

Brandlive featuring:



Shoot the Moon Productions

Agency Highlight:

Shoot the Moon Productions Chooses Brandlive for Client's First Virtual Conference

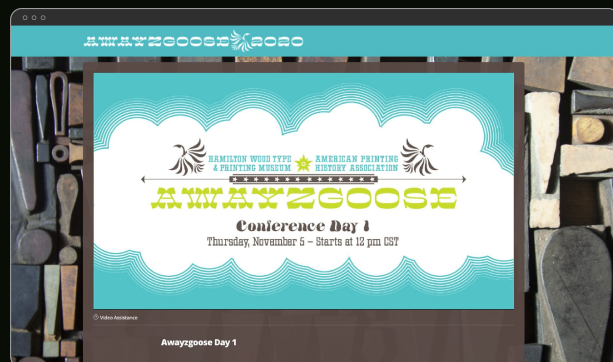
Company: Agency [Shoot the Moon Productions, Inc.](#)[®]
working with Client [Hamilton Wood Type & Printing Museum](#)

Headquarters: Minneapolis, MN

Established: 1993

Brandlive Event Dates: November 5-8, 2020

Event: [Awayzgoose 2020](#)



Who is Shoot the Moon Productions?

Shoot the Moon Productions (STMP) is a full-service production company, founded in 1993. Owner JP Porter offers the full array of production services including the project management and budgeting of fully-staffed audio visual productions for corporate business theatre events – both live and now, virtual.

Who is STMP's client, Hamilton Wood Type Museum?

Longtime, STMP client, Hamilton Wood Type Museum, holds the largest collection of wood type¹ (letter forms made of wood in the early days of publishing) in the world, with over a million pieces of type in their collection. As a working museum, it holds the pantograph that cut the type 100 years ago as part of Hamilton Manufacturing, established in 1880. The Hamilton Team reached out to Porter to find the perfect virtual events platform for their first ever virtual conference, called Wayzgoose (and since they were going virtual, they cleverly re-named it "Awayzgoose").

¹In the letterpress world, wood has been used for letterforms and illustrations dating back to the first known Chinese wood block print from 868 CE. Darius Wells of New York invented the means for mass producing letters in 1827, and published the first known wood type catalog in 1828. (<https://woodtype.org/pages/what-is-wood-type>)

The Brandlive Partner Program

While some Brandlive clients, like [Meredith Corp.](#) and [ARK Invest](#), find Brandlive directly, many clients find Brandlive through their agency partners. In this case, the Hamilton Wood Type Museum team asked Porter at Shoot the Moon to help them select a virtual events platform that fit all their specific needs.

Brandlive works with agencies of all types through our [Reseller Partner Program](#) and [our Referral Program](#). Agencies and production companies partner with Brandlive via wholesale platform pricing, platform access for pitches, and a close working relationship to deliver a custom-branded virtual event platform directly to their clients or to secure bonuses for referred business.

An Agency's Search for a Virtual Events Platform

With 28 years of corporate production experience, STMP has a team of seasoned experts in all areas: Staging and Design, Content Production, Projection, Sound, Lighting and more. However, Porter explained, "We've never had to have a platform person on my team before. With the switch to 100% virtual, I had all the other people in place...VMix engineer, audio, etc - I knew who to call for those positions. What I needed to have, was a platform and their team to insure the same high quality of service my client has come to know."

Porter explained, "When a client says to me 'I trust you, JP. You know us better than anyone. Who we should go with for a virtual event platform?' Well, that's like asking 'What car should I buy?' There are so many and that's a question I take seriously." Porter's search for a platform was focused and extensive.

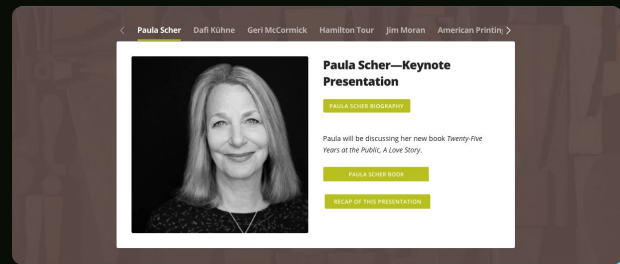


On the virtual event platform selection process, Porter said, "I had a spreadsheet of over 50 companies. I started vetting- doing lots of demos. Features were similar. Response times varied. But, I was looking for something for this specific client - The Hamilton Wood Type Museum. After exhaustive research with a focus on my client's needs, I got my list down to 2 and Brandlive was at the top."

What made Brandlive Different?

