



Case Study: Eye Care Network

Situation:

This collection of independent eye care professionals hosts an event every year, showcasing premiere vendors. In the past, the general sessions had been long and the engagement level varied widely between vendors. They needed to add engagement throughout and find a way to keep the presentations running on time.

Solution:

We developed an AniMated mascot—a parrot to fit the theme of their event—to run things on stage. He was responsible for adding humor and engagement, but also kicking off vendors (gently) who had gone over their time.

Result:

The audience universally loved the mascot, the general session ran smoothly, and the parrot has since been asked to return for his SEVENTH year to host again.

Here's a video from the event of the AniMate:

<https://vimeo.com/220246547>

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