

AstraZeneca

AstraZeneca showcases 2007 Scientific Sessions at the American Heart Association Convention

Objective

iStreamPlanet partnered with Company Webcast, a streaming media company from Netherlands, to provide cost effective webcasting services for AstraZeneca; we managed the project from start to finish.

Challenge

AstraZeneca wanted to give their sales reps a first-hand look at the 2007 Scientific Sessions during the American Heart Association Convention; to include AstraZeneca's Late Breaking Clinical Trial. There were over 150 Sales Reps in the Netherlands that could not attend.

"We have learned how impactful and unique live webcasting can be! Several parties, companies, and countries were involved; but the technical part of it turned out to be the smoothest part of the experience! Thank you all for that!"

- Bob Beekman, Brand Leader, Cardiovascular, AstraZeneca



Solution

Our Webcast Production team provisioned every aspect of AstraZeneca's webcast; paying close attention to detail, to allow for a powerful viewer experience. The webcast was split between two locations a half-mile apart, but thanks to some swift logistical planning on the part of iStreamPlanet, the transition from one to the other was seamless to the viewers. For the first segment of the webcast, the multi-camera feed of the ongoing plenary sessions was shown so the off-site sales staff could watch an important address regarding one of AstraZeneca's key products. When

that address was finished, the viewers were shown a slide show depicting the sights and sounds of the AHA conference. This was to allow AstraZeneca staff and visiting doctors time to travel to the interview set that had been engineered. Once there, a multi-camera interview took place with all of the doctors so the sales staff could have their questions answered. The whole event was streamed live to the Internet via iStreamPlanet's in-house private network.



About AstraZeneca

AstraZeneca is one of the world's leading pharmaceutical companies, with a broad range of medicines designed to fight disease in important areas of healthcare.

www.astrazeneca.com

Summary

Client need:

Live from tradeshow floor

Solution:

Managed Webcasting

"iStreamPlanet has proven to be a very reliable partner for what was a technically complex project that had to be realized in a very short time frame. Not only is their technical expertise top notch, their full service concept is truly that: full service. What could have been a very hectic project was turned into a smooth experience, thanks to iStreamPlanet's flexibility, excellent project management and expertise. Working with iStreamPlanet was truly enjoyable, and we would not hesitate to work with them again in the future."

- Marcel Brouns, Production Manager, Company Webcast