



Going Beyond Live to Achieve a Seamless Hybrid Event Experience

Hybrid Product Launch Event

Client

Chinese Multinational Technology Company

Target Audience

Media and Channel Partner
Guests, Online Fans

Services

- Digital Transformation Design
- Mobile Centric Marketing
- On-Demand Content
- Broadcasting Services
- Virtual Event Management & Logistics
- Show Production & Audio-Visual
- Brand Experiences & Narrative

MCI Expertise



Digital & Virtual Experience Design

Results



500

Attendees



7

Languages of the
online streaming

[Contact us](#) to design your next **Hybrid Event**



Challenge

The MCI team in China was challenged with delivering a global launch event for a multinational technology company during a premium global technology roadshow. Then, the crisis hit. In this scenario, our team had to navigate and comply with the evolving health and government regulations on a daily basis, while also coordinating the production and travel requirements. MCI China quickly moved to support the client in handling the cancellation regulations and identifying the best alternative to bring the project to success. The outcome was a hybrid live and online event that was designed and implemented in less than a week time.

Solution

The client and MCI team worked side by side to rethink and redesign the product launch, following MCI's Design methodology to conduct the event as a hybrid experience. Key for the success of this blended event was the integration of user experience design and technology to ensure an optimal online and offline experience for attendees. On the event day, media and channel partner guests participated in the broadcasting of the keynote and other live speakers, alongside the product experience in the demo area. The online streaming – translated in 7 languages – took place on the technology company's owned platforms. Social media's live streaming features were leveraged to amplify the reach of the content to the company's fans.

