



DC21 CONNECT

Category: Production

Event expectations and goals

Danfoss Drives Conference is the world's largest drives industry event. This year the goal was to hold a global conference, offer exclusive deep dives with leading industry experts and thought leaders, celebrate partnerships and boost energy efficiency globally.

The challenge of the production was to create a virtual transformation of Danfoss Drives' most important event of the year. An event to enhance cooperation for future growth and success, share innovations, provide relevant valuable content, and generate leads.

So, how to create powerful connections for a global audience... virtually?

Implementation

DC21 CONNECT concept was created to connect the right people, ideas, innovations, products, and solutions.

We designed and developed a fully branded virtual event platform to deliver content in a smart and engaging way. Together with Votemo we tailored their audience interaction tool for on-brand engagements integrated into the platform.

The platform was built for a global audience, including mainland China, connecting more than 2 500 people from 82 countries.

Our custom-built studios in 6 different locations all over the world brought together 92 speakers for 88 live sessions in 4 live broadcasts.

The impressive main stage was built in Tallinn at Rakett69 where high-quality content was shared using innovative technical solutions like augmented reality, 3D virtual host and green screen environments.

The main stage was a visualization of the concept – the power of connections between the speakers, performers, and audience from around the world.

Estonia's biggest broadcast truck, multi-camera production and international hosts, supported by speaker coaching, make-up artists and professional band ensured high-level TV-quality throughout the event.



Results

DC21 CONNECT was a successful execution of high-quality production, engaging content, and hard work of 200+ people in local and global teams.

The event reached all Danfoss Drives' business goals with 6x bigger audience than the last in-person conference. Event experience score was 9,4.

Minimizing consumption and emissions in the fully virtual setting highly reduced the carbon footprint.

Attendees stated that the event exceeded their expectations. Event host and F1 reporter for MTV3, Mervi Kallio said: "Working with this team is a real privilege, everything was done as in big TV production."

