



Media Fuel for Thursday Pools

A tropical island in winter time for a dealer conference

When Thursday Pools was forced to cancel their yearly dealer conference due to COVID, MediaFuel had to figure out alternatives and created a fully virtual experience that was not only effective, but also fun and engaging.

MediaFuel is a cutting-edge digital marketing agency that helps customers in a variety of ways, now using virtual technology taking advantage of their large installations featuring a 30x60 ft (9x18 meters) green screen. Because of their experience in virtual events, seminars, broadcasts they provide a unique service to all kinds of customers.

client initially understood MediaFuel were proposing a Zoom or Skype call, but Jeff Kivett, CEO of MediaFuel, explained the concept to the client: "Just imagine if we plug you out of where you are and we drop you on like a television set and then you

can talk to all your dealers, virtually, through the Internet".

So, MediaFuel proposed to broadcast the event from a tropical island, and within six weeks they managed to create a virtual set



This was the time when everybody was relying on videoconference calls, so the

of an island adding in the island, the palm trees, the waves, some tiki furniture, and other props, along with some interactive supporting graphics.

The setup consisted in two different virtual sets, one for each of the two sections the event consisted on, along with additional video content, lots of graphics throughout the course of the whole program.

MediaFuel used a two-camera setup with a TrackFree™ InfinitySet to control the whole workflow and deliver the final content, in a mixed SDI and NDI environment. "Of course being new to InfinitySet required careful planning and support from Brainstorm, who were amazing in terms of the training and helped us getting us ramped up very quickly " said Jeff Kivett., CEO of MediaFuel

The conference had two sections, the first one being a panel in which some representatives of Thursday Pools were conducting the event, along with videos of the company and its products, all in a relaxed environment. The second part of the conference was a virtual panel where these representatives from Thursday Pools were on stools on the virtual set and in the background they had this panel of people coming in via Zoom, asking questions and interacting with Thursday Pool's staff.



The client, despite having some difficulties understanding the concept at a first glance, because of its innovative approach, took a leap of faith and trusted MediaFuel's vision for their event. The cool thing about this event was that, when they actually were on the set, with all the furniture set up, placed against the tropical island, with the ocean waves, the background, the trees and so on, their minds were just blown and they started to enjoy the possibilities and the fun of virtual technology.

By using virtual production, Thursday Pools were able to hold the annual dealer conference as usual, while adding a twist that not only was welcome by all parties but also created a great event. This virtual event allowed the company to bridge the

social distancing gap and avoid travel restrictions to re-connect with their audiences when the human necessity to feel connected became essential.

"To be able to deliver that type of value to a client, when nobody else really around us has this type of technology, was mind-blowing. The show was engaging, innovative, interactive, fun, entertaining and different, all those things brought the virtual experience pulled together. Our client was so thrilled to have this event come of out hitch."

Jeff Kivett
CEO, MediaFuel

