

[PIC] STATION

EXIT

Risk Strategies

CASE STUDY



Introduction

CLIENT PROFILE

NAME:

Risk Strategies

EVENT LOCATION:

Nashville, Tennessee

INDUSTRY:

Insurance Brokerage

OBJECTIVE:

Enhance event presence, increase engagement, capture memorable moments, and create compelling visual content.

SOLUTIONS:

- 360 Booth
- Headshot Studio
- Event Photography
- Event Videography

SUMMARY

Risk Strategies, a leading insurance brokerage firm, sought to elevate its presence and engagement during their yearly conference through immersive experiences and high-quality visual content. To achieve this goal, they reached out to Pic Station, a renowned provider of photo and video solutions designed specifically for corporate and marketing events. The collaboration aimed to enhance Risk Strategies' event presence, capture memorable moments, and create compelling visual assets for marketing and promotional purposes. Pic Station designed comprehensive solutions tailored to Risk Strategies' needs, combining innovative technology with creative expertise to deliver exceptional results across multiple event formats.



360 Video Booth

Risk Strategies was searching for a unique way to foster engagement and excitement among attendees during their welcome event. They sought a solution to invigorate the event atmosphere and increase attendee interaction. Pic Station had the perfect solution: a cutting-edge 360 Video Booth experience. The 360 Video Booth offered a unique and immersive way for attendees to engage with each other and create branded, dynamic 360-degree videos that showcased their excitement and energy during the event. The 360 Video Booth yielded remarkable results, exceeding the client's expectations and transforming the event experience for attendees.

THE RESULTS

01

INCREASED ENGAGEMENT

The 360 booth became a focal point of the event, drawing in guests and encouraging participation through its immersive and interactive nature.

Guests eagerly lined up to experience the unique technology, leading to a significant increase in overall engagement and interaction.

02

BRANDED IMPRESSIONS

Branded overlays allowed Risk Strategies to showcase its brand identity effectively.

Attendees shared their 360-degree videos on social media platforms, extending the reach of the organization's brand and generating valuable exposure among their networks.

03

MEMORABLE EXPERIENCES

Guests enjoyed the opportunity to create personalized 360-degree videos, capturing special moments and memories from the event in a dynamic and innovative format.

The memorable and shareable experience, fostered a positive sentiment and overall excitement as they kicked off their week of festivities at the welcome event.

[WATCH VIDEO »](#)

Headshot Studio

Risk Strategies recognized the importance of providing value-added services to enhance the attendee experience at their annual conference. Understanding the professional needs of attendees and the significance of a polished online presence, they partnered with Pic Station to set up a headshot studio as a complimentary service for conference guests.

The dedicated headshot studio offered attendees the opportunity to receive high-quality headshots by a professional photographer, ensuring they left the conference with professional images to enhance their online presence. Attendees were encouraged to stop by the studio at their convenience throughout the duration of the conference, eliminating the need for advanced appointments and accommodating busy schedules.

INSTANT ON-SITE SHARING

Recognizing the need for attendee's to seamlessly receive their curated collection of headshots, Pic Station set up their instant on-site sharing feature. With a few clicks, attendee's had their professional portraits delivered straight to their inbox, ready to be utilized for their professional profiles. This feature not only enhances the convenience of the headshot experience but also provides an immediate, tangible takeaway from the conference, ensuring that every attendee leaves with a valuable asset in hand.



WATCH VIDEO »



SNAP

Our Pic Station certified professional photographer captured headshots of conference attendees.



