength bringing a slice of the club's magic directly to front rooms across Birmingham and beyond, lifting the spirits of our much-loved customers throughout what has been a difficult time.

We've got a little something for everyone on Night Owl TV across all the genres that we love including soul, mod, ska, reggae, britpop, disco and everything in the form of DJ sets from our amazing Night Owl DJs as well as live performances from some of the best grassroots talent around.

Scope: Project + Production Management, Curation, Streaming, Marketing + social media

Results:

Streaming to a core engaged community ranging from 50 to 8,000 viewers on a weekly basis on Twitch, Facebook and Twitter helping to maintain positive sentiment and keep social media channels active during lockdown.

As a result of the positive feedback from customers The Night Owl was able to utilise this in and successfully received Culture Recovery Funding to pay for the install of professional live streaming equipment

Tech Talent Charter's Inclusion in Tech Festival

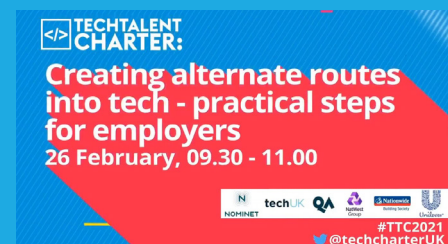
The Tech Talent Charter (TTC) was founded by a number of organisations across the recruitment, tech and social enterprise fields and has been supported by the UK Digital Strategy since 2017. The TTC is run as an industry collective, as we recognise that only through working together and joining forces, can any real meaningful change happen.

Our Inclusion in Tech Flexi Festival took place on 24, 25 and 26 February 2021 with 3 short sessions each day. With thanks to headline sponsors, Unilever, and supporting partners, Global, HP, Lloyds Banking Group, Nationwide Building Society, NatWest, Nominet, QA Ltd and techUK, we presented headlines from our 2020 Diversity in Tech Report and shared the key insights and strategies from experts and employers of tech. The focus of all 9 sessions was on actionable insights.

Scope: Delivery of the whole event including: graphic design, project management, production, streaming, captioning and much more.

Results:

Article: [Tough Conversations for Meaningful Solutions – Key Takeaways from the 2021 Tech Talent Charter Inclusion in Tech Festival sponsored by Unilever](#) 





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