



CUSTOMER SUCCESS STORIES

How FMX wowed a demanding audience
at their first virtual conference

MAY 2021 EVENT: FMX “REIMAGINE TOMORROW”



ORGANIZATION

FMX is one of the world's largest trade conferences for animation, effects, games and immersive media and is organized by the Animation Institute of the Filmakademie Baden-Württemberg



OBJECTIVES

- Promote exchange within the industry
- To offer a high quality program with prominent speakers



PARTICIPANTS

International professionals and students from the fields of animation and special effects



VIRTUAL EVENT TECHNOLOGY

1

Event Space

2

Full Data Management

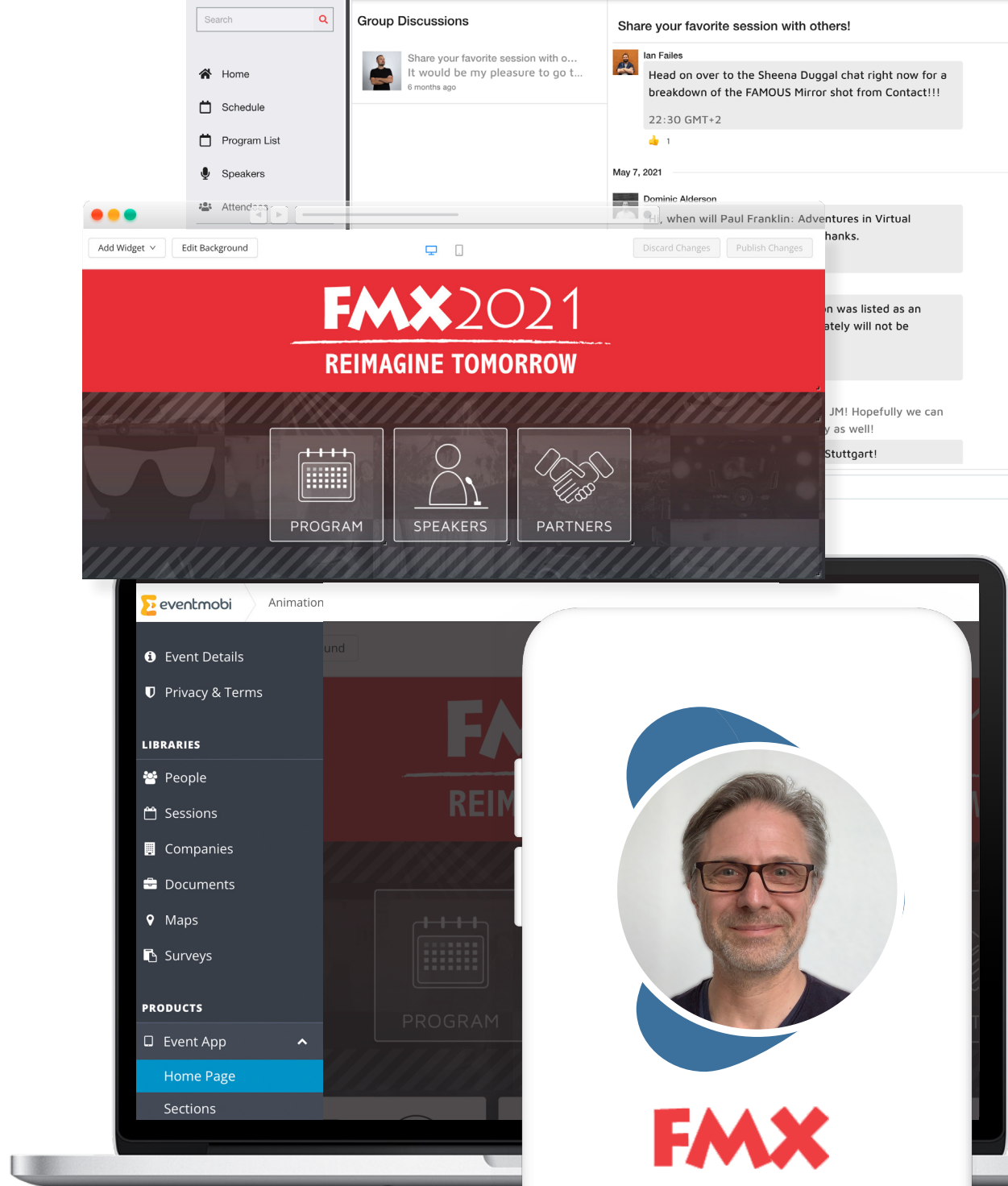
3

GoLive! Production Services

PLANNING THE EVENT

“We weren’t able to crank out a professional online conference in just six weeks. Zoom calls and poor image quality, that’s not us. The discussions with EventMobi then led to us saying we’ll do it.”

