



# Case Study: Reimagining In-Person Event Storytelling for a Digital Audience

*Project: Annual Athletics Awards Ceremony  
Highlighting: Digital Strategy & Event Pivot*

### **Context**

Faced with the cancellation of a flagship in-person event due to COVID-19 lockdown restrictions, I led the transition to a high-production digital premiere. The goal was to maintain community engagement and brand prestige while moving to a 100% virtual format.

### **Strategy**

I reimagined a two-hour live program into a tightly paced, 45-minute digital experience. This required a complete overhaul of the "run of show," prioritizing viewer retention and high-impact storytelling over traditional long-form speeches.

### **Role**

Creative Lead, Strategic Vision, Asset Coordination, and End-to-End Production

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# Visual System & Brand Consistency

## Visual System

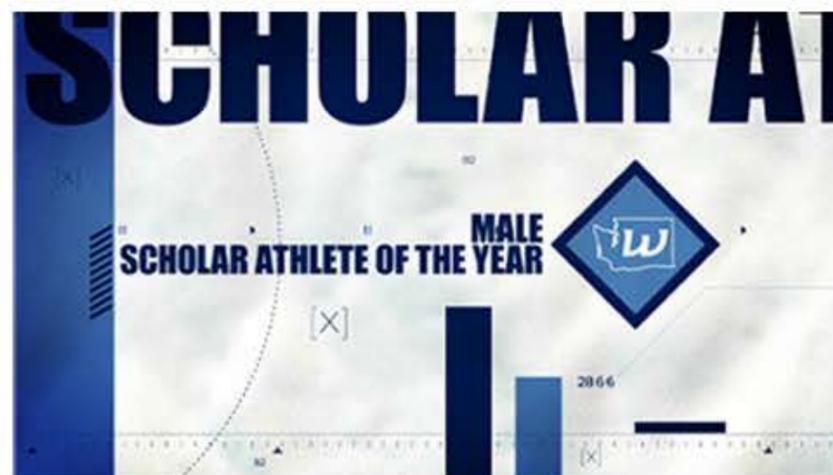
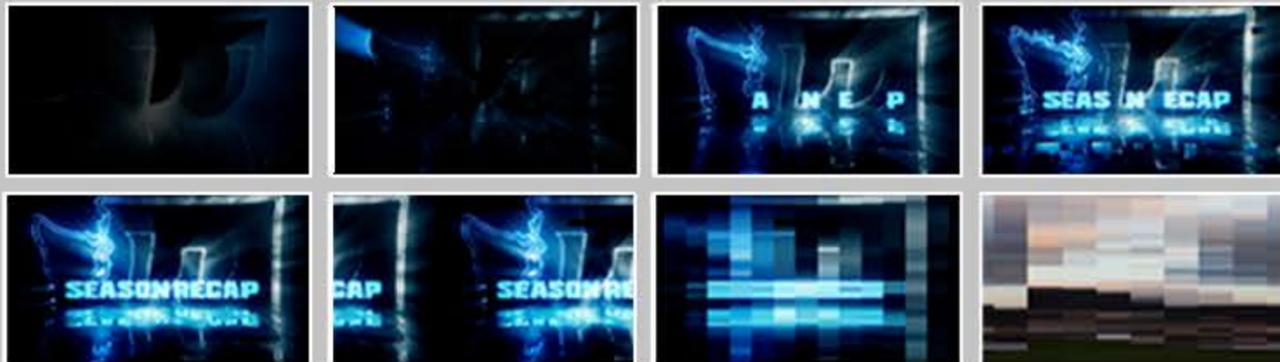
I developed a comprehensive suite of template-based assets and motion graphics. This system ensured that a massive volume of content could be produced rapidly without compromising quality or brand integrity.

