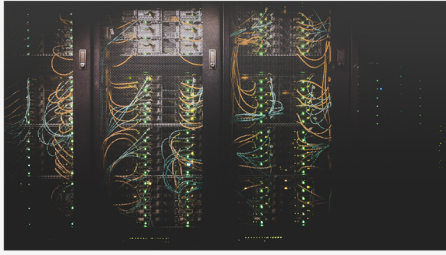


# Case Study

## Technology



## Global IT company choose James Taylor as virtual emcee for their Gulf Summit

### Client:

One of the world's leading information technology and networking companies

### Audience:

CxO's, CTO's, CIO's, Partners

### Country:

Virtual

### Challenge:

To host and emcee clients virtual summit and awards event

### James Taylor's Solution:

Emcee/Host for 2-Day Virtual Conference

### Results:

- James Taylor scripted and filmed over 20 pre-recorded emcee videos for this virtual summit.
- The summit blended pre-recorded keynotes, technical presentations, awards ceremonies and networking sessions.
- James Taylor acted as the virtual summit emcee and 'guide' for this virtual event and provided continuity of client branding and messaging.

The client delivers networking, cloud, and security solutions for many corporate, education, and government networks around the world. They also provide routing and switching, voice and video over IP, storage networking, security and broadband services.

This Gulf Summit was their annual event specifically designed for their partners and clients in the Gulf region. The two-day virtual event was attended by senior leaders, technologists and partners from across the Gulf region. Each day included multiple keynotes, technical sessions, product demos, plus the virtual event space featured a sponsoring partner exhibition area, games area and a live networking area.

The client, through their local event partner, invited James Taylor to be the virtual summit host and emcee for the two-day conference. As the event would be run 'as live' this meant that James had to pre-record over 20 individual videos around a week in advance of the event.

In addition to working closely with the client as well as the event management team in the Middle East, James also researched and wrote the 5,500 word script for the various emcee segments including the navigation sections, welcome address, introductions to each day, breakout session introductions, event survey calls to actions, sponsor and partner acknowledgements, and closing thank you.

James Taylor filmed his emcee segments from his studio in the UK with event production for the summit being managed from another studio in the Middle East. Keynote and technical session speakers pre-recorded their keynotes and presentations from the Middle East, Africa, Europe and North America. James' role was to be 'the glue' for the event by integrating the event theme throughout his scripted segments as well as acting as the virtual guide for the event. All of the videos were then aired on the virtual summit platform at pre-set times over the course of two days.

Behind the scenes James used autocue for reading the approved scripts and these 4K video recordings were then sent securely to the event production team to edit. James filmed in front of a green screen in his studio and then the event team added the clients' branded backgrounds behind him in the final edit. When presenting James also wore clothing (tie, pocket square) that featured the clients brand colours. This ensured continuity of branding and messaging throughout the virtual summit. The final live interactive virtual event was highly rated by attendees as well as the client.

James  
Taylor

#### About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.