



## Big Shoulders Digital Video Production Teams with GlobalMeet Webcast to Broadcast Events

Chicago-based Big Shoulders Digital Video Production expands their video production offerings with global webcasting services by leveraging GlobalMeet Webcast.

Big Shoulders Digital Video Production (BSDVP) is a full-service video production company based in Chicago, IL. With customers located all over the world, BSDVP is a leader in the Chicago area providing high-quality production and post production services. Founded in 1995, the team at BSDVP is hyper-focused on providing a personalized client service experience and handles all types of video projects - both big and small.

The BSDVP team was seeing an influx of customers requesting webcasting and broadcasting services in addition to on-site video production for high-profile events. Since many of their customers have a global presence, BSDVP needed technology to support video streaming to thousands of attendees worldwide.

### Streaming High-Profile Events

Filming high-profile events is complicated and broadcasting the video and audio feed can depend on hundreds of variables from the physical facility to the speakers presenting. With so many ways that events can go sideways, BSDVP trusts GlobalMeet Webcast to ensure their event broadcasting is done properly.

Many BSDVP customers have never handled a large video streaming event and need the peace of mind that an experienced team will handle all filming, production and transmission needs from start to finish. The majority of BSDVP requests come from marketing departments that are looking for video production and webcasting services. This is typically not an expertise that many in-house marketing departments have on staff, and subsequently outsourcing production and streaming services is a better option. When high-profile events are on the line and a company is going to spend the budget to bring in a professional film crew to shoot footage, BSDVP relies on GlobalMeet Webcast for flawless video streaming and broadcasts.

### Easy to Use, Simple to Broadcast

Brad Fox, Vice President, Partner at BSDVP usually runs point on customer events. When we asked Fox about his experience with GlobalMeet Webcast, he said, "To put it simply: it's easy." GlobalMeet Webcast makes broadcasting events stress-free. The platform is completely scalable, so it can handle any audience size, accommodating all of BSDVP's customers." Fox went on to say, "We need events to go smoothly so that our customers have a great experience, and that, in turn, creates happy customers."

## The Customer Service Difference

GlobalMeet Webcast offers a holistic customer service experience. “We want every job to be a success” said Fox. For important events, having an experienced team available is critical. Fox went on to say, “The streaming team works with our on-site video crews and asks the right questions behind the scenes to handle the event.” GlobalMeet Webcast’s award-winning customer service team ensures that every event runs smoothly with detailed preparation before an event, thorough attentiveness during an event and a number of post-event follow ups to ensure that clients are pleased with the event outcome.

## Full-featured Webcasting

Each video production client has different requirements, and GlobalMeet Webcast has the features to accommodate a variety of needs. For instance, with the platform’s branding options, each BSDVP customer can showcase their brand on event materials to elevate the experience for attendees.

Audience engagement features let BSDVP customers interact with their attendees through live Q&A, polling or social media feeds. Furthermore, attendees can access the event live using a single URL or view content on-demand after a live event which allows BSDVP customers to make the most out of their video production and streaming investment.

By leveraging GlobalMeet Webcast, BSDVP can supplement their in-person video production services with a high-quality, seamless webcasting technology solution that extends the reach of their clients.

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