

University of Rhode Island

Level5 Events recently helped the University of Rhode Island re-imagine the public launch of its campaign, Big Ideas. Bold Plans., from an in-person event to a digital experience. Along with providing overall creative direction and run of show development, we also partnered in identifying talent and presenters, speaker coaching, script writing, art directing pre-produced content, day of event production, selection and management of the delivery platform and collaborated on the roll-out of surrounding engagement points such as print and electronic materials.

CHALLENGES:

- Translate the existing in-person event into an engaging streamed experience
- Recognize and thank lead donors who created the campaign's strong start
- Spark interest and inspire the next tier of donors
- Communicate the campaign's goals to the entire Rhody community
- Celebrate the collective efforts that have elevated URI across generations

SOLUTIONS:

- The carefully curated virtual program focused on the stories that best showcased the campaign
- Alumni with professional broadcast experience were onboard to host and guide the evening's conversations
- Creative elements such as a campus tour, panel discussion and interactive trivia recognized donor impact
- Recorded elements were repurposed post-event to build momentum and excitement across the entire Rhody community



**THE
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