## Brand Consistency

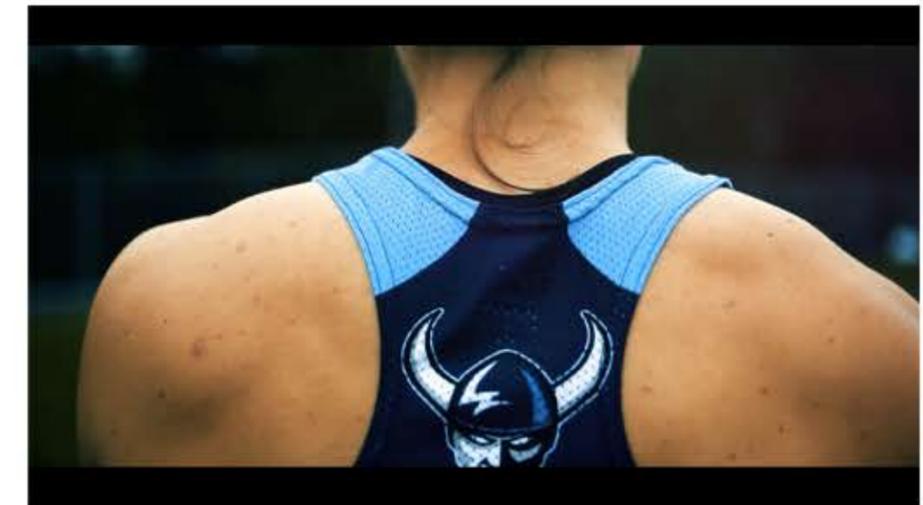
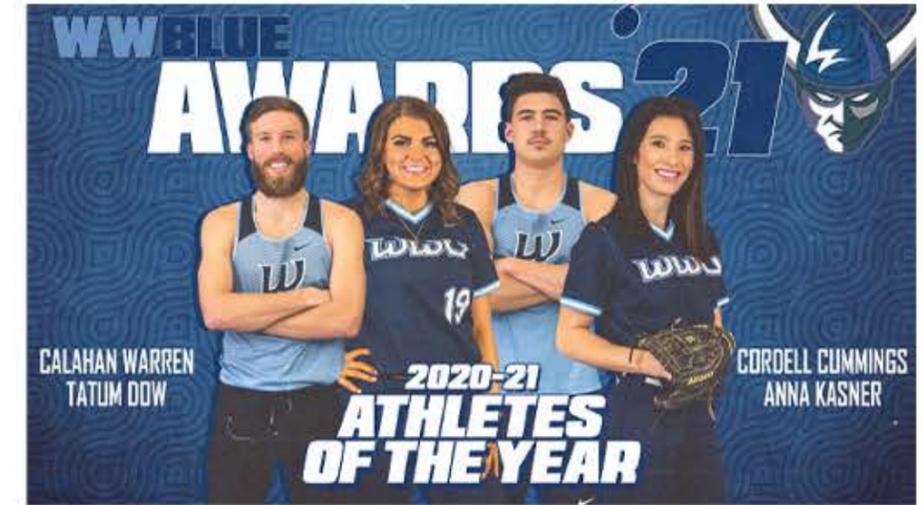
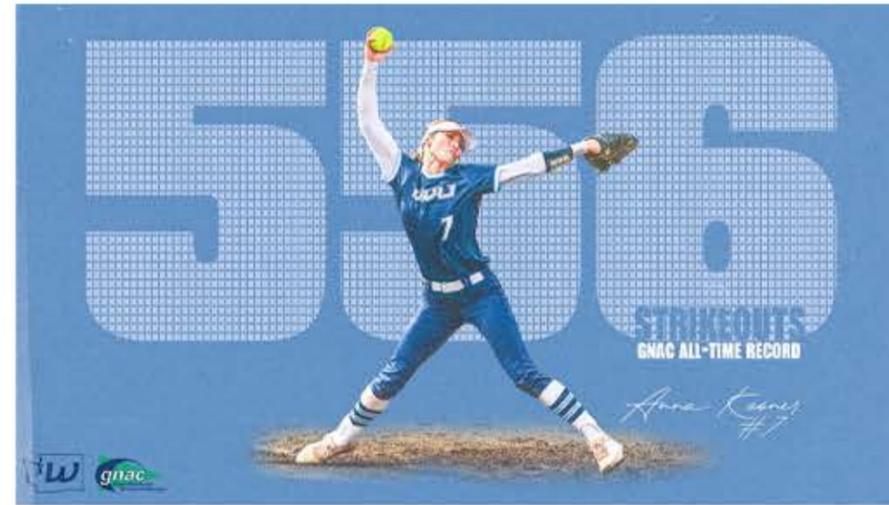
My strategy was to leverage the established season-long visual identity and elevate it into a premium, event-specific aesthetic. By weaving core brand elements into a distinct "Awards Show" visual language, I ensured the presentation felt like a culminating prestige achievement rather than a standard update. This approach created a "connected yet distinct" experience—standardizing typography and motion paths to unify 15 different athletic programs while utilizing unique textures and overlays to make the event feel singular and elevated.

## System in Motion

Utilizing After Effects to build title and transition that utilizes brand colors and aggressive motion paths, maintaining the energy level and preventing "dead air" between segments.



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## Sequencing & Narrative Flow

### Storytelling

I re-imagined a two-hour live event into a high-tempo, 45-minute digital premiere. By balancing high-energy highlight reels with data-heavy award segments, I created a rhythmic pace that prevented viewer fatigue. This involved sprinkling personal coach vignettes and institutional messaging between formal presentations, such as the Academic, Conference and Department awards. This resulted in moving the audience from a high-level opening through sport-specific milestones, concluding with an emotional Senior send-off and a hype video finale. This intentional sequencing ensured the virtual format delivered a cohesive, prestigious, and community-focused experience.

### Programming

- Opening
- Athletic Director Message
- Season Highlights
- Program Milestones & Season Recap
- Academic, Conference & WWBlue Presentations
- Coach/Admin Messages integrated throughout
- Senior Send-off
- Final Hype Video

## Execution & Impact

As Lead Producer, I managed the full project lifecycle, from cross-department asset coordination and remote filming to the final technical delivery of the premiere. In an era of physical isolation, this digital pivot was less about viewership metrics and more about preserving a vital sense of community during the height of the lockdown. By delivering a polished, accessible broadcast, we provided 500+ live viewers and the broader university network a meaningful space to celebrate collective achievement. By managing the end-to-end production of over 100+ unique assets, I demonstrated the ability to synchronize diverse departmental goals into a single, cohesive vision. This project proved that I can lead the transition from raw organizational data to polished, high-production content that resonates with a broad audience.

**View full digital event here:**  
*WWBlue Awards 2021*



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