

VIRTUAL EVENT CASE STUDIES

PRODUCTION & TECHNICAL DIRECTION



WHO WE ARE

Wizard Studios is a national company founded in 2002, whose unique and award-winning special event visioning, design and implementation abilities are sought after by Fortune 500 companies, major Non-Profit Agencies, Cultural Institutions and Tourist Destinations. Wizard Studios takes simple but elegant ideas and complex concepts and manifests them into highly crafted yet scalable public and private events. Our firm maintains a lifelong belief in the power of special events as the most effective means to engage, inspire and inform people who come together and experience our productions. It is through opportunities to share common activities whether cultural, recreational or educational, that connects the participants to each other, exposing them to new concepts, experiences and venues.

After 18 years of event experience little fazes us. We've worked under seemingly impossible deadlines, in unusual event sites, amid budgetary challenges, and throughout all kinds of weather conditions. Regarded for our integrity and cooperative working style, Wizard Studios quickly forges productive relationships and collaborations with multiple stakeholders to deliver excellence on time and on budget.

Our recent case studies show how we have been helping companies & brands evolve their event strategy in an innovative and impactful way.



FRANK'S REDHOT HOMEGATE

BRAND ACTIVATION | SCENIC BUILD | LIVE BROADCAST TO TWITTER

THE ASK

BeCore Experiential came to Wizard Studios to produce a virtual tailgating activation and PR initiative to create buzz for Frank's RedHot in partnership with Eli Manning for the 2020/21 football season.

WHAT WE DID

- Managed 1,000 person Zoom call - prep fans in breakout rooms to interact with Eli Manning + Shaun O'Hara through a human proxy
- Provided on-site studio rental, in-house custom scenic fabrication, set design & décor (designed and built Eli Manning's homegating set, reminiscent of basement man cave with adjacent backyard/garage)
- Technical direction & AV Production: 3x HD cameras, lipstick camera (helmet view), custom football helmet iPad combo, video switching
- Livestream encoding and hosting with broadcast to Frank's Twitter
- Food design and talent management (green room)
- BTS Filming & Photography
- Covid-19 testing, temperature checks, contact tracing



[CLICK HERE FOR SIZZLE REEL](#)

CURE PSP

2020 VIRTUAL GALA | VIRTUAL TABLES

THE ASK

Produce a 1-hour virtual gala for CurePSP's 30th Anniversary Celebration: Committed to Care, Inspired to Cure on December 7, 2020

WHAT WE DID

- Produce a 1-hour Gala featuring a mix of live and pre-recorded content
- Set design and fabrication in Wizard Studios onsite facilities for pre-recorded content featuring Tony Dokoupil as MC and musical performances by Acute Inflections
- Develop and manage the ROS
- Technical consultation, guidance, graphic overlays and backgrounds and overall event design execution
- Video editing of pre-recorded content and performances
- Custom graphics
- Live Broadcast to CurePSP's Facebook and YouTube pages
- Private Virtual Cocktail Tables for up to (10) VIP Guests per table featuring custom branding/sponsorship logos, virtual photo booth, digital photo mosaic and surprise pop-ins from special guests



[CLICK HERE FOR EVENT LINK](#)

CURE PSP

2020 VIRTUAL GALA | VIRTUAL TABLES

VIRTUAL TABLES

PSPCure's Gala included 14 private Virtual Cocktail Tables for up to (10) VIP guests. Each table featured custom branding/sponsorship logos, virtual photo booth, digital photo mosaic and surprise pop-ins from special guests

The screenshot displays a grid of 14 virtual tables, each with a red header and a white body containing guest names. The tables are arranged in two rows of seven. The top row includes tables 1 through 7, and the bottom row includes tables 8 through 14. Each table has a 'JOIN TABLE' button at the bottom. The interface features a red top bar with the 'curePSP 30th Anniversary' logo and navigation buttons for 'Donate Now', 'Silent Auction', and 'Photo Booth'. A gold confetti border separates the two rows of tables. At the bottom, there is a navigation bar with buttons for 'General Assembly', 'Find My Table', 'Green Room', 'Sign Out', 'Control Room', and 'Tech Support'.

