

CASE STUDY STUDIOS

OUR CLIENT

Keith and Kristyn Getty are the minds behind Getty Music. The Gettys are writers, musicians, and speakers who aspire to bring the art of hymn composition to the forefront of the Christian music world. The Getty Sing! Music Worship Conference – an opportunity to celebrate music writing, prayer, liturgy, and worship leaders – began in 2017, and CTS has been providing AVL services since its inception. The first ever Sing! Conference took place in a church local to Nashville, and since then, growth in attendees has demanded a much larger space, moving from a hotel venue, to a livestream (during COVID), and most recently, Bridgestone Arena in downtown Nashville.

THE PROJECT

- Pre-Recorded Content Capturing from CTS Studio
- Virtual Streaming to a Global Audience

THE OBJECTIVE

The Getty Sing! Worship Conference is “a conference for everyone on the transformative power of gathered worship and prayer for all of life.” The event takes place over the course of several days and has had an average audience of about 15,000 people. Approaching its third year in 2020, the Gettys didn’t want to lose the momentum they had achieved before COVID-19 affected the industry. As a result, they decided to switch to a completely virtual format in order to keep this impactful event alive. They were not only able to effectively deliver a powerful experience, but they were also able to reach even more people – on an international scale! This particular project was half live-streamed and half pre-recorded.



OUR SERVICES

- Audio/Video/Lighting Design & Production from the CTS Studio
- On-Site Staffing/In-House Production Management
- Pre-Recorded Content Capturing
- Hosted Livestream Service


THE RESULTS

The Getty Sing! Worship Conference was a smashing success in 2020 despite the setback that most live events had while COVID-19 was rampant. The conference saw double the audience while livestreaming compared to the previous year as an in-person event. Specifically, the event garnered 120,000 household viewers online over a four-day period, and it even gained a global audience. CTS was able to produce this event at a fraction of the cost of an in-person event, which furthered the overall “success” of the experience from the client side. Lastly, since the virtual event of 2020, the livestream portion has become a permanent add-on feature of the conference. In 2021, this aspect gave attendees the option to join the conference virtually, which was a major benefit specifically to international viewers. Today, streaming is still an important part of the Sing! Conference experience and has allowed a much larger audience to be a part of the event.



**CONNECT
WITH US**

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