

# LIVE BRAND ENGAGEMENT. IT'S IN OUR BLOOD.



The Prince's Accounting for Sustainability Project (A4S) was established by HRH The Prince of Wales in 2004. A4S aims to inspire action by finance leaders to drive a fundamental shift towards resilient business models and a sustainable economy.

A4S work closely with:

- Chief Financial Officers (CFOs) and finance teams
- The global accounting community
- Investors, capital markets & the wider finance community
- Governments, regulators & policy makers
- Business schools and academia



In December 2020 A4S were unable to hold their annual summit in-person due to the stringent Covid-19 restrictions in the UK and so were faced with the challenge of taking their event online within a very quick turnaround.

W&W were contracted to support the team with all their pre-record and live sessions, to provide editing, graphic overlays and animations as well as to provide a streaming solution that could work with their existing virtual event platform.

## 14

Pre-Recorded Sessions



Working almost a day in hand with each pre-record session, the team at W&W worked tirelessly delivering sessions which had to be edited, topped and tailed and approved before being broadcast across a two-week period. The team also had to stick to a tight schedule across differing time zones in some cases.

## 11

Live Keynote Sessions



Live broadcasts all needed a rehearsal which had to be built into an already tight pre-record and live agenda. Speakers needed to be coached and briefed on how the streaming system would work. We created virtual green rooms to rehearse and prep speakers before going live - this worked really well and put many of the speakers at ease.

## 55

Speakers from across the globe



Dealing with speakers from across different time zones, busy personal schedules and differing needs, the team at W&W took time to ensure the brief for each session was followed and kept the client team on track to ensure best possible output of recordings

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The project was made slightly more challenging by the virtual platform needing a 'Russian Doll' solution in order to receive the broadcasts, but since we never give up on providing the best solution we found a way that suited the clients needs and their platform by utilising StreamYard and Vimeo. All sessions were able to be downloaded on demand after the initial broadcast so that the audience never missed a thing!



HRH Prince Charles opened the summit and so particular protocols were to be observed when handling his pre-record. The W&W team were kept fully briefed and followed guidelines to the latter.

Taking part in a live Q&A session it was a pleasure to be in the company of Richard Curtis. Known for his writing and film making his career goes far beyond film. Richard was made a United Nations Sustainable Development Goals (SDG) advocate in 2019, and the role brings him together with other influential figures across the globe to help promote the SDGs in their respective industries.



Delivering a powerful fireside chat with the chair of A4S, Mellody Hobson is an American businesswoman who is the chairwoman of Starbucks Corporation. Quite the powerhouse she is the former chairwoman of DreamWorks Animation. In 2017, she became the first African-American woman to head The Economic Club of Chicago.

Ban Ki-moon was the eighth Secretary-General of the United Nations and his priorities have been to mobilise world leaders around a set of new global challenges, from climate change and economic upheaval to pandemics and increasing pressures involving food, energy and water. Ban Ki-moon kicked off the A4S summit with a strategic keynote highlighting his work with the world's poorest and most vulnerable people.