Table 1 - Jack Phillips	Table 2 - Amy Branch	Table 3 - Lorraine Ramig	Table 4 - The McFarlands	Table 5 - Paul Freeman	Table 6 - Gail Felice	Table 7 - Everett Hamilton
Amy Branch Everett Cook Jack Phillips Matthew MacRitchie Fred Phillips Joseph Phillips Chris MacRitchie Jennifer MacRitchie Max MacRitchie	Amy Branch Everett Cook Frank Semcer Audrey Stafford Alex Mason Lisa Friedman Kate Edgar Jonathan Weiner Lynne Roth	Lorraine Ramig Jennifer Spielman Heather Hodges Cna Reed Emily Nauman Carly Bergey Carol Walton Willia Corman Pan-Pan Jiang	Everett Cook Amy Branch Ileen McFarland Terry Wicks Emily Nauman Glenna Wheaton Karisti Julia Jan Garanberg Ronald Powell	Amy Branch Everett Cook Paul Freeman Lisa Boren Andrew Freeman William Cassidy Jamie Weiss Barbara Weiss Lois Bonelli	Gail Felice Gregg Felice Donna Felice Jill Felice Torrey Loggia Beth Conlynn Karen Allen	
JOIN TABLE	JOIN TABLE	JOIN TABLE	JOIN TABLE	JOIN TABLE	JOIN TABLE	JOIN TABLE

Table 8 - Robert Gilman	Table 9 - AllStripes	Table 10 - Frank Semcer 1	Table 11 - Franck Semcer 2	Table 12 - Chapel Hill Support Group	Table 13 - Frank Semcer 3	Table 14 - Everett Cook
Robert Gilman Samantha Gilman David Gilman Samantha Gilman	Bill Whalen III Lynette Kull Meghan Swepe Nancy Frehill Pamela Crawford Tim Brown	Frank Semcer Christine Semcer Karen Carolonza Palige McCann Frank Semcer Jr. Elizabeth Christian Susan Chaim Al Carolonza	Frank Semcer Nick Bartley Anne Flood Marilyn Steiner Kathy Gonnelli Judy Tessier George Lacouture Joseph Caracuzzo Cynthia MacDonald	Amy Branch Frank Semcer Julie Pridgen Benjamin Licodo Jessica Shurer	Frank Semcer Mitchell Kanefsky Manetta Kanefsky Christina Dean Jennifer Barrett Rick Kroeger	Amy Branch Everett Cook William McCawley Tyler Lewis Helen Watson Cook William McCawley Hillary Oren John Burhoe John Steele
JOIN TABLE	JOIN TABLE	JOIN TABLE	JOIN TABLE	JOIN TABLE	JOIN TABLE	JOIN TABLE

The screenshot displays a grid of video feeds for the virtual tables. The top row shows three feeds: Ileen McFarland, Lori Gibson, and Ron and Dianne Powell. The bottom row shows three feeds: Judi Nudelman, Dianna Wheaton, and James Rowe. The interface features a red top bar with the 'curePSP 30th Anniversary' logo and navigation buttons for 'Donate Now', 'Silent Auction', and 'Photo Booth'. A gold confetti border separates the two rows of video feeds. At the bottom, there is a navigation bar with buttons for 'EXIT' and 'Tech Support'.

