

With the help of Level5 Events, Boston University hosts a six-city series that reactivates its alumni base with an engaging experience.

BUILDING *MOMENTUM*

For Boston University's presidential roadshow focused on rolling out BU's strategic plan (BU 2030), Level5 worked to develop a series name, theme, and visual identity.

Vision 2030: For What Matters

Vision 2030: For What Matters describes a forward-looking institution that is also grounded in reality. One determined to work hard and come to bear where it's best equipped to do so. One focused on the challenges of greatest importance. One who cares about the interests and values of its community.

Bringing the Future Into Focus

Inspired by BU's clear focus on the future and the momentum gained by looking forward, Level5 developed a theme graphic and color story that celebrated these sentiments. Moving from a heavy typeface far left, to a light typeface far right—the theme graphic symbolize how BU has become more dialed in on its strategic objectives, with the help of the community engaged in this event series.

A University In Motion

The décor, stage scenic, and Engagement Zones built by Level5 for this event celebrated the progress and growth of campus. Geometric shapes and frames reminiscent of scaffolding and BU's new capital project created visual interest and presented something never-before-seen to the BU community. The multi-LED set added an element of surprise during the program.

VISION 20
FOR WHAT MATTERS 30



The event featured three Engagement Zones, conceived and fabricated by Level5.

What Matters to You, Matters to BU

In response to five strategic-plan-related prompts, attendees filled out custom gradient-colored cards and hung them on pegs to create a collage of input. On the reverse side, attendees could learn about the corresponding strategic plan priority. BU is using these responses to shape future alumni programming.

From Lab To Life

At this Engagement Zone, attendees quiz their knowledge with trivia, learn about the breadth of research and innovation happening at BU, and get hands on by testing origami-inspired robotic grippers invented at BU.

Building Impact

Attendees see a time-lapse of BU's landmark capital project, the Center for Computing and Data Sciences, being built, as well as learn about the building's hallmark sustainability and the collaborative multi-disciplinary work happening inside.

