

# EVENT PRODUCTION

Virginia State Bar



The mission of the **Virginia State Bar**, as an administrative agency of the Supreme Court of Virginia, is to regulate the legal profession of Virginia; to advance the availability and quality of legal services provided to the people of Virginia; and to assist in improving the legal profession and the judicial system. It serves legal professionals throughout every corner of the Commonwealth of Virginia, providing a variety of resources, services, events and educational training.

## **The Challenge**

The legal professionals served by the Virginia State Bar are spread throughout Virginia's more than 40,000 square miles. This poses numerous challenges for meetings, special events, and educational training. Extensive travel is necessary for the Virginia State Bar to reach all of its members, many of whom are located in remote corners of the state. Ensuring equal access to services and training poses both financial and logistical challenges.

A high-profile educational seminar hosted by the Chief Justice of the Virginia Supreme Court is held each year at the Richmond Convention Center. The event is attended by several hundred people who travel to Richmond to participate. The audience size and convention center layout makes it difficult for many who attend to see and hear the presentations. Hundreds more attorneys in rural areas are unable to attend this important educational opportunity at all.



## **The Solution: York Event Production Services**

York Media, the division of York Telecom Corporation dedicated to motion picture, television and digital media production, post production and transmissions, has the expertise, resources and know-how necessary to help the Virginia State Bar lower costs while increasing its reach in support of legal professionals in rural and remote areas of the state.



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York Media provides the Virginia State Bar professional event management and production services in support of this annual event. Staging and lighting are brought into the convention center. Multiple television cameras are positioned to record the conference speakers. A state-of-the-art video production switcher flight pack with source monitors, camera control units, and broadcast-quality tape recording decks are used to produce the video program.

High-quality scan converters enable the speaker's PowerPoint presentations and visual aids to be incorporated into the program as well. Large rear-projection screens and high lumen projectors flank the stage ensuring that every audience member can see the speakers and presentations. Audio production and sound reinforcement is brought in to ensure high-quality audio for both the production and the live audience at the convention center.

York Media incorporates videoconferencing technology to extend the event even further, linking rural audiences gathered in remote auditoriums to participate and interact in real-time, as if they were there in person.

## **The Result**

The Virginia State Bar is able to focus on its mission and not devote time and resources to the logistics of producing this high profile educational event. It is able to accommodate and include remote members unable to attend the event in person, while ensuring that those who do attend can clearly see and hear all that happens on stage for maximum impact and retention of the educational information conveyed. The event is highly praised by the standing room only audience, and is sold out year after year.

## **Take Action**

To collaborate with York Telecom on event production services for your organization, visit our website at [www.yorktel.com](http://www.yorktel.com), call us toll free at **866.836.8463** or e-mail [info@yorktel.com](mailto:info@yorktel.com).



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