THE HOPE PROGRAM

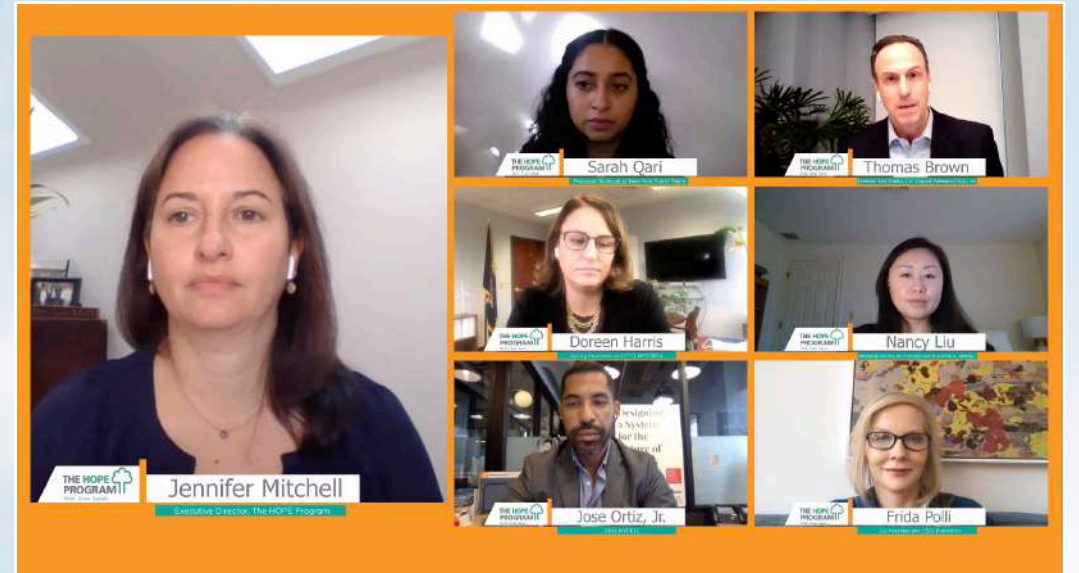
VIRTUAL BREAKFAST PANEL

THE ASK

Produce the The Hope Program's virtual breakfast roundtable: *The Future of Work Panel Discussion* on Giving Tuesday (December 1, 2020)

WHAT WE DID

- Pre-Production, project management and technical guidance to develop show flow and technical back end
- Video editing
- Branded asset creation
- Graphics and sponsor integration
- Video feed capture and video switching
- Livestream output of Hope Program's remote panel discussion to their website through a secure link



BREAKING GROUND

2020 VIRTUAL GALA

THE ASK

Provide technical production support for Breaking Ground's 2020 Virtual Gala to fundraise for and celebrate Breaking Ground's 30 years of service to New York City on October 29, 2020

WHAT WE DID

- Captured and edited pre-recorded video content from Breaking Ground employees and celebrity guests
- Audio, video and lighting design and management
- Video switching and livestream hosting / management (Livestream Broadcast to Breaking Ground's website via secure link)
- Custom graphics package with lower thirds
- Sponsor integration



[CLICK HERE FOR EVENT LINK](#)

