



HUBSPOT

Bringing it all in: The Switch delivers largest cloud-based production to date for HubSpot's INBOUND 2021

Live time

- HubSpot needed to ensure INBOUND 2021, its immersive online experience for global business and marketing leaders, was professional, universally accessible, informative and impactful in its virtual form when it was livestreamed to tens of thousands of participants worldwide
- HubSpot looked to The Switch to handle the challenging technical requirements and production logistics of bringing to life the largest cloud-based production yet
- Trusted The Switch's MIMiC Cloud Video Services platform to deliver hundreds of hours of content, including presentations, webinars, panels and keynote speeches

Always there

- The Switch managed all live and preproduced programming for 115 sessions over three 12-hour days, featuring 160 speakers joining from locations around the world
- Recruited top-of-the-line production crews, handled the scheduling of session livestreams, prepped all speakers ahead of each live telecast and provided built-in redundancy for every feed
- Created 12 virtual control rooms within MIMiC, where a team of 28 produced content across six concurrent channels in real time, delivering video, audio and graphics directly to the INBOUND 2021 digital hub
- MIMiC's low latency cloud-based communications system allowed production personnel to be distributed across North America, from HubSpot's home base in Boston to locations ranging from Los Angeles to Tampa Bay and Colorado to Washington State
- Coordinated live feeds from as far away as the Caribbean, Sweden and the UK through cloud-based Production workflow and enabled cloud-based transmission of the produced feeds for distribution to the INBOUND website

Always on

- MIMiC delivered the largest cloud-based production to date, breaking new ground in the deployment of cloud capabilities for top-of-the-range live events
- HubSpot reached more than 60,000 business and marketing leaders globally with engaging live content
- Distributed production workflow enabled The Switch to tap into the best production and technical talent in the country while cutting travel and staffing costs, significantly reducing the overall cost and physical requirements of livestreaming a global event
- The Switch produced and delivered over 200 hours of live programming, including a closing address from television talk show host, actress and philanthropist Oprah Winfrey