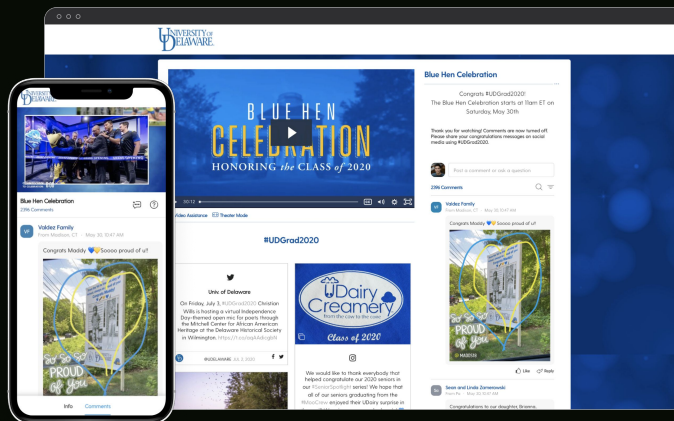


# University of Delaware chooses Brandlive Events to Honor the Class of 2020

**School:** University of Delaware  
**Campus:** Newark, DE  
**Size:** 19,060 Undergraduate Enrollment  
**Established:** 1743

**Event:** Blue Hen Celebration: Honoring the Class of 2020 ([Visit Event](#))  
**Date:** May 30, 2020  
**Viewers:** 16,400+

**Brandlive Products Featured:** Events



*The event was customized to match University of Delaware's colors.*

## By the Numbers, Honoring the Class of 2020

The University of Delaware (UD) is committed to providing excellence in undergraduate and graduate education, research and service. As the First State's flagship university with a history of pioneering achievements, UD emphasizes fostering both innovation and discovery. UD is a strong research institution and a leading university in all areas of study with an inclusive environment.

Due to COVID - 19, UD postponed the traditional class of 2020 Commencement and Convocation ceremonies. In April 2020, UD surveyed students, who expressed their desire for a sense of closure as they completed their degrees, but they did not want a cap-and-gown-style online ceremony. From there, graduating students themselves helped guide creation of the unique online event, the Blue Hen Celebration, through meetings with University leaders.

Partnering with with Brandlive, the event gave UD's newest graduates a chance to reflect on the moments that shaped them and look forward to their bright future as alumni.

- 13 days to pivot from live to virtual event
- **Over 16,400 total event views**
- 7,400+ Blue Hen guests in real time; on-demand views post-event
- 1 platform integration - social media listening
- 1 UD video closed captioned & featured on event site
- Audience engagement tallying over 2,500 comments
- 1 dedicated Brandlive Customer Success Manager
- 50.5% accessed via desktop
- 49.5% accessed via mobile

**“When we decided to honor the class of 2020 in a virtual format, we knew we needed to make it very special and memorable. We wanted students and their families to experience a real University of Delaware celebration – one that looks and feels like the University is hosting it.”**

–April Doughty, Digital Project Manager with the Office of Communications & Marketing at University of Delaware

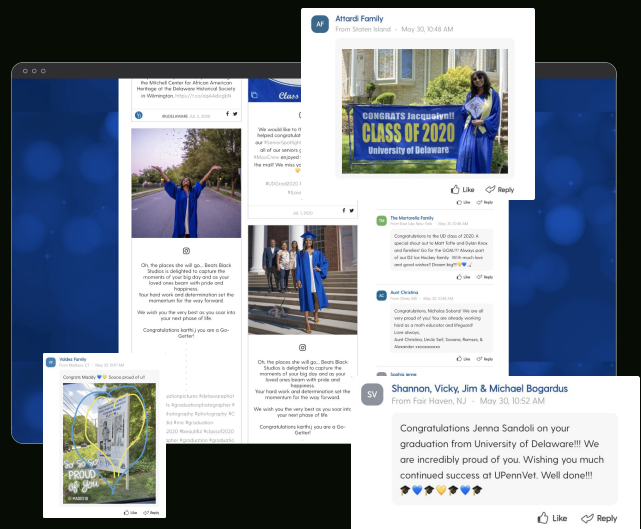
### The Challenge: Honor the Class of 2020 with a virtual event- in 13 days total.

When UD leaders and students decided on an event in a virtual format, they reached out to Brandlive. Beth Brand, vice president and UD secretary, explained: “The Blue Hen Celebration isn’t meant to replace Commencement, but we still wanted to take a moment at the end of the academic year to recognize and celebrate all of the amazing accomplishments of the Class of 2020.” With Brandlive, UD built this unique, pioneering celebration, incorporating all of UD’s specific needs, within 13 days.