HAMILTON

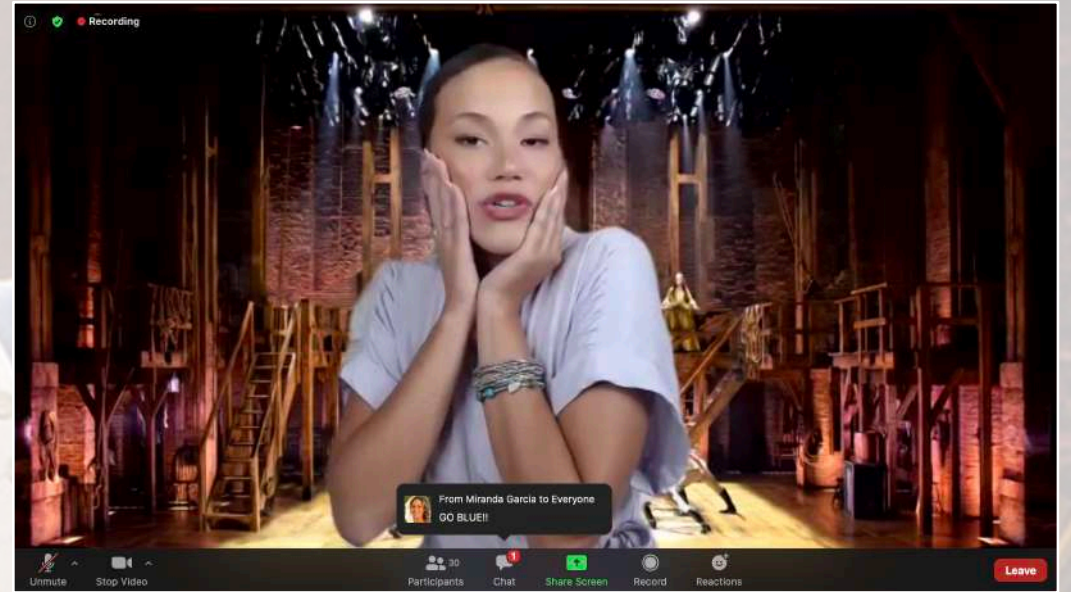
HOME STREAMING KITS & VIRTUAL TECH SUPPORT

THE ASK

360 Destination Group came to Wizard Studios to professionally light and digitally record audio and video for three Broadway Hamilton performers for a virtual meet and greet for one of their sponsors

WHAT WE DID

- Wizard Studios delivered 3 pre-loaded home streaming kits to cast members. Each kit came equipped with:
 - MacBook Pro with Zoom preinstalled
 - HD web camera (1080p @ 60fps) w/ built in stereo microphone
 - Full detailed tutorial and setup instructions
- Project Manager provided virtual support for sound, light and audio check the day prior to the event and during the virtual meeting



BEACHBALL 2020

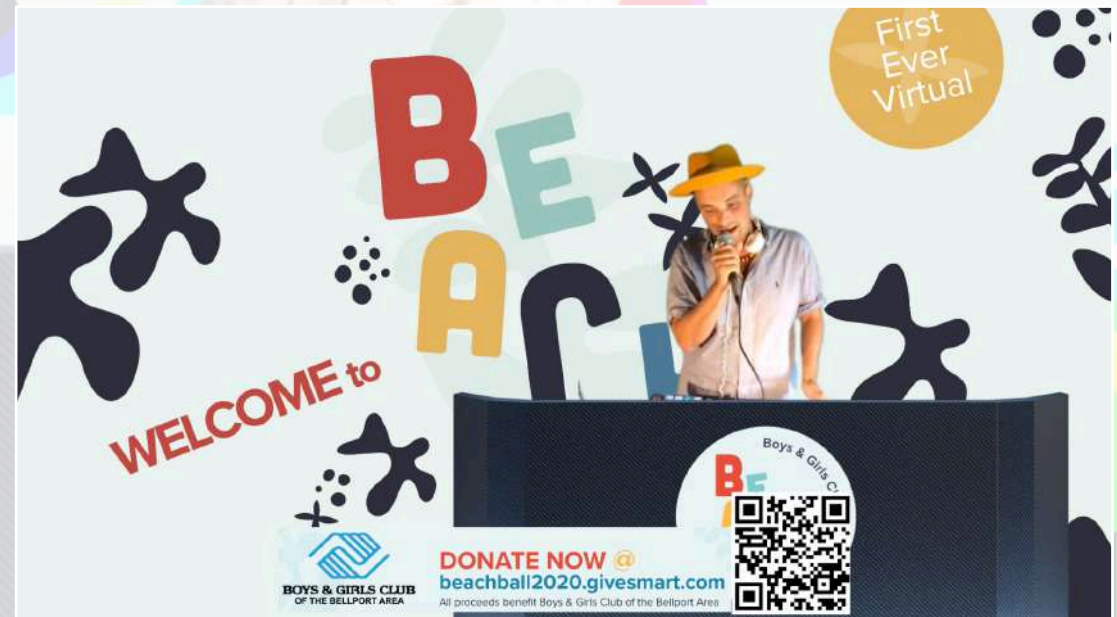
DJ LIVESTREAM & VIDEO SWITCHING

THE ASK

The Boys & Girls Club of the Bellport Area asked Wizard Studios to transition Beachball 2020 from an in-person event to a virtual event in August 2020 including a DJ livestream with pre-recorded content from celebrities & sponsors mixed into the live feed.