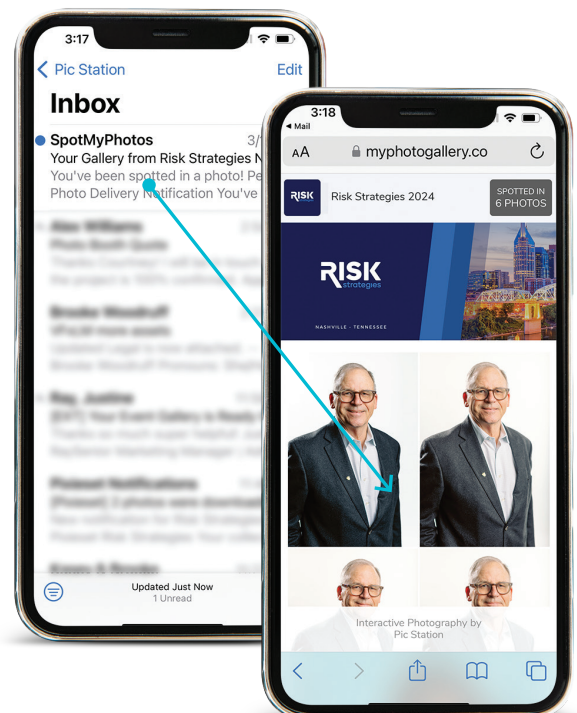
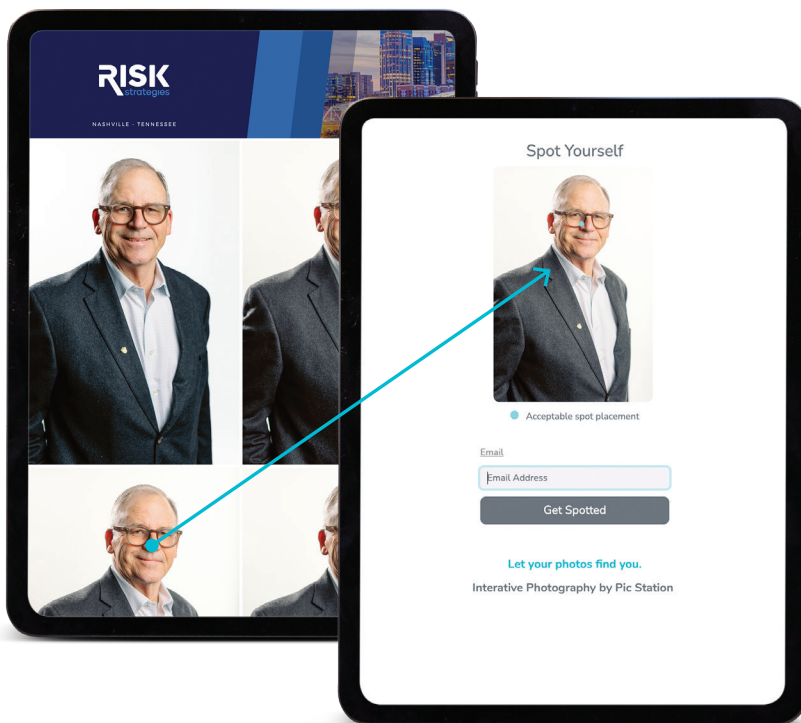
UPLOAD

The photos are instantly uploaded to the web where they are branded, and prepared for sharing.



SPOT

Using AI photo recognition technology, attendees are instantly emailed a link to their own personalized headshot gallery.





Event Photography & Videography

Risk Strategies sought to enhance its marketing efforts by capturing compelling visual assets during its annual conference. Recognizing the power of high-quality imagery and videos in conveying the excitement and energy of live events, they partnered with Pic Station to provide comprehensive event photography and videography services. Event photography effectively conveyed the narrative and storyline of the conference, capturing key moments, memorable interactions, and impactful presentations that resonated with attendees and external audiences.

DAILY HIGHLIGHT VIDEOS

In response to the client's need for timely and impactful content delivery, Pic Station employed a proactive approach by creating three highlight videos for the event, with two videos specifically tailored for immediate distribution. Leveraging our expertise in event videography and post-production, we captured key moments and highlights throughout the conference, meticulously curating footage to craft compelling highlight reels. By providing the client with highlight videos from the previous day's events, we enabled them to kickstart each conference day with engaging and energizing content, effectively capturing the momentum and excitement of the event while maximizing audience engagement and anticipation for the day ahead. This proactive approach to content delivery not only showcased our commitment to meeting the client's needs but also our ability to deliver high-quality, timely, and impactful video content that enhances the overall event experience.

[WATCH HIGHLIGHT VIDEO »](#)

