



Customer

One of Latin America's fastest growing software development companies.

Audience

CxO's, Senior Managers, Software Engineers & Developers

Country

Virtual

Challenge

To host and emcee the client annual conference virtually

James Taylor's Solution

- 2.5hr Virtual Emcee/Host

Results

- The complex virtual event ran smoothly and over 4,000 attendees were engaged by the various live and pre-recorded keynotes, presentations, and panels.
- James Taylor acted as 'the glue' for this virtual event and provided continuity for the audience.
- Client was delighted by the level of collaboration between James Taylor and their communications and marketing team to ensure a final script, format and event experience that was on-brand and aligned with the clients overall objectives.
- Client subsequently booked James Taylor to host their next virtual event.

James Taylor hosts Globant Converge virtual conference

Globant is an IT and Software Development company operating in Argentina, Colombia, Uruguay, the United Kingdom, Brazil, the United States, Peru, India, Mexico, Chile, Spain, Romania and Belarus. They use the latest technologies in the digital and cognitive fields to transform organizations forward in every aspect.

Globant has more than 12,300 employees and are present in 16 countries working for companies like Google, Rockwell Automation, Electronic Arts and Santander, among others. They were named a Worldwide Leader of Digital Strategy Consulting Services by IDC MarketScape report and were also featured as a business case study at Harvard, MIT, and Stanford.

The client decided that it's sixth annual conference would be held virtually. The objective of Globant's Converge virtual conference was to promote new ways of thinking and challenge the status quo. More than 4,000 people were connected at this online event, dedicated to exploring the clients tools, applications and real-case demos.

The conference theme was "A New Era of Collaboration" and featured keynote speakers Guy Kawasaki (chief evangelist of Canva, former chief evangelist of Apple and bestselling author of 'The Art of the Start'), Pascal Finette (Co-Founder of be radical and Singularity University's Chair for Entrepreneurship & Open Innovation) and Madeline Di Nonno (CEO of Geena Davis on Gender in Media). Martin Migoya, Globant's CEO and Co-Founder also presented a keynote.

They invited James Taylor to be the virtual conference host and emcee for the 2.5hr online event. This required James liaising with the clients communications and marketing team. He also researched and then wrote the 3,000 word script for the various segments including the welcome address, guest speaker and panel introductions, and closing thank you.

It was a truly global event with James hosting live from his studio in the UK, event production being managed from another studio in Argentina, and guest speakers joining live from the United States, Latin America and Spain. There were also a number of pre-recorded panels and presentations and part of James' role was to ensure smooth transitions and 'be the glue' between the various live and pre-recorded segments.

On the day James used autocue for the scripts and received a live in-ear and on-screen feed from the event production team in Buenos Aires. This blend of detailed preparation and live improvisation made for a dynamic and fun virtual event.

The final virtual conference was highly rated by both attendees and senior leadership. The client was delighted with James' role as event emcee and host and subsequently booked him to host their next virtual event a few months later.

"We really loved having James as our host for virtual events. He understood our company values and voice and was able to transmit them during the virtual sessions. He researched the topics and proposed interesting angles to add to the event, and was able to transmit them to the audience with enthusiasm and charisma that connected with a global audience.

We enjoyed working with him, because he felt part of the team, joining us in briefings, dry runs, and rehearsals, and always thinking and proposing new ways of doing things better. I loved Guy Kawasaki said he had never been introduced so well at an event... a priceless moment!"
- Belen Alvarez Toledo, Marketing Lead LATAM at Globant

James
Taylor

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.

James
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KEYNOTE SPEAKER

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