

# Case Study: Wild Life Drawing



As with all event organisers in recent months, [Wild Life Drawing](#) found that they had to postpone or cancel all their scheduled drawing classes for the foreseeable future as a result of Covid-19.

However the demand for the event series remained high. Their unique take on life drawing, combined with an educative initiative on conservation issues across the natural world, has amassed the interest of a highly engaged and active global community.

It was time to explore alternative means of delivery, ensuring audience retention and growth in a time of challenge. Utilising Eventcube's [virtual events platform](#), Wild Life Drawing entered the virtual events market with their first class having been delivered last week. They worked in partnership alongside the London Aquarium to deliver a virtual class showcasing their rookery of Penguins. It was attended by over 90 participants.

Using a [Zoom integration](#) the class allowed budding artists to watch and engage as they were taken through the basics of sketching out the cold weather birds. A number of cameras in the enclosure brought the waddling London residents into homes of viewers in 9 different countries. With the aquarium staff providing fun facts and information about the Penguins throughout, the aim was to mirror the real-life classes as closely as the technology allowed.



'Obviously having to adapt to the current situation has been difficult, but we felt using the tools on Eventcube meant we could re-create the class as closely as possible to the real thing. We were really happy with everything turned out, and I think even after the current situation with Covid 19 has passed I can see us continuing to host online drawing classes moving forward' - Jennie Webber, founder of Wild Life Drawing.

Adapting the online classes has allowed Wild Life Drawing not only to stