

Virtual msbc32

32ND ANNUAL MORNING SHOW BOOT CAMP
COMING SEPTEMBER 23 & 24, 2020
PRESENTED BY TALENTMASTERS

2 DAYS

15 SESSIONS

42 SPEAKERS

MORNING SHOW BOOT CAMP 2020

Not your average conference, the Morning Show Boot Camp annual event draws hundreds of morning show personalities and sponsors. Due to the pandemic, the creators needed to pivot to a virtual environment because “the show must go on.”

Using our Conference Cloud technology, we assisted the team with everything they needed to pivot, successfully.

This event took place over the course of two days and featured over 15 sessions that involved both pre-recorded content and LIVE Q&A.

CC FEATURES

- » Microsite and user portal
- » Pre-, during, and post- email marketing
- » Attendee chat
- » Motion and still graphics: intro, outro, lower thirds, sponsor graphics
- » Attendee analytics
- » Video production (pre and post)



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Full Schedule



Beach Cities Health District

Monday, Oct 12 - 7pm

Moderated by Rachel Reeves

[Missed the debate? Watch here!](#)



Water Replenishment Dist. 2

Tuesday, Oct 13 - 7pm

Moderated by Dan Blackburn

[Missed the debate? Watch here!](#)



West Basin Municipal Water Dist. 3

Wednesday, Oct 13 - 8pm

Moderated by Dan Blackburn

[Missed the debate? Watch here!](#)



Manhattan Beach City Council

Wednesday, Oct 14 - 7pm

Moderated by Mark McDermott

[Missed the debate? Watch here!](#)

EasyReader

Debate 2020

Hermosa Beach

11 LIVE EVENTS

49 CANDIDATES

3,000 LIVE VIEWS

SOUTH BAY DEBATES

In a small town environment, local municipal races typically don't have a lot of opportunities to engage with votes and debate hot topics. When in-person forums have been hosted in the past, attendance fluctuates... because let's be honest - who wants to miss a baseball game to watch a debate.

Providing a virtual environment for the public to watch, participate, and watch again on-demand solved a problem not only because of COVID, but also because of natural limited audience engagement for smaller elections.

Using Conference Cloud technology, we planned, rehearsed, and scheduled 11 local virtual debates. Participants were able to join in a Zoom room, but the output public broadcast was a fully produced and customized experience for viewers with focus on speakers, lower-thirds, and opportunity for audience members to ask questions.

CC FEATURES

- » Microsite
- » Live stream player
- » Moderator portal
- » Pre-, during, and post- email marketing
- » Motion and still graphics: intro, outro, lower thirds, sponsor graphics
- » Attendee analytics
- » Video production (post)
- » Facebook integration

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**7
HOURS
16
BANDS
300+
TICKETS SOLD**

HUCK FINN

For the first time in 4 decades, there was a question on whether the Huck Finn Jubilee would be able to happen. Rather than succumb to the curveballs of 2020, the organizers decided to move the festival online.

Since they'd never done it this way before, they decided to go with an innovative "pay what you want" ticketing model. Conference Cloud's flexible e-commerce and registration flows were the perfect solution for delivering the experience Huck Finn's close-knit community needed, and hundreds attended a star-studded broadcast headlined by Bluegrass and Country legend Chris Thile. Between the ticket sales and merch store, Huck Finn had its most profitable year to date!

CC FEATURES

- » Microsite and user portal
- » Custom registration
- » "Pay as you go" e-commerce
- » Merch store
- » Graphics package and lower thirds
- » Digital and email marketing support
- » Attendee chat and LIVE broadcast



Roger Malinowski



Nate LaPointe



DISRUPTION '2020

6
HOURS

16
PRESENTERS

9
EXHIBIT
BOOTHS

DN SUMMIT 2020

Disruption Now's weekly podcast is hosted by noted African American media figure and political candidate Rob Richardson. He's spearheaded a national effort to match black and brown entrepreneurs with banks, executives, and recruiters.

Like most events, there were several hours of panels and presentations on the main stage, but DN Summit had a real emphasis on networking. As such, "Speed dating," "Shark Tank," and peer to peer video chats sat alongside more standard features like live chat, Facebook Style "friend" connections, and rich interactive profiles.

Notable sponsors like Google, P&G, and the University of Cincinnati came away very happy and are looking forward to the next DN Summit in Spring 2021.

CC FEATURES

- » Microsite and user portal
- » Custom registration
- » E-commerce ticket sales
- » Graphics package and lower thirds
- » Digital and email marketing support
- » Attendee chat and LIVE broadcast
- » Advanced networking features
- » Speed dating and "Shark Tank" style presentations
- » Virtual exhibits
- » Profile pages





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UNITED4CINCY

4
HOURS

8
CELEBRITY
GUESTS

10k⁺
VIEWERS

At the beginning of the Pandemic, the United Way and Cumulus Radio partnered for a celebrity fundraiser to raise money for health care and relief for underprivileged youth. This ended up being a star studded affair featuring performances from Train, OneRepublic, Big & Rich, Jewel, and Jerry Springer. Cumulus Radio hosts Chris and Janeen handled MC duties skillfully weaving together interviews and comedy pieces from civic and religious leaders, health care workers, first responders, and business owners.

On May 1st 2020, thousands of people tuned in on the Conference Cloud platform to see how it all played out. When all was said and done donations totaled in the high five figures, and everyone who watched and participated felt they'd been part of something really special.

CC FEATURES

- » Microsite
- » Web and text-based donations
- » Full graphics package
- » Pre and post event marketing package
- » Broadcast package with enterprise streaming

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