

# Virtual msbc32

32ND ANNUAL MORNING SHOW BOOT CAMP  
COMING SEPTEMBER 23 & 24, 2020  
PRESENTED BY TALENTMASTERS

2 DAYS

15  
SESSIONS

42  
SPEAKERS

## MORNING SHOW BOOT CAMP 2020

Not your average conference, the Morning Show Boot Camp annual event draws hundreds of morning show personalities and sponsors. Due to the pandemic, the creators needed to pivot to a virtual environment because “the show must go on.”

Using our Conference Cloud technology, we assisted the team with everything they needed to pivot, successfully.

This event took place over the course of two days and featured over 15 sessions that involved both pre-recorded content and LIVE Q&A.

### CC FEATURES

- » Microsite and user portal
- » Pre-, during, and post- email marketing
- » Attendee chat
- » Motion and still graphics: intro, outro, lower thirds, sponsor graphics
- » Attendee analytics
- » Video production (pre and post)



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## Full Schedule



### Beach Cities Health District

Monday, Oct 12 - 7pm

Moderated by Rachel Reeves

[Missed the debate? Watch here!](#)



### Water Replenishment Dist. 2

Tuesday, Oct 13 - 7pm

Moderated by Dan Blackburn

[Missed the debate? Watch here!](#)



### West Basin Municipal Water Dist. 3

Wednesday, Oct 13 - 8pm

Moderated by Dan Blackburn

[Missed the debate? Watch here!](#)



### Manhattan Beach City Council

Wednesday, Oct 14 - 7pm

Moderated by Mark McDermott

[Missed the debate? Watch here!](#)

# EasyReader

# Debate 2020

# Hermosa Beach

# 11 LIVE EVENTS

# 49 CANDIDATES

# 660 LIVE VIEWS

## SOUTH BAY DEBATES

In a small town environment, local municipal races typically don't have a lot of opportunities to engage with votes and debate hot topics. When in-person forums have been hosted in the past, attendance fluctuates... because let's be honest - who wants to miss a baseball game to watch a debate.

Providing a virtual environment for the public to watch, participate, and watch again on-demand solved a problem not only because of COVID, but also because of natural limited audience engagement for smaller elections.

Using Conference Cloud technology, we planned, rehearsed, and scheduled 11 local virtual debates. Participants were able to join in a Zoom room, but the output public broadcast was a fully produced and customized experience for viewers with focus on speakers, lower-thirds, and opportunity for audience members to ask questions.

### CC FEATURES

- » Microsite
- » Live stream player
- » Moderator portal
- » Pre-, during, and post- email marketing
- » Motion and still graphics: intro, outro, lower thirds, sponsor graphics
- » Attendee analytics
- » Video production (post)
- » Facebook integration

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