

## The George Washington University

When George Washington University's annual Alumni and Parent Weekend, CW 2020, moved online, Level5 was on-hand to ensure a seamless transition. Building on a partnership honed over the past two years, we helped GW structure a tight program, select and manage the digital platform, create content and rehearse speakers and stage manage the 3+ hour broadcast comprised of live and pre-recorded elements.

### CHALLENGES:

- Condense a multi-day event into an evening of succinct, fast-paced entertainment
- Create a reliable, worry-free environment where live presenters and pre-recorded elements meshed in real-time
- Prepare multiple remote presenters through AV kit support and choreographed rehearsals
- Engage diverse audiences through content that was both entertaining and informative

### SOLUTIONS:

- The narrow focus of the program kept content crisp and on-point
- A live alumni host created spontaneity, as well as the flexibility to respond in the moment if necessary
- The real-time panel discussion featured the political discourse and expertise that GW audiences expect
- Lighter elements such as musical interludes by the university's very own alumni a Capella group, The Troubadours, kept the evening upbeat and distinctly GW

