

A CASE STUDY

Virtually Discussing the Impact of COVID-19 on Supply Chains

Converting an In-Person Conference to a Corporate Webcast

CHALLENGE

After the COVID-19 outbreak in China, a supply chain team from a professional services client asked GLG to source a speaker to bring to a multi-client conference to discuss the impact of the novel coronavirus on supply chains. The conference was canceled as a safety precaution, and the client needed an alternative solution.

THE GLG APPROACH

GLG converted the live conference into a virtual webcast. We sourced Council Member Steven Solomon, Former Director, Office of Antimicrobial Resistance at U.S. Centers for Disease Control and Prevention (CDC), to participate in the webcast. GLG worked with the client to ensure that its clients would still gain a valuable perspective on the topic.

OUTCOME

The webcast accumulated an audience of more than 1,000 of the firm's clients, who watched the presentation and audience Q&A. A post-webcast survey revealed that the session was critical for audience members and helped inform their understanding of the virus's potential impact.

FEATURED PRODUCTS



GLG Events

[Learn more](#)

GLG pivoted an in-person conference on the impact of COVID-19 on supply chains for its client's clients to a virtual webcast with a former CDC expert.

Why GLG?

Virtual Capabilities

GLG was well equipped to convert an in-person conference for its client to a virtual webcast at the scale needed.

Project Breadth

One virtual webcast with a Q&A session. The webcast hosted over 1,000 viewers.

As the world's knowledge marketplace, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such.

GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc.

©2020 Gerson Lehrman Group, Inc. All rights reserved.