WHAT WE DID

- Edit pre-recorded video content to be inserted into the DJ livestream
- Livestream management: equipment, technician, video switching and hosting on Boys & Girls Club website
- Custom graphics package with lower thirds



TEMPLE SHAARAY TEFILA

LIVESTREAMS FOR HIGH HOLIDAYS

THE ASK

Livestream holiday services for Rosh Hashanah and Yom Kippur in September 2020

WHAT WE'LL DO

- Install cameras, audio and lighting at Temple Shaaray Tefila
- Provide audio, video, and camera technicians to manage livestream for Temple Shaaray Tefila's high holiday service live stream broadcasts through member portal on website
- Rosh Hashanah
- Set up + rehearsal: September 17, 2020
- Services: September 18 & 19, 2020
- Yom Kippur
- Set up + rehearsal: September 26, 2020
- Services: September 27 & 28, 2020



BIDEN FOR PRESIDENT

PREFERRED PRODUCTION PARTNER FOR 2020 CAMPAIGN

THE ASK

The 2020 Biden Harris Presidential Campaign needed a production partner they could trust to consistently deliver excellence for the Northeast & Midwest virtual and hybrid campaign events

WHAT WE DID

- Provide technical production gear and prepare shipping logistics to execute **75+ campaign events**, many times with less than 24 hours notice from June through Election Day
- Custom production and installation of staging, flags, lecterns, printed signage, concrete barricades and bike racks
- Audio & Video production - record presentations in 4K and livestream from location, utilizing bonded hotspots
- Scissor lifts for lighting in remote locations
- Union Labor and event management
- Risk Management & Mitigation
 - [Social Circles](#) to ensure proper social distancing
 - Temperature checks, masks, wipes, partitions & contact tracing



BON JOVI CONCERT

HYBRID DRIVE-IN CONCERT + LIVESTREAM

THE ASK

Produce a drive-in concert for Bon Jovi at Biden campaign rally with 300 cars in Luzern County, Pennsylvania on October 24, 2020

WHAT WE DID

- Provide technical production gear to execute drive-in concert in PA
- Installation of staging, lecterns, signage, concrete barricades, tenting and two 16' x 9' LED walls
- Comms packages including multiple microphones and teleprompter
- 50 custom American & PA flags (multiple sizes 30'x50', 8'x 2', 3'x5')
- Audio, Video, Lighting, Power Distribution & FM Transmitters
- Live broadcast of 4K feed
- Union Labor & Event Management
- Fulfillment of technical riders for talent
- Risk Management & Mitigation
 - [Social Circles](#) to ensure proper social distancing
 - Temperature checks, masks, wipes, partitions & contact tracing



ELECTION DAY EVE CONCERT

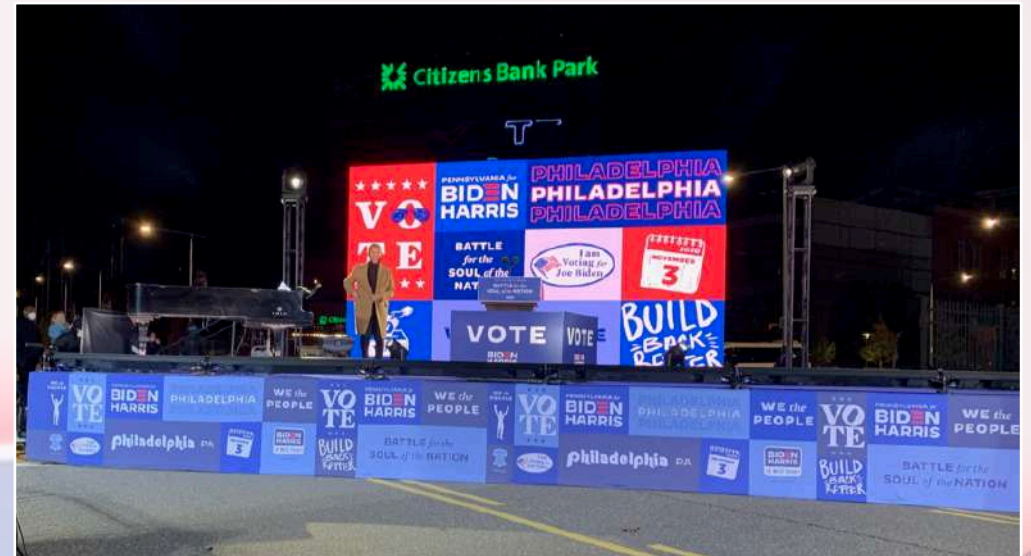
HYBRID DRIVE-IN CONCERT + LIVESTREAM

THE ASK

Produce and manage a drive-in concert for John Legend to perform at a campaign rally on Election Night Eve in Philadelphia

