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events that move the pipeline

CASE STUDY

HYBRID LIVE + VIRTUAL · FONTAINEBLEAU LAS VEGAS

Hybrid Conference at Fontainebleau Las Vegas

4.9 / 5.0 ATTENDEE RATING · 2,393 ON-DEMAND VIEWS · MULTI-FORMAT PRODUCTION



On-site general session environment — branded to carry the same story the virtual audience saw on screen.

THE CHALLENGE

A technology client needed a flagship conference that worked equally well for in-person attendees at the Fontainebleau Las Vegas and a distributed virtual audience — without the virtual experience feeling like a second-class livestream. Both audiences needed to feel like full participants.

1,947

TOTAL REGISTRATIONS

57.6%

EVENT ENGAGEMENT

2,393

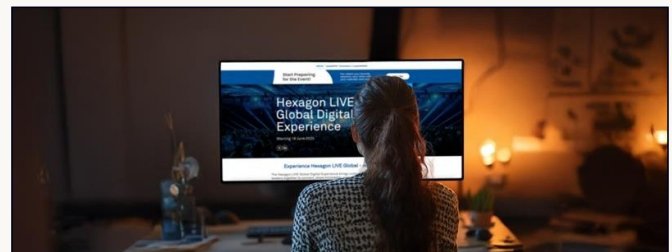
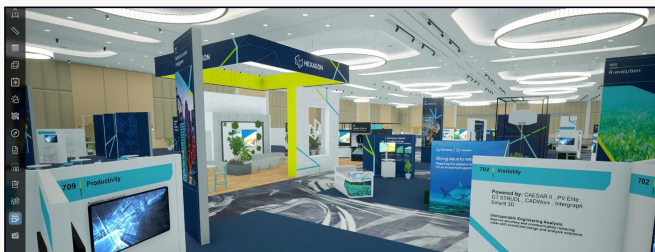
ON-DEMAND VIEWS

4.9/5

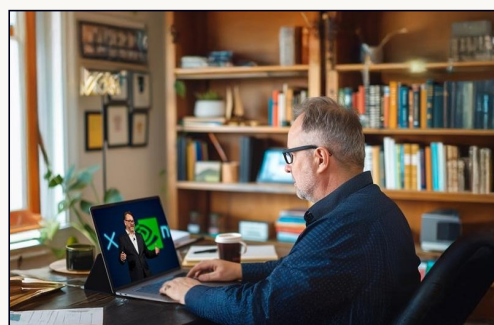
AVG SESSION RATING

WHAT I OWNED

- Designed an integrated hybrid experience — live on-site production with simultaneous virtual platform management.
- Built and managed the virtual exhibit hall — digital booths, on-demand library and sponsor integration.
- Oversaw registration for both tracks, with separate confirmation and communications workflows.
- Ran technical rehearsals with every speaker for both on-site AV and virtual streaming quality.



Hybrid Conference at Fontainebleau Las Vegas



The virtual exhibit hall and digital experience platform, plus remote attendees joining sessions live — the second audience treated as a first-class one.

THE OUTCOME

2,393 on-demand content views post-event. A 4.9/5.0 average attendee rating across both in-person and virtual audiences. The virtual exhibit hall generated qualified leads for sponsors that exceeded in-person booth traffic benchmarks.

WHAT THIS DEMONSTRATES

- End-to-end hybrid and virtual event production capability — a core requirement for most Director-level roles.
- Ability to create premium experiences across formats simultaneously.
- Data-driven measurement: content views, ratings and sponsor ROI tracked and reported.

Ready to build a program like this?

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