



ACCIÓ transforms its business events into a digital format projecting a great corporate image

ACCIÓ (Catalonia Trade & Investment) is the Catalan Government's agency that promotes foreign investment and business competitiveness. It currently operates globally through a network of 40 offices all over the world.

Challenges

The ACCIÓ team wanted to maintain their events, transforming them from face-to-face to a digital format, and improve their corporate image by increasing their audience.

Solutions

Deploy the Live Mixer to generate high-quality video content by themselves, enhancing the impact of the message and the interaction with the participants.

Benefits

They have maintained their event schedule and increased their reach to people outside the organization while improving the corporate image.

Challenges faced

The organization had the challenge of continuing to carry out commercial, training and institutional events despite Covid-19 restrictions. The organization also needed to maintain its corporate image without losing the interactions between organizations and attendees.

- 1- Maintain and **increase the participation** they had in their previously face-to-face events, extracting them from the environment of video calling platforms.
- 2- Being able to **produce their own digital events** without incurring large costs in a tool that is easy to use and self-managed by their own team.
- 3- **Reinforce the brand image** through graphics, logos, multimedia file resources, as well as increase the notoriety and brand positioning of the organization.
- 4- **Achieve a safe environment for their events** with a registry of attendees, always respecting the privacy policy of the organization.
- 5- Maintain and **increase interaction with attendees** throughout the event cycle, by prior registration, sending reminders or using the live chat.



✓ Solutions driven by Watchity

When the corporate events and protocol team contacted Watchity one of our video experts held some meetings with them to gauge their needs and develop their previous experiences further. This allowed us to subsequently define the best approach for the deployment of our platform, which included:

- 1- The **tool to schedule and promote all the different sessions**, including user registration and the auto-sending of reminder options integrated with calendar alerts.
- 2- The **content creation tool**, allowing them to easily create their own productions with a professional result. Adding graphic resources such as images, posters, videos, etc. To reinforce their corporate image and their collaborators.
- 3- The **customizable player**, with viewing controls to play/pause the live streaming session and watch it again from the beginning, featuring automated recording and immediate on-demand availability, with login forms and an integrated chat to enable attendees to ask or submit questions.
- 4- The **tool for generating video clips** from live events already broadcast in order to create publishable content on the social media (YouTube, Facebook, Twitter, etc.).

“ Thanks to Watchity we have given a step forward in online events, improving our institutional image and interaction with the public ”

Ramon Guardia
ACCIÓ, Director of International

 **Benefits obtained**

The organization had the opportunity to transform its business and commercial events to a digital format to continue boosting its projects. After several months of using the platform we can conclude that:

- 1-** ACCIÓ has the possibility of reaching a greater number of attendees and thereby adding new viewers who previously could not attend in person.
- 2-** It has a higher generation of multimedia content always available that reinforces its brand image and positioning as a public institution.
- 3-** It can control the full event lifecycle: scheduling, registering guests, sending reminders, managing the interaction with live attendees, controlling the assistance, follow-up mailing, etc.