



PORSCHE

## DRIVING ENGAGEMENT WITH SUPERIOR PRODUCTION

Porsche Importers' Conference Goes Virtual with VIBE



One of the key events for Porsche Latin America brand every year is its annual Importers' Conference. This is an opportunity for the brand to connect with major decision makers in the supply chain, and share strategies for the upcoming year as well as news about marketing, sales, services, and other features that will be of interest to consumers and dealers.

## THE ASK

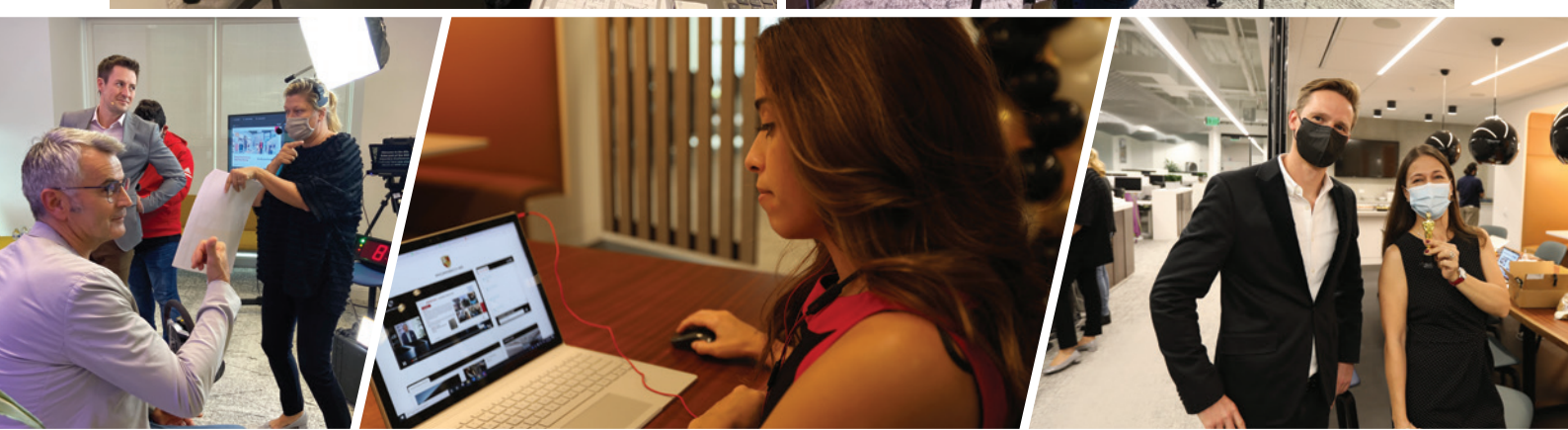
Like many businesses, COVID-19 concerns meant that Porsche could not host an in-person event as it had in previous years. However, this gathering was too important to cancel or postpone. Equally high priority was making sure the Porsche brand was connecting with importers with high levels of quality and engagement reflective of the brand's elite status.

## THE ANSWER

VIBE responded with a virtual experience designed to capture the attention and excitement of attendees via computer screens or mobile devices – and did so with studio-quality video and audio resolution, professional lighting and camera work, engagement technologies, and state-of-the-art background technologies to support even, consistent streaming of content.

Coordination of the virtual event also included organizing speakers and a remote studio set up at the brand's Latin American office in Miami. Speakers were scheduled with social distancing in mind and were recorded, edited, and broadcast by the VIBE professional production team. VIBE project managers made sure to provide instructions and pre-show technology support to all attendees, and then worked alongside the speaking presentations to add activities and content that amplified engagement in the virtual space.

## THE VIBE



Thanks to comprehensive virtual services provided by VIBE, Porsche was able to stay connected to importers and maintain the tradition of the Importers' Conference. In the competitive luxury market, such relationships can have tremendous impact on bottom-line performance and market share. "Our clients like Porsche understand that the show must go on when it comes to important business activities," said VIBE Principal, Valerie Bihet. "At VIBE, we're making it possible for brands to keep moving forward despite challenges like the pandemic... and we're doing it with TV and broadcast-quality results that truly stand out in the minds of audiences and attendees."

## CLIENT TESTIMONIAL:

*Our first experience dealing with the Vibe Agency completely changed the our minds about virtual events. The team provided an excellent framework for the organization and the execution of our event. Valerie & Her team were available and ready for us at all times. As she said, nothing is more common than a good idea and nothing is less common than a good idea carried out.*

*In a fast changing environment Valerie and her team were confident and attacked head-on all virtual event challenges. This really helped us to manage the gap between all the planning and achieving the plan. It provided a crystal clear road map tying together the technology, the engagement tools, the Master of Ceremony, up to support on training our executive to perform virtually.*

*Together with the Vibe team, we kept our audience engaged from beginning to end up, our message was clearly delivered and understood by our audience and our Award Ceremony was dynamic, straight to the point and we even had a higher attendance than in our previous live event. We thank Valerie and her team for their hard work and for an event that was a success.*