

RESET CONNECT FLAGSHIP EVENT - CLIMATE ACTION WEEK

CASE STUDY

IMMERSIVE 
expo

 RESET
CONNECT



The UK's largest sustainability ecosystem, green investment event and the flagship event of London Climate Action Week, bridges the gap between sustainability change-makers, business leaders, government and funding. Held at the ExCeL, Reset Connect London 2022 showcased the traction in the industry around sustainability, providing present and future net-zero business solutions.

Sustainability professionals, large corporates, government leaders, policymakers, tech providers, innovators, purpose-led brands and entrepreneurs networked to find sustainable, low-carbon solutions and explored opportunities for funding through institutional and impact investors, private equity and venture capital, and the financial adviser community.

“As it was the first year for Reset Connect London it was incredibly important to get the appearance and feel of the show right, look and sound fabulous and engage our visitors, exhibitors and conference attendees.

As the flagship event of London Climate Action Week, it was vital that Reset Connect made a sensational first impression. ImmersiveAV Expo helped us do just that, and to deliver the show aligning with our ethos of sustainability and low carbon solutions meant they went above and well beyond our expectations.”



Duncan Reid

CEO & Co-Founder at Reset Connect London





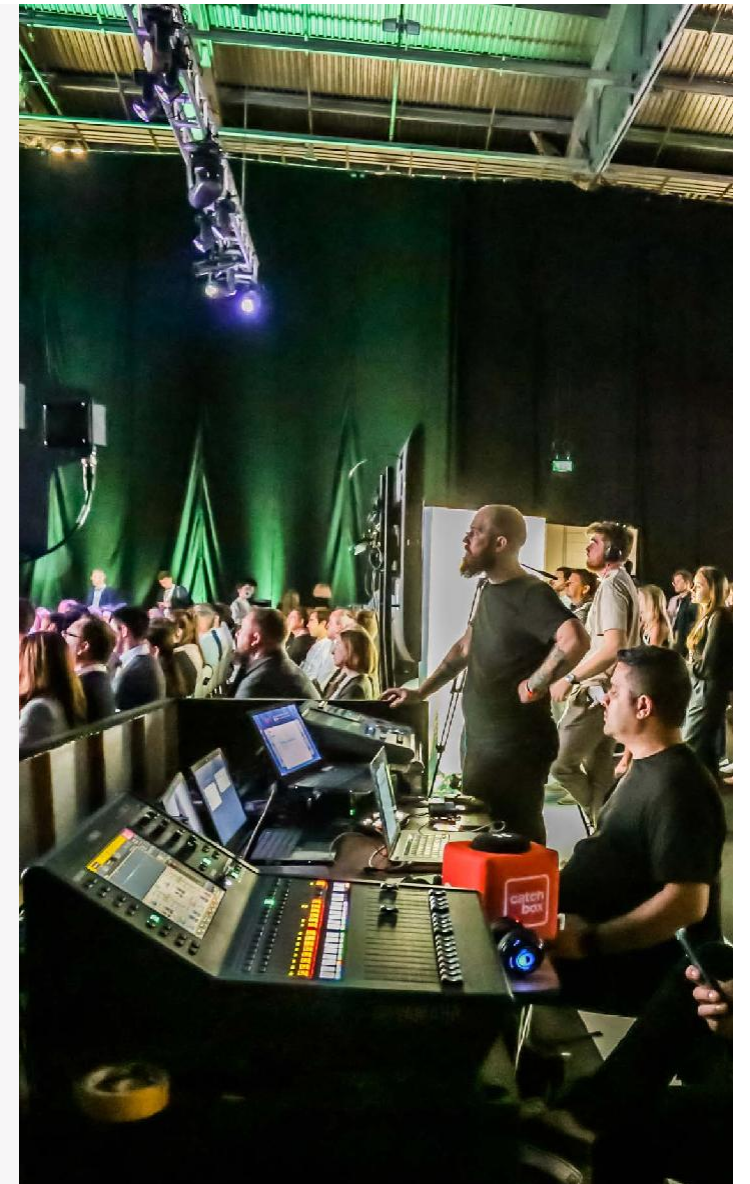
THE BRIEF

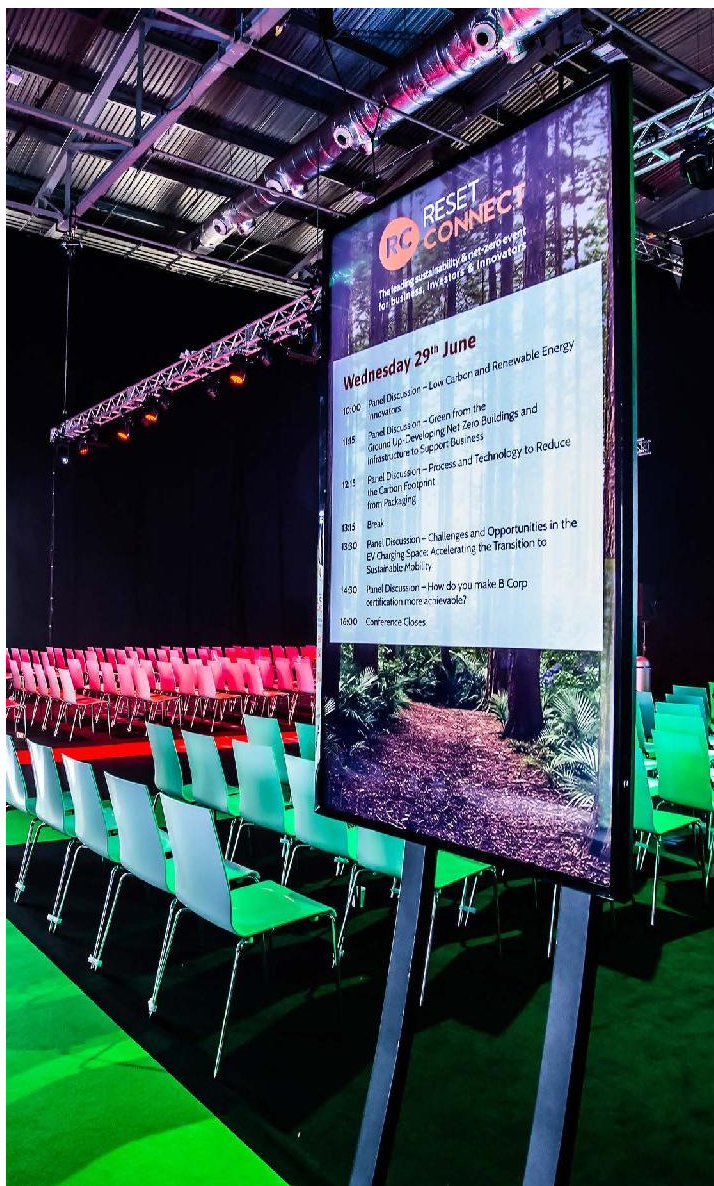
Our brief was to quote for a brand new sustainability event for 2022.

The initial request was to provide three large TED talk style theatres located in an open environment with an array of smaller feature areas on the show floor.

The main challenge was to find a way to differentiate between the three larger theatres that were all in the same location. As per the nature of the event, this meant we aimed to accomplish this by using sustainable methods to create an ambience without the use of single use materials such as Foamex panels or signage that would end up in waste post-event. Therefore this challenge would be fulfilled by using technology.

This event wanted to fly large LED walls, lighting systems and use copious amounts of silent conference.





