

# TIME TO REACH NEW AUDIENCES

LIVE STREAMING & WEBCASTING

THEATRE CONFERENCES EVENTS MEETINGS



# CASE STUDIES: COVID SOLUTIONS

The Pilot Live Streaming team have been looking at ways to support organisations whilst navigating through difficult times. Whilst in lockdown and the months that follow, our friendly team can work with you to help share content to the highest standards.

We have worked with a wide range of clients on an incredible variety of projects. Each project is bespoke and our live streaming team will ensure that your needs are met and will guide you through the process.

Our case studies will give you some insight as to how we work.

## Get in Touch

If you have a project in mind or would like to talk to us in more details about how live streaming can work for you, please contact Melanie at [livestreaming@pilot-theatre.com](mailto:livestreaming@pilot-theatre.com) or ring 01904 635755.

# 'THAT JORVIK VIKING THING' FESTIVAL

*Planning, co-ordinating and supporting an online festival with live and pre-recorded video*

The annual Jorvik Viking Festival took place online in 2021 for the first time due to Covid-19 restrictions. Named 'That Jorvik Viking Thing', the organisers were determined to make the digital offer as interesting and as accessible as possible and to encourage locals and visitors from around the world to enjoy these Viking experiences!

Pilot worked with the Jorvik team to plan events to be live streamed, checked out internet speeds and camera positions in small historic venues in advance and gathered pre-record footage to mix in within the live stream to give varied content. The events live streamed included crafting sessions, mead tasting, a Viking pooh demonstration, a guided tour of the Jorvik Centre and a headline event with the famous Nordic folk musician, Einar Selvi

As part of the digital festival, 26 hours of live streams were broadcast on Jorvik's YouTube channel, viewers were welcomed from over 60 countries from every continent apart from Antarctica and over 2,500 tickets were sold for events, with some events being free to watch as well.

Social media following were increase by over 3,000 on Facebook with over 10,000 post comments which helped the main Jorvik Facebook page to reach 2,194,462 people with 102,033 post engagements. There were nearly 200 on Instagram with over 1,000 post engagements.

Due to the interest and level of engagement, there are plans to make digital content a regular offer and for this to sit alongside future person events.

*"Our collaboration with Pilot Theatre was key to the success our event, enabling us to reach new audiences as well as providing for those who would usually attend the Festival in person. The pandemic meant that our plans were constantly shifting and their ability to roll with these changes, work in non-traditional environments such as 13th Century Medieval gatehouses or reconstructed Viking streets AND produce such fantastic results is testament to their professionalism. I look forward to building on our success in the future."*  
Gareth Henry, Jorvik, Festival and Events Manager



# UTOPIA THEATRE

## *Live Stream from The Crucible, Sheffield during Covid*

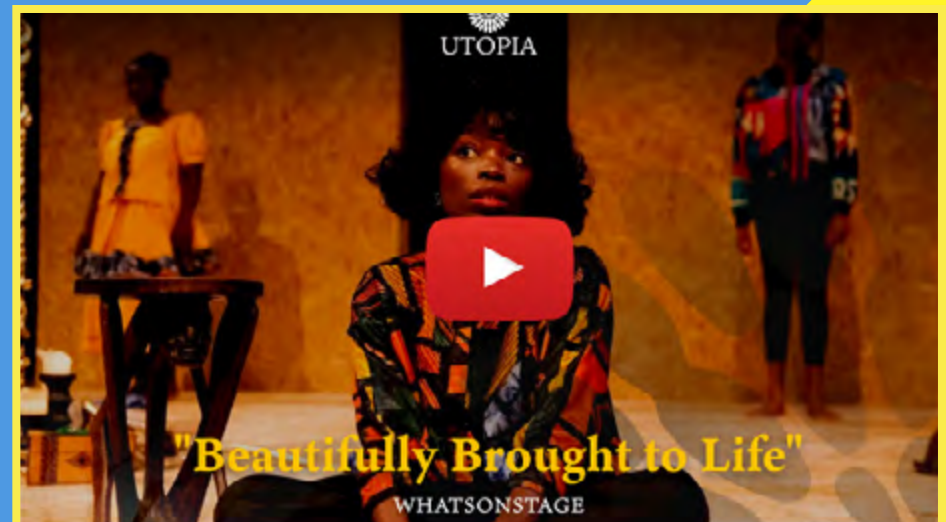
Pilot worked with Utopia Theatre on 'Here's What She Said to Me' which was the opening production at the Crucible Theatre after the first lockdown in October 2020. The show was due to run for 2 weeks but only managed a handful of performances before the 2nd national lockdown.