FMX has been held annually on site in Stuttgart since 1994 - but the 2020 event had to be cancelled at short notice due to the pandemic. “We weren’t able to crank out a professional online conference in just six weeks. Zoom calls and poor image quality, that’s not us,” explains FMX Project Manager Mario Müller. A new attempt was then made in 2021. Originally conceived as a hybrid event, FMX ultimately took place entirely online. The team was supported by the creative agency Langenstein Communication, who in turn suggested EventMobi as the technology provider. “The discussions with EventMobi then led to us saying we’ll do it,” says Mario. The FMX team’s goal: to mirror online much of what normally took place on-site in Stuttgart. They were encouraged by the fact that comparable industry conferences had already mastered the switch to a virtual format.



FMX

Mario Müller,
Project Manager at FMX

PREPARATION OF THE EVENT

To get to know the features of the EventMobi platform in detail, the FMX team received one-on-one training from Event Success Manager Pirkko Sprengel. Before and during the event, she was available to answer questions and give tips to the organizers.

“We were very pleased that the EventMobi team was professional and always responsive,” says Mario. “The fact that customer support was included in the basic package and that you knew right away who to contact with questions was something I liked.”

When setting up the virtual event space, the adaptability of the open EventMobi platform proved to be a major advantage. The chosen registration provider, XING Events, was already included in the package as a standard integration, so that participant data flowed seamlessly from the ticketing system into the EventMobi backend.

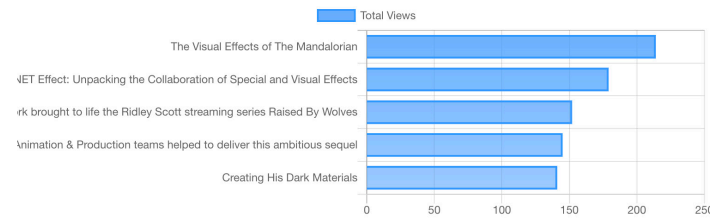
The high-profile program, featuring many industry greats, required special protection so that video links, for example, could not be shared with third parties outside the platform. That’s why Mario and his team opted for a custom integration of the Kaltura video player. In addition to the security factor, the tool also offered the high image quality that the visually-oriented professional audience expected.

All the stops were also pulled out when it came to design. CSS was used to design the virtual event portal completely in the FMX branding. This function is included in all EventMobi packages by default. The program overview of the website was integrated via iframe to implement the desired appearance 1:1.

Summary

Export

Top Videos



Total Views

7151

Total Unique Viewers

1154

Total Video Consumed

2267 hr

“CSS allowed us to push the envelope on design, so we ended up with 100% of the look we wanted.”

Mario Müller, Project Manager of FMX

Session Name	Start Date & Time	End Date & Time	Location	Tracks
"Raya and the Last Dragon"	05/05/2021 6:00 PM	05/05/2021 6:45 PM	ROOM T by Trixter	FEATURE ANIMATION
3D Reconstruction and Panorama Stitching in Meshroom	05/06/2021 8:00 PM	05/06/2021 8:25 PM	ROOM F by Foundry	OPEN SOURCE
3D Urban Environment Solutions	05/04/2021 10:30 AM	05/04/2021 11:15 AM	ROOM M by Mackevision	WORKSHOP SESSIONS
3D Urban Environment Solutions: Live Q&A and Exchange	05/04/2021 11:15 AM	05/04/2021 12:00 PM	ROOM M by Mackevision	WORKSHOP SESSIONS
Facial Capture: Bringing Life To Animation	05/04/2021 7:30 PM	05/04/2021 8:15 PM	ROOM M by Mackevision	DIGITAL HUMANS
Witches Live Q&A and Exchange	05/04/2021 2:15 PM	05/04/2021 3:00 PM	ROOM U by Unity	VFX FOR EPISODIC



Pirkko Sprengel,
Event Success Manager

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Mario Müller,
Project Manager of FMX



HOW ATTENDEE PARTICIPATION WAS ENCOURAGED

The extensive program at FMX was split 50/50 between the two central goals of the event: networking among professionals and students, and sharing knowledge. An important cornerstone of the conference has always been the atmosphere among the visitors - “how easy it is to talk to each other, have a beer together or approach speakers,” says Mario. It was clear to him that the exchange within the industry would take on a somewhat different form online. The EventMobi platform offered many opportunities to get into conversation - for example, during question-and-answer sessions with speakers or via the participant chat.

“Discussions actually arose; you could really get into the conversation.” - Mario Müller

HIGHLIGHTS OF THE EVENT SPACE



LIVE CHAT

In the public chat, participants were able to talk about the current lecture and engage in an exchange with the moderators or speakers.