Executive Producer Lens. As the Executive Producer, Porter had targeted questions and concerns regarding virtual events. Her questions for sales teams focused on production-specific needs for Hamilton Wood Type's event. "Here's the lens I came at the whole process with: I don't care about sales, I want to know about tech. Do you provide the stream, or do I? Are you sending me a box? How is this going to work on the day of the show? Who builds what? Do you know what I mean when I ask these things? Because I'm building the team and you will be a part of it...You're working with me, and I work for my client. Ultimately, I want to know we're a team."

Porter also explained how some large organizations could have increased success with their virtual events, saying, "On the corporate side, often companies ask someone in IT to find the perfect platform for their event. But the IT person doesn't necessarily know the right questions to ask with regard to the production and content. Virtual conferences have become like TV production. I'm one of many Producers out there trying to build new trusted partners on the platform side that I can use to be part of my team."



Building The Team. Porter said, "Nick at Brandlive was the person that answered my questions better than everyone else. Whenever I emailed him, he would get back to me within 20 minutes. I was blown away." As work on the event started, Porter knew she had made the right choice. "It's a relationship. And Nick, Caroline, Kanchana at Brandlive? They are exactly the kind of partner I wanted for this process. I'm in people business. I had a gut for realizing the Brandlive folks were the right people."

Team Dynamics. While many clients sit back and let the agency build the event, Porter said, "My Awayzgoose client was unique. As Artists and Designers they wanted to be more hands-on, and work with Brandlive on the virtual event build-out. The weekly meetings that the Brandlive team set up for Hamilton were great! Those freed me up to work on the production aspect of the event."

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—JP Porter, Owner, Shoot the Moon Productions

Fundraising. Porter was confident that the Brandlive features and layouts would ensure her client's conference, as well as their fundraising efforts, were a success. "In terms of fundraising goals, Hamilton Wood Type is over the moon with not only what it was able to raise with this event, but they and the attendees were very happy with the whole conference itself."

Predictions from Production

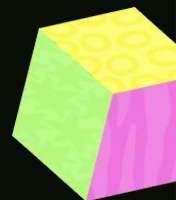
Level up your event. Porter said that her other clients who may have previously hosted big-budget live Events and Conferences are starting to see that it's possible to create a memorable, polished event in the virtual space and not just rely on Zoom or Teams to do it. "What used to involve an event space, travel, hotel rooms, catering, décor – in addition to the Staging and Audio Visual component – these can run into the millions of dollars. Continuing to educate, motivate and communicate with everyone working from home has been a challenge for these companies...so with a little help from their trusted production friends like me, we can elevate these experiences for them. Having a partner in this with Brandlive is key to providing this next level experience. Clients are really starting to figure this out."

Zoom Fatigue. Porter also notices that people have grown tired of how virtual has been done until now. "Everyone is so used to flipping on their camera in Zoom. We got by with sloppy Zoom meetings during summer 2020, but now clients realize – they want more polish, like we would give them in a ballroom, so they're turning to us to help raise that bar."

Hybrid Events. Another prediction for the events industry is the move toward hybrid, for a variety of reasons, with Porter saying, "Moving forward, I believe in some cases, events are going to be hybrid. Because of the deeper audience reach, virtual is not going away. Yes, everyone is dying to be with each other to share a cocktail and network. But in the past, events like Wayzgoose had to cap the attendee list. So yes, we're still going to have your big National Sales meetings and product launches live and in-person after the pandemic subsides. But with a hybrid event, you'll have potential to reach so many more virtually. Corporations with their eye on a budget will recognize it's well worth it." Brandlive's version of hybrid includes virtual and in-person, as well as live, pre-recorded, live online, asynchronous, off-platform, highlights, replays, and more.

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–JP Porter, Owner, Shoot the Moon Productions



BRANDLIVE

100+

Teammates

27,000+

Events hosted

37,000+

Hours streamed

16,000,000+

Viewers reached*

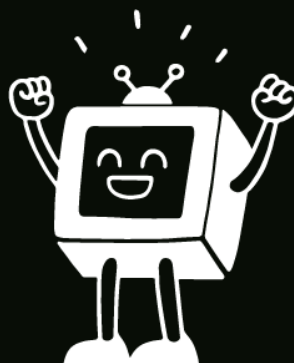
Since 2010, Brandlive, headquartered in Portland, OR, has been the leader in the end-to-end hosting, production, and support of the world's largest and most memorable virtual events. Fortune 100 companies choose Brandlive to create branded, customizable events with the help of Brandlive's dedicated support teams.

The user-friendly Brandlive product suite - Events, Showrooms, Greenroom, and Studios and Productions - enables anyone to host their most important communication moments in 30+ languages, for audiences over 1M, with features including advanced registration and best-in-class audience analytics.

Find out why so many of the top 100 global companies work with and trust us on brandlive.com. Follow us @brandlive on LinkedIn, Instagram, and Facebook.

Get in Touch: sales@brandlive.com

*Excludes simulcasted viewers to YouTube and social channels, which are often multiples higher.



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