

# CASE STUDY

## STUDIOS

### OUR CLIENT

Country Radio Broadcasters (CRB) is a non-profit organization responsible for producing the annual Country Radio Seminar. CRS is a three-day event focused on music and radio education, technological innovations in the industry, and musical showcases from well-known artists and up-and-coming musicians. The event features educational presentations, discussions, and performances with the mission of bringing “country radio and music industry professionals together to educate each other, enhance skills, facilitate business, and promote the growth of the industry.” CTS has been providing audio for the live event for more than 18 years.

### THE PROJECT

- Complete Program Filming/Recording from CTS Main Stage
- Host & Broadcast Presentations and Performances

### THE OBJECTIVE

With the onset of COVID-19, CRS, like many other live, in-person events, was forced to pursue a virtual alternative. Although CTS traditionally had handled audio for CRS, in 2020 we had the opportunity to provide full AVL services through the use of our Main Stage. Despite the pandemic, the goals of CRS did not change: the objective was to deliver an engaging, informative three-day seminar that would be just as impactful virtually as it had traditionally been in person. To keep the vision of CRS alive, CTS designed and built different stage sets, captured all of the content, edited and remixed the video and audio, and hosted the livestream event.



### OUR SERVICES

- Stage Design & Build
- Audio/Video/Lighting Design & Production
- On-Site Staffing/In-House Production Management
- Video Editing
- Audio Remixing
- Pre-Recorded Content Capturing
- Hosted Livestream Service

### THE RESULTS

Although CRS occurred virtually, the organization was still able to honor former year's accomplishments, host several musical performances, and discuss upcoming CRB goals. Coincidentally, had CRS decided to move forward with an in-person event in 2020, it would have likely been cancelled due to a massive snowstorm in Nashville. At the time, CTS was one of the few fully functioning venues in the entire Nashville metro; had it been a downtown or live event, it wouldn't have happened at all because transportation was nearly impossible. The opportunity to simply continue the event in 2020, even from a virtual standpoint, was deemed successful and exceeded expectations in the eyes of the client!



**CONNECT  
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