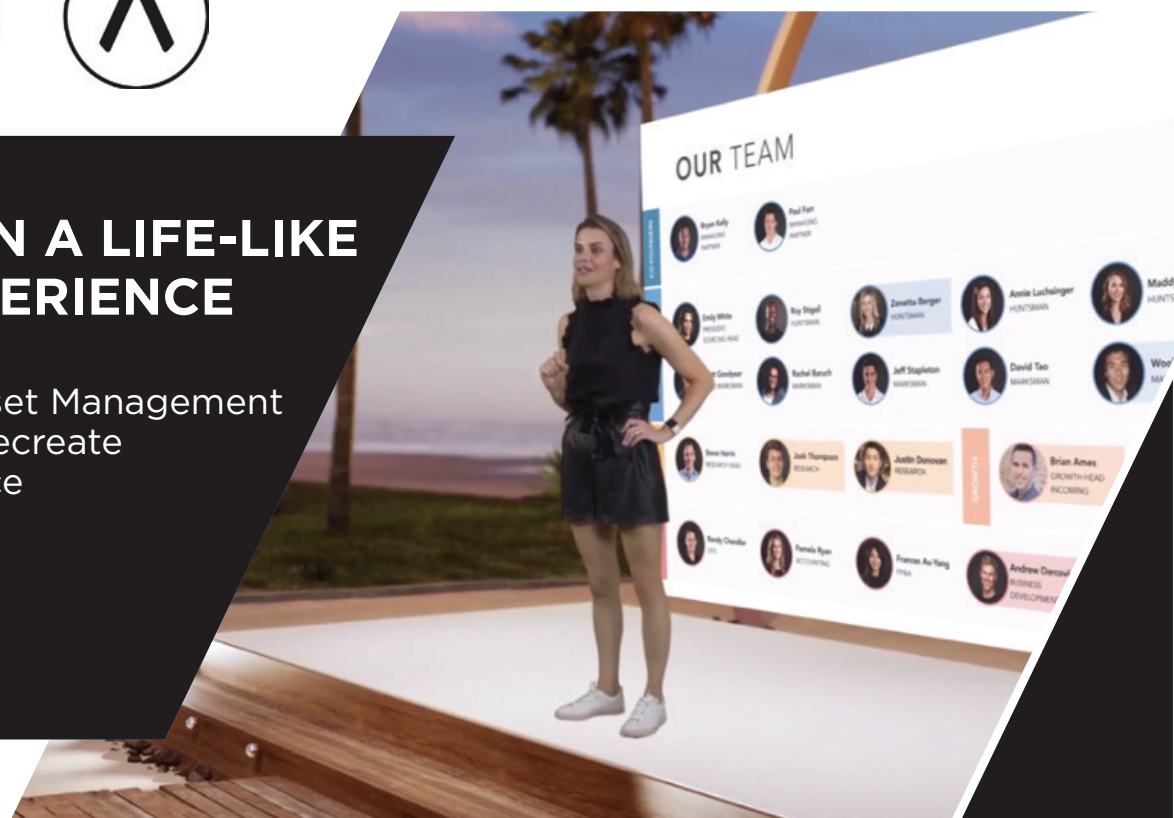


ANTHOS



INVESTING IN A LIFE-LIKE DIGITAL EXPERIENCE

Anthos Fund & Asset Management Turns to VIBE to Recreate In-Person Ambience



The financial sector is deeply rooted in trust, transparency and fact. So, it's understandable that many businesses working in this field were hesitant about hosting digital events when 2020 made most in-person gatherings impossible. However, with an open-mind, state-of-the-art technology, and a creative approach to engagement, VIBE was able to provide the next-best-thing to “real life” for Anthos.

THE ASK

Anthos Fund & Asset Management had never held any virtual events in the past. Their work with comprehensive values-based asset management and investment advisory services across multiple asset classes had been a face-to-face business for more than 100 years. In what was a tumultuous financial year, however, Anthos wanted to connect with key investors and ensure the firm was still adept at generating sustainable social impact and financial outperformance on behalf of its clients.

For their annual investment results and upcoming investing strategy conference, Anthos requested that VIBE create a two-day virtual event for 130 investors that would feel as upscale and personalized as an in-person gathering, and that also allowed for best-in-class technology solutions to bridge the gap between the digital world and an in-person handshake.

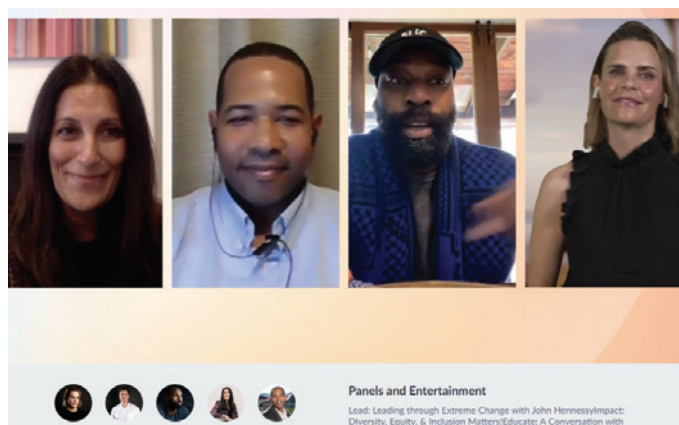
THE ANSWER

VIBE made certain the digital experience got off on the right foot with a pre-event registration dashboard. The team also developed detailed scripts that presenters would deliver via video produced in full-service production studios. Because of the location of presenters and travel restrictions in place at the time, VIBE coordinated two separate production studios – one in Los Angeles, CA and the other in Kauai, HI. The extra challenge of providing AV equipment in Kauai was also handled by VIBE, with shipping and delivery through Honolulu.

A special element for this digital event was a 3D immersive experience, which simulated travel and arrival from the airport, to the flight, to arrival at Shutters on the Beach in Santa Monica. Along with this digital encounter, VIBA also pre-delivered swag bags with wireless earbuds, blue-light filtering glasses, and hats for simulated morning walks on the beach.

Highly detailed scripts were also written and workshopped with the client-side presenters, to help ensure an interesting and engaging presentation.

THE VIBE



Like any first-time event, the client's teams were surprised by the amount of extra work that goes into digital events. Often, the technology aspects we often take for granted require additional planning for large-scale audiences like this one. The overall event was a success in achieving strong attendance and participation throughout the two days.

“Making the move to digital is a learning experience,” says Valerie Bihet, founder principal at The VIBE Agency. “The best way to learn is by doing. Having a trusted partner like VIBE can help make sure you don’t overlook important details, but until you’ve gone through an event yourself, you won’t realize how vital seemingly small matters may be. That’s why experience is such an asset.”

CLIENT TESTIMONIAL:

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