



Client

One of the world's largest enterprise software providers.

Audience

CxO's, CTO's, CIO's, Clients

Country

Virtual

Challenge

To host and emcee clients premier annual virtual event

James Taylor's Solution

- Emcee/Host for 1-Day Virtual Conference

Results

- James Taylor scripted and filmed over 40 pre-recorded emcee video segments for this successful virtual event.
- The event blended pre-recorded keynotes and technical presentations.
- James Taylor acted as the conference emcee and 'guide' for the entire virtual event and provided continuity of client branding and messaging.

Micro Focus selects James Taylor as their trusted virtual conference emcee

Micro Focus is one of the world's largest enterprise software providers. They help customers digitally transform their organization and achieve the speed, agility, security, and insights necessary to succeed in today's rapidly evolving marketplace. By design, their solutions bridge the gap between existing and emerging technologies—enabling faster innovation, with less risk, in the race to digital transformation.

Micro Focus Realize 2020 MEA was their premier annual event specifically designed to address the demands and opportunities of our Middle East & Africa customers and partners. Marcom Arabia designed and produced the virtual event and the event sponsors included Accenture, Hewlett Packard Enterprise, Wipro, and ATOS among others.

With a theme of "Making Digital Transformation Real", Realize 2020 MEA was attended by senior leaders and technologists from across the region. It included four plenary sessions, over 20 breakout sessions, demo sessions, sponsoring partner exhibition area and a live networking area. The virtual event had four content pillars; Enterprise DevOps, Hybrid IT Management, Security, Risk & Governance and Application Modernisation & Connectivity.

Micro Focus, through their event partner Marcom Arabia, invited James Taylor to be the virtual event host and emcee for the one day conference. As the event would be run 'as live' this meant that James had to pre-record over 40 individual videos.

In addition to liaising with the client as well as the event management team in the UAE, James also conducted test filming in advance of the event. He then researched and wrote the 6,500 word script for the various emcee segments including the navigation sections, welcome address, keynote speaker introductions, breakout session introductions, event survey calls to actions, sponsor and partner acknowledgements, raffle prize draw rules, and closing thank you.

James Taylor filmed his emcee segments from his studio in the UK with event production being managed from another studio in the UAE. Keynote and breakout session speakers pre-recording their keynotes and presentations from the Middle East, Africa, Europe and North America. James' role was to ensure a natural flow between all the sessions on the day and almost act as the attendees virtual guide for the event. All of the videos were then aired in the virtual conference platform at pre-set times over the course of eight hours.

In the studio James used autocue for reading the approved scripts and these 4K video recordings were then sent securely to the event production team in the UAE to edit. James also used a Micro Focus Realize 2020 MEA branded green screen background image when presenting and chose to wear clothing (tie, pocket square) that featured the clients brand colours. This ensured continuity of branding and messaging throughout the virtual event.

The final live interactive virtual event was highly rated by attendees as well as the Micro Focus and Marcom Arabia team.

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 Taylor

KEYNOTE SPEAKER

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