



SONY

**TANDEM
MARKETING**

80 LIVE ATTENDEES/DAY

8 ONE HOUR SESSIONS

4 DAYS

Safe, Small Groups Education Road Show

Sony Electronics professional products allow their clients to experience the ultimate picture with spectacular brightness, vivid colors, and extraordinary contrast. Sony recently partnered with Tandem Marketing to hold an Education Road Show to demonstrate key technologies and features of their Cled and Bravia displays for professional users.

Since they were in need of meeting room space that came equipped with plenty of AV equipment and power, and a venue with a convenient location that could accommodate several sessions, Sony and Tandem Marketing turned to the OLC. Sony held 8 sessions of 10 people each day for 4 days in October 2021, where they were able to educate potential professional buyers on their product benefits.

The OLC team worked with Tandem Marketing to create a small group meeting that would accommodate several sessions over multiple days. These smaller sessions of 10 allowed Sony representatives to spend more one-on-one time with each attendee, as well following social distancing protocols.



For more information about hosting a meeting or training event at the OLC, please contact us.

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2021 Small Meetings Case Study