Fortunately, the live stream went ahead as planned and over 1,000 people watched it on Sheffield Theatre's YouTube Channel.

Pre-Covid, Utopia Theatre had intended to capture/ live stream the production to enable greater access with a wider reach and to make the work available in non-theatre settings, such as community centres and churches to encourage new audiences. As the majority of the performances were cancelled, the live stream played an invaluable role enabling all audiences to watch online. The production was also captured and edited and shown in December 2020 and a suggested donation was recommended.

This was the first live stream performance in the round and careful attention was paid to camera positioning/angles and a number of seats were blocked off so that wide angle shots of the stage didn't include any cameras or equipment.

Artistic Director, Mojisola Elufowoju was really pleased to have involved Pilot. She said: *"It's been joyful and enlightening to work with the team in putting the film together and we hope it is the start of many more opportunities to take theatre to audiences who wouldn't ordinarily engage with it"*.



# THE FLANAGAN COLLECTIVE

## *Orpheus from the Local Pub!*

We were contacted by The Flanagan Collective about live streaming 'Orpheus' to the Tata Literature Live Festival 2020 in Mumbai.

Alex Wright and Phil Grainger from the Collective had been invited to perform but Covid19 forced the Festival to broadcast online. The Collective approached the Festival to explore setting up a live stream from the Stephen Joseph Theatre in Scarborough, where they hoped instead to perform the show to a live audience. The Festival was really keen and then the 2nd local down closed all theatres.

Determined to make it happen, the Collective looked for an alternative space and were fortunate to find their local landlord at The White Bear Inn in Stillington was happy to oblige. With a weak internet connection in the pub, Pilot live streamed to Vimeo using 4G and with social distancing in place, managed to place cameras strategically to get the best shots and avoid any of the equipment being seen. The audience feedback described the words as 'lyrical' and the performance as 'brilliant' and onlookers really enjoyed the pub setting!

Alex said: *'We were really pleased with how Pilot worked so flexibly, kindly, efficiently and competently to make everything work. It's a world we know very little about, and Pilot made it a super smooth process and created a great end product.'*



# THE ULTIMATE LONDONER QUIZ CITY OF LONDON CORPORATION

*Co-ordinating and supporting an online quiz with 1,000 participants*

Pilot provided technical support to manage the first ever online virtual quiz, hosted by comedian, Dan Baptise, and live streamed on You Tube to celebrate the capital's culture and show that London was open. Sign-up was free with an option to donate to London's 'Pay it Forward' campaign, to help COVID struck businesses.

Over 1,000 people took part and signed up via Eventbrite. The questions were given by video recordings created in advance from a range of organisations, plus there were some creative challenges to complete online which were posted on the attendees social media platforms using a hashtag to be easily identified. Submissions were judged and a winner crowned Ultimate Londoner!

Pilot were sent video clips in advance and co-ordinated the ZOOM style presentation from the quiz leader and inserted video clips at relevant moments. They were available to deal with technical issues whilst the quiz was running and

supplied the client with a copy of the quiz for archival purposes.

This was a partnership with the City of London Corporation, The City of London Corporation, the Mayor of London, London & Partners and the Londonist,

Mike Clewley, Head of Cultural and Visitor Strategy, thanked Pilot for a 'brilliant and reassuring job on the preparation and live broadcast'.