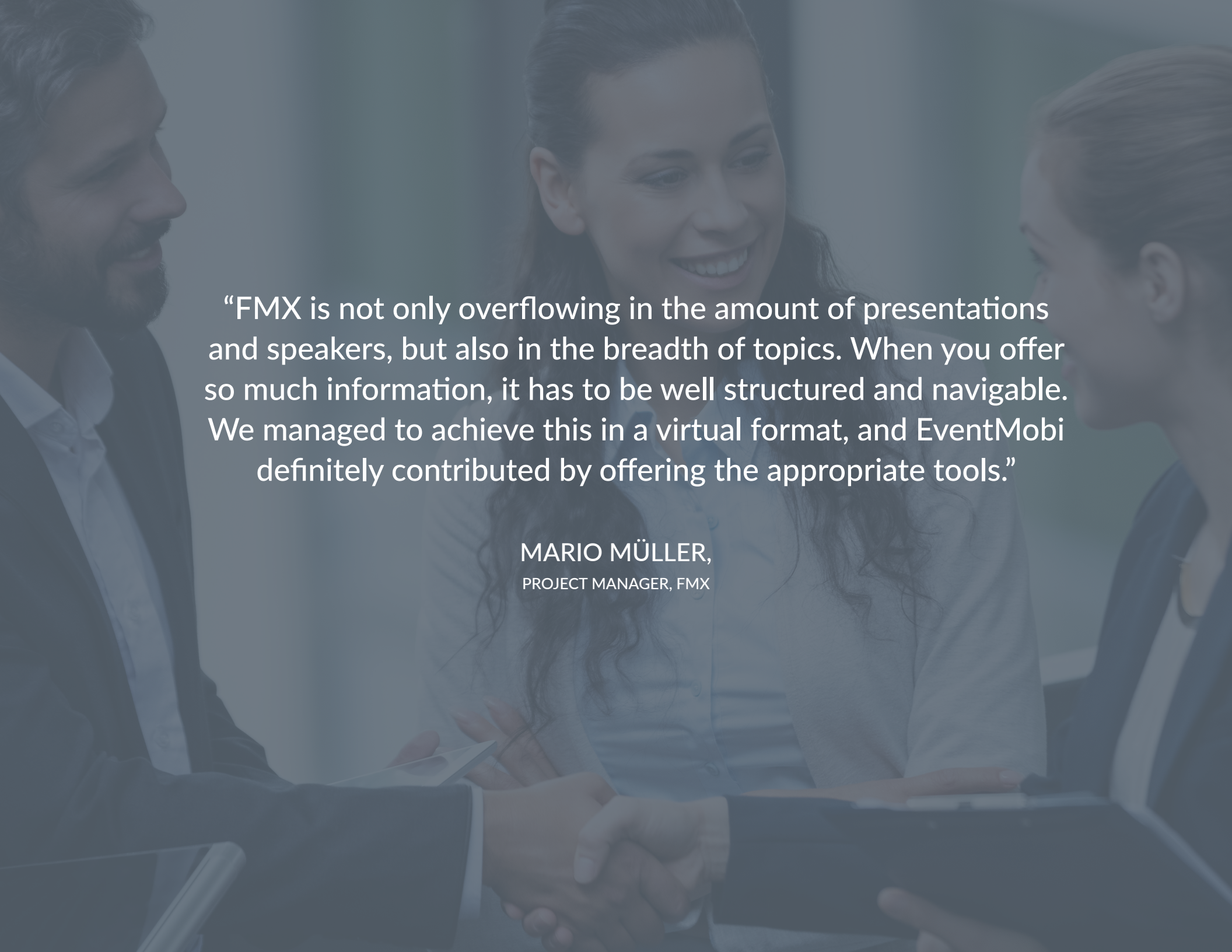
ZOOM INTEGRATION

The existing integration of Zoom and EventMobi made it easy to implement video chats between speakers and participants. As an alternative to Zoom, EventMobi also offers Interactive Breakout Rooms directly within the platform.



PRIVATE MESSAGES & APPOINTMENT BOOKING

“The fact that you could write to others directly via the participant list and invite them to a video call was very cleverly solved and a practical additional benefit,” thinks Mario.

A background image showing three business professionals in a meeting. A man on the left is smiling and looking towards a woman in the center. The woman is also smiling and looking towards a man on the right. They are all dressed in business attire. The image is overlaid with a semi-transparent dark blue filter.

“FMX is not only overflowing in the amount of presentations and speakers, but also in the breadth of topics. When you offer so much information, it has to be well structured and navigable. We managed to achieve this in a virtual format, and EventMobi definitely contributed by offering the appropriate tools.”

MARIO MÜLLER,
PROJECT MANAGER, FMX

SUCCESSSES OF THE EVENT

“We were able to run the entire FMX 100% on the EventMobi platform. People were happy about that and we received a lot of positive feedback.”

Mario Müller,
Project Manager at FMX

The switch to the virtual format was a major challenge for the team - which made Mario all the more pleased with the consistently positive feedback from those involved. “The presentation and implementation of the platform went absolutely great,” he enthuses. “People were really satisfied with the outcome.”

The biggest advantage of the online FMX: For once, it was possible to attract Hollywood celebrities as speakers who had never been able to come to the on-site conference in Stuttgart before. Mario’s highlights were visual effects legend Douglas Trumbull (2001 - A Space Odyssey, Blade Runner) and Victoria Alonso, Executive Vice President of Production at Marvel Studios.

THE PROGRAM OF THE THREE-DAY CONFERENCE INCLUDED:

388



speakers

178



presentations

100



live Q&A sessions

2200



participants from
45 countries

WOULD YOU LIKE TO LEARN MORE ABOUT THE EVENTMOBI EVENT PLATFORM?

BOOK A DEMO