When planning the event with Brandlive, the UD team had a specific vision. First, it would feature select members of the Class of 2020, as well as appearances by University leaders, prominent alumni and special guests. And the guest list was very long – it had to accommodate all students’ loved ones. April Doughty, Digital Project Manager with the Office of Communications & Marketing at University of Delaware explained, **“We needed to find a platform that would support over 10,000 live attendees across the globe.”** The Brandlive Events platform supports over 1 million attendees across locations. And for full accessibility, **closed-captioning** was chosen.

Another requirement for UD was a way, within the virtual event, for friends and family to congratulate the graduates. Brandlive’s live chat feature was the perfect way for guests to cheer for the loved ones – with over 2,500 comments singing the grads’ praises.

Beyond the technical needs, and perhaps most importantly, Doughty wanted a **memorable** experience for guests. “When we decided to honor the class of 2020 in a virtual format, we knew we needed to make it very special and memorable. We wanted students and their families to experience a real University of Delaware celebration – one that looks and feels like the University is hosting it.” To that end, the Brandlive Production team partnered with UD to create a design strategy that aligned the event’s visual appearance to the UD brand.



The event featured family and friends of the students, celebrating with messages, photos, and gifts.

Over 3,000 comments and posts were shared across the event.

### Test Run: Ensuring Success

Doughty appreciated testing the event page, saying, “We loved the test site the day before to see how it would go. We invited all the University leaders and tested features – chat, video, uploading photos, engaging with each other. Being in a testing environment of the event platform – **it puts your mind at ease.**”

### The Main Event: Blue Hen Celebration!

On the morning of May 30, 2020, over 7,000 of the UD class of 2020 and their families attended the virtual Blue Hen Celebration.

Using Brandlive Events, the tailor-designed event was a success, featuring several interactive and creative ways for loved ones to celebrate with graduates.

UD’s custom-produced pre-roll video was closed captioned and uploaded by the Brandlive team to the event page. In addition, **social media posts tagged #UDGrad2020 were aggregated** in a custom section right below the video player, affectionately dubbed “virtual shout-outs”.

UD wanted something other than chat functionality, and asked Brandlive for a personalized experience. The solution: family and friends submitted photos of the graduates in the comments section, featured as an exclusive stream on the event site.

Guest Alexis Pavlis of Philipsburg, NJ posted a photo of her smiling niece Sia, dressed in full graduation garb, and commented, **“Congratulations to my beautiful niece/goddaughter Sia Gabrilis! I am so proud of you!!! Love you so much!”**

The UD team also liked the ability to moderate the chat in real time, saying it was “a huge pro” to ensure a smooth and successful event.

The Blue Hen celebration employed creative and adaptive Brandlive engagement features to drive audience interaction. For example, in place of clapping for graduates, organizers directed guests to use the chat feed to applaud, and the intermittent “clapping” gave the virtual event energy boosts throughout. Custom University .gifs were also used by event guests.

For family members who were unable to attend the virtual event in real time, the UD team wanted the broadcast to be accessible on-demand. Brandlive Events are available on-demand to all guests with secure login credentials, and post-event viewing functionality is built into events.

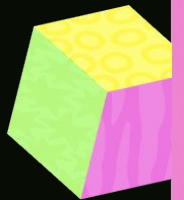
Brandlive Account Executive Nick Ehnot attended the virtual celebration and said, “It was still early in the morning, and thousands of people were at this event. All those people uploading **photos of grads on the steps of their home, in their yards, smiling.** It was really cool to see the celebration go on.”

Regarding partnering with Brandlive, Doughty said, “I was thrilled to not only still have the opportunity to celebrate such a wonderful accomplishment, but to be able to celebrate in such a fun and creative way. The Brandlive platform was the perfect fit and I thoroughly enjoyed working with the professional, helpful and fun team there.”

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–April Doughty, Digital Project Manager, University of Delaware



# BRANDLIVE

**100+**

Teammates

**27,000+**

Events hosted

**37,000+**

Hours streamed

**16,000,000+**

Viewers reached\*

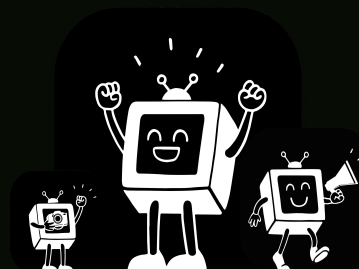
Since 2010, Brandlive, headquartered in Portland, OR, has been the leader in the end-to-end hosting, production, and support of the world's largest and most memorable virtual events. Fortune 100 companies choose Brandlive to create branded, customizable events with the help of Brandlive's dedicated support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

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**Get in Touch:** [sales@brandlive.com](mailto:sales@brandlive.com)

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



**BRANDLIVE**