yorktel

Event Production
Case Study

Leading Insurance Provider Delivers High-Impact Town Hall with Yorktel

The client is a major US-based insurance company offering auto, property, business, and life insurance across all 50 states. With a growing hybrid workforce, the organization regularly hosts company-wide meetings to engage staff and share key updates. Following a change in leadership, the client faced an urgent need to deliver a high-impact town hall that could reach its entire workforce — both in-person and remotely.

Key Insights

- **Countrywide** insurance provider with 30,000+ employees
- **Goal:** Execute CEO-led hybrid town hall for 20,000+ virtual viewers and 400 in-room staff
- **Timeline:** 2 weeks from planning to deployment
- **Format:** Fully virtual + in-room, live broadcast via Zoom Webinar
- **Outcome:** Flawless execution, repeat business, executive leadership praise

The Challenge

The client had struggled to deliver previous high-profile internal events effectively. With new leadership in place and high visibility across the organization, they needed this town hall to be smooth, engaging, and technically flawless — and they had just two weeks to pull it off. Internal resources alone couldn't meet the scale or standards required.

> "With just two weeks' notice, your team stepped in and helped us deliver what many are calling the best event the company has ever hosted."
>
> **– Senior Manager, Conference Room Strategy**

Solution

Yorktel provided a comprehensive live event solution, transforming an empty meeting room into a high-impact presentation space with full production capabilities, including:

Custom Stage Design
- 12x24 ft stage
- Rear-projection screens built into scenic drape
- Uplighting and stage lighting

Audio-Visual Support
- Three-camera setup with operator team
- Full PA system and microphones for live room experience

Live Event Production
- VMIX-powered production and visual mixing
- Integrated presentation slides and videos
- Real-time broadcast via Zoom Webinar to 20,000+ attendees

Rapid Turnaround
- Room assessment, planning, build, and deployment in under 2 weeks

Impact & Results

The event was delivered seamlessly, earning praise from employees and executives alike. Highlights included:

20,000+ live virtual attendees with no technical disruptions

400-person in-room audience with professional-grade AV and staging

"Flawless execution" recognized by senior leadership

Immediate expansion of Yorktel's event support across multiple future events

Looking Ahead

Impressed by the results, the client has expanded their use of Yorktel's live event services and AV solutions. The relationship keeps growing as it supports their hybrid workplace infrastructure.

Seamless Transitions, Smarter Operations

With Yorktel's Event Production Services

Talk to an Expert

Yorktel.com

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About Yorktel

With over 40 years of experience supporting Fortune 500 companies and government agencies, Yorktel delivers Next-Gen Global Integration and holistic Managed Services to optimize your technology estate, maximize productivity and reduce costs.

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