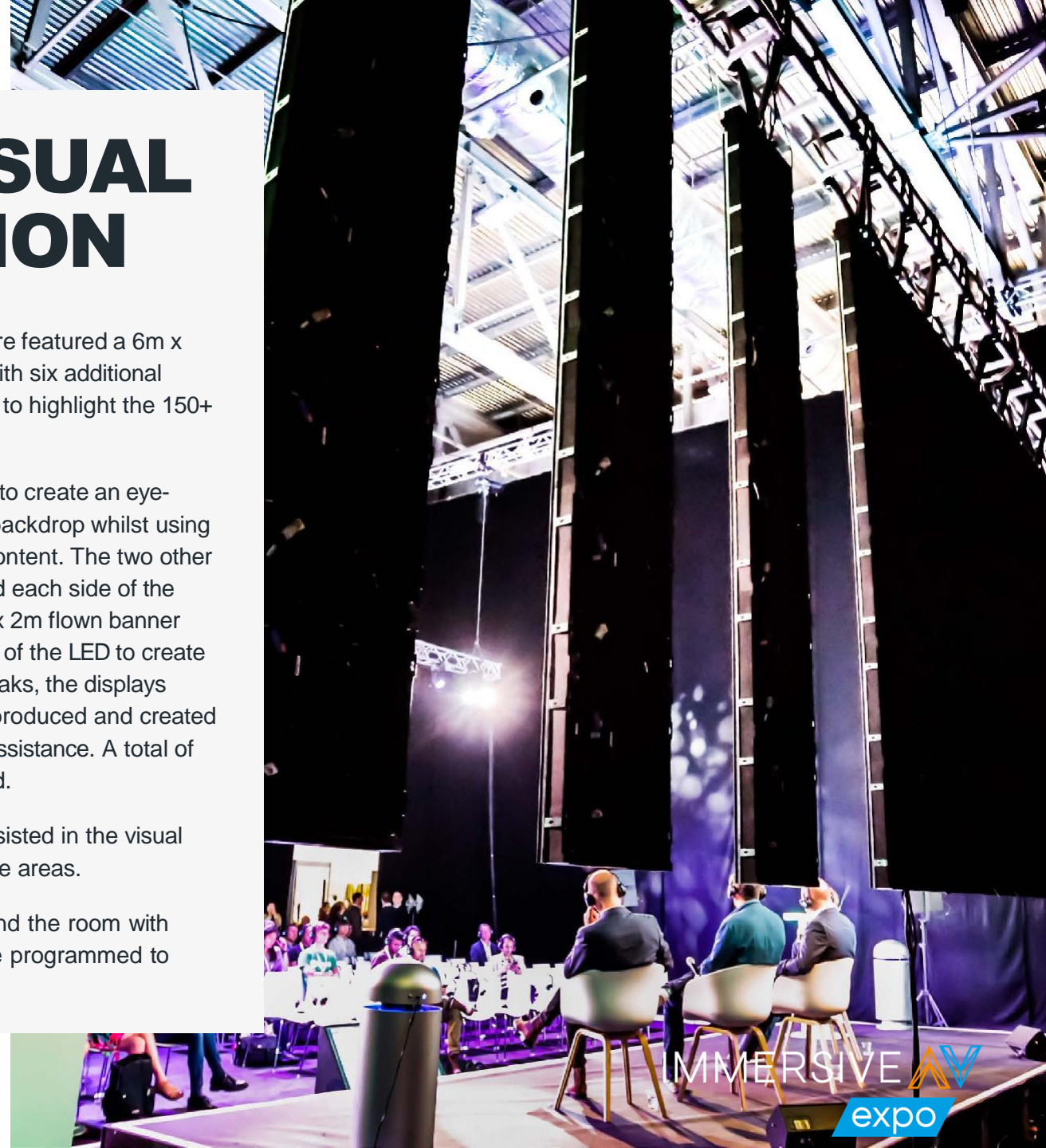
THE VISUAL SOLUTION

The main conference theatre featured a 6m x 3m LED backdrop screen with six additional flown banner style displays to highlight the 150+ speakers and their brands.

The display was separated to create an eye-catching and custom-built backdrop whilst using the middle screen for the content. The two other conference theatres located each side of the main theatre each had 4m x 2m flown banner screens. We used the sides of the LED to create atmosphere and during breaks, the displays presented unique content produced and created with ImmersiveAV Expo's assistance. A total of 128 panels of LED was used.

Theatre-specific lighting assisted in the visual identification of the separate areas.

Uplighters were used around the room with additional LED panels were programmed to illuminate in brand colours.





THE AUDIO SOLUTION

A large PA system was provided, and in the main open theatre, we also provided a custom Reset Connect branded catch box to throw around the audience to encourage engagement and participation in the sessions. Because the theatres and hubs were all in one large open space, the potential for sound encroachment into other areas had to be considered and required intelligent audio soundscaping.

Rechargeable silent disco/conference headsets were provided to every conference guest, switchable to the individual theatre and breakout room channels, enabling each attendee to retain and utilise the same set of headphones for the duration of the event. Not only was this more convenient to the delegates, it also adhered to the Covid-19 measures put in place by the organisers.

More than 400 silent conference headsets were provided.

ImmersiveAV Expo also catered for the exhibitors for their AV requirements.



“ Reset Connect London featured more than 100+ exhibitors and sustainability partners and 150+ speakers. We were proud to support this world-worthy cause in the promotion of addressing climate change, sustainability and net-zero across all platforms and industries.

Solution providers have the technology and the products available to produce shows and events such as these in the kindest way possible to the environment. We need to promote the awareness of it and how it can be successfully used while still delivering the high quality our clients expect from an AV technology provider. ”



Scott Holman
Managing Director, ImmersiveAV Expo

Sustainability ethos



In unity with the principles of the event, ImmersiveAV Expo ensured it upheld Reset Connect's ethics, utilising the key elements of sustainability in its working practices.

Using local resources and remote show callers to reduce carbon emissions wherever possible, ImmersiveAV Expo collaborated with geographically regional staging and lighting partners. Where this was not logistically possible, the company shared transport with other suppliers.

The company also deployed non-disposable, multi-use equipment, rechargeable microphones and silent headphones, and low-energy LED screens. In addition, digital signage was also used around the venue to reduce paper-based maps and programme information.



“ Experience is key to evoking emotion and creating memories which influence people’s decision making. The experiences we create are one of the most effective tools our clients use to enhance engagement with their audience. Put simply, experiential exhibition stands attract people and keep them there longer.

The scope of exhibition stand creativity is virtually limitless and can be tailored to fit your brand like a glove. Our team would be delighted to discuss our solutions and show you further examples. Please email hello@immersiveavexpo.com or call 01952 953 500. ”



Scott Holman

Managing Director