

# Boston-Area University

AVI-SPL VideoLink agency produced a broadcast-quality virtual commencement program for the university and five of its graduate schools.

**Challenge** Present captivating virtual commencement experiences across all university schools in one day

**Solution** Partner with AVI-SPL VideoLink's VLCreative agency to craft a moving series of commencement broadcasts that celebrate the graduates and capture each school's culture and traditions

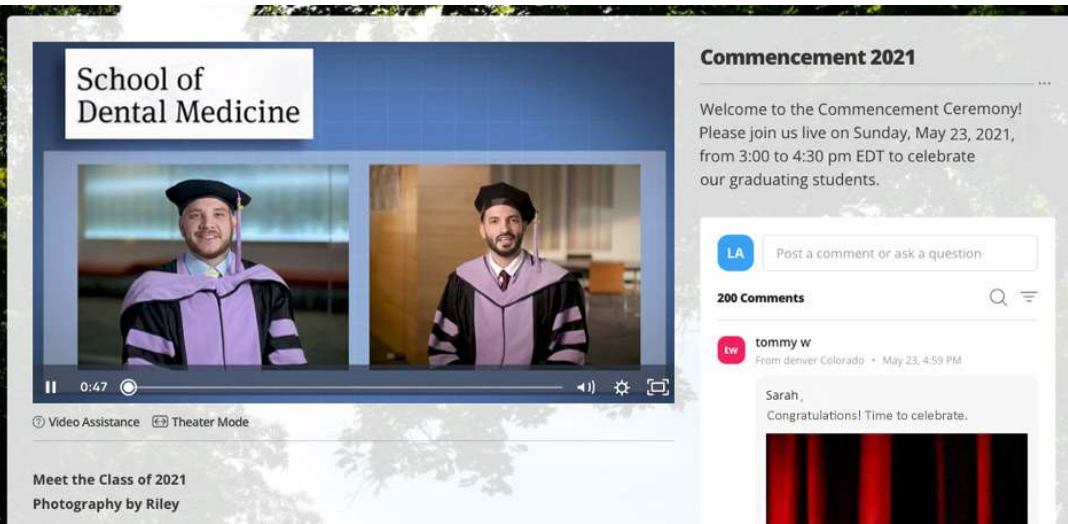
**Results** Personalized commencement experience broadcast to a global audience of students, family, faculty, and alumni

## The Client

- Top 30 National University, ranked by U.S. News
- Premier research university
- Top ranked for International Relations

## The Scope

- 1,439 graduates
- 10 remotely produced video shoots
- 6 hour-long live commencements
- 3 simultaneous productions
- 1 day



## Consistent university-wide branding

- Experienced producers and production teams
- Broadcast-quality video production
- Enterprise-grade streaming platform

A leading private research university sought to produce an innovative, feature-rich series of virtual commencements for the university and its schools.

Familiar with our virtual event expertise, the university asked AVI-SPL VideoLink's creative video services team, VLCreative, to develop a series of cross-branded programs, capturing the spirit of traditional commencements and honoring all graduate and school traditions.

Impressed with our collaborative and scalable approach, VLCreative was selected to produce six of the university's ceremonies.

## Cohesive commencement framework

- 6 production teams
- 4 post-production editors
- 2 production control rooms
- 1 field control room

School officials and VLCreative producers worked closely to create unique commencement programs honoring the graduates and their accomplishments.

To accommodate graduate, university, and school requirements and traditions, our creative team designed a comprehensive flex-production framework around:

- Live studio broadcasts
- Remote speaker appearances
- Field productions
- Pre-recorded video content

Each commencement was broadcast via a single enterprise-grade streaming platform with school-specific page customization options, including:

- Branding and design
- Event registration, agendas, and presenter profiles
- Live chat and virtual photo booth experiences

Our previous large-scale event production experience and existing production infrastructure proved invaluable for each program as the virtual commencement day included:

- 3 hybrid ceremonies (live in-studio and pre-recorded)
- 2 pre-recorded ceremonies (with pre-recorded segments)
- 1 live multi-camera on-campus ceremony

## Celebrations shared their way

- 2000+ registrants
- 5000 university-wide viewers
- 600+ on-demand views and counting

Campus, community, and heartfelt celebration were on full display as students came together virtually and in person for this momentous occasion.

### Commencement day

Each school's commencement found unique ways to honor its graduates with:

- Introductory video reels of on-campus student experiences
- Live virtual hooding and oath ceremonies
- Individual on-campus and virtual graduate addresses

### Reception

Graduates, their families, university, and school officials shared appreciation and gratitude for each commencement's:

- Ability to capture the traditions and requests of each school
- Celebration and recognition of the graduates
- Polished production quality and style
- Attention to detail
- Flawless execution

Commencements were made available to the public post-broadcast. They continue to gain views, shares, and positive feedback.

**For more information on AVI-SPL VideoLink's video production services and capabilities, contact us at [sales@videolinktv.com](mailto:sales@videolinktv.com).**