WHAT WE DID

- Provide technical production gear to execute a drive-in rally at Citizens Bank Park in Philadelphia with less than 24 hours notice
- Installation of staging, lecterns, custom printed signage and Comms package including multiple microphones and teleprompter
- Installation of 28'x 50' LED wall behind stage, two 15'x27' LED trailers and 2 16'x9' LED sprinters
- 50 custom American & PA flags (multiple sizes 30'x50', 8'x 2', 3'x5')
- Audio, Video, Lighting, Power Distribution & FM Transmitters
- Union Labor, Event Management and technical riders for talent
- Live broadcast of 4K feed
- [Social Circles](#) to ensure proper social distancing
- Temperature checks, masks, wipes, partitions & contact tracing



BARACK OBAMA RALLY

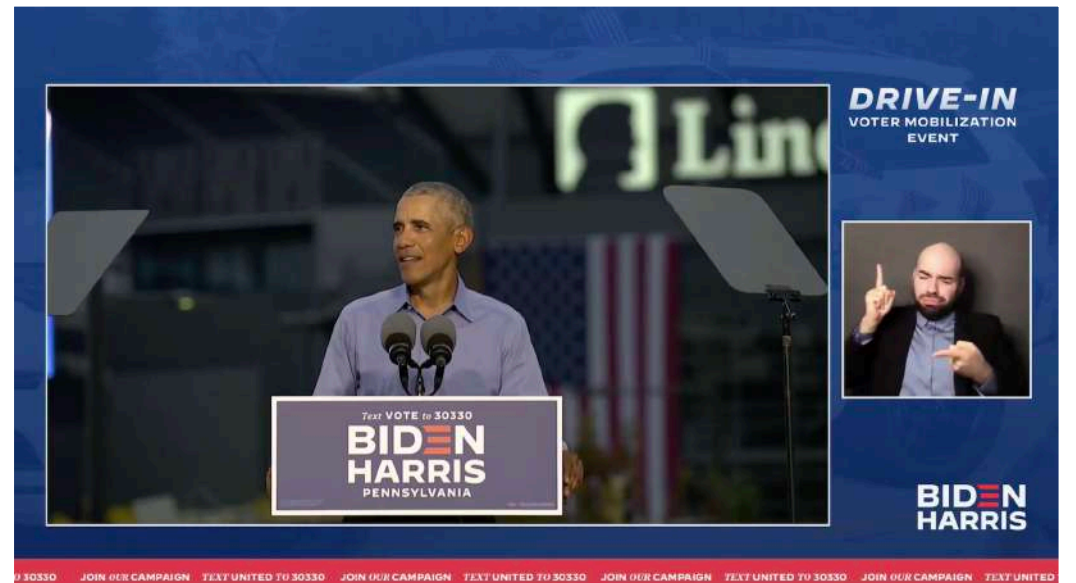
HYBRID DRIVE-IN EVENT + LIVESTREAM

THE ASK

Produce 2 drive-in rallies in Philadelphia and Orlando for Barack Obama in October 2020 for the Biden campaign

WHAT WE DID

- Provide technical production gear, logistics, security and event management to execute 2 drive-in rallies in Philadelphia (Philly's Stadium) & Orlando (Tinker Field)
- Installation of staging, lecterns, signage, concrete barricades, tenting and two 19' x 11' LED walls
- Comms packages including multiple microphones and teleprompter
- Audio, Video, Lighting, Power Distribution and 4K drone filming
- 55 American & PA flags (multiple sizes 10'x15', 3 x6' and 3'x5')
- Live broadcast and feed management from Philadelphia & Orlando
- Union Labor & Event Management
- Risk Management & Mitigation
 - [Social Circles](#) to ensure proper social distancing
 - Temperature checks, masks, wipes, partitions & contact tracing



THANK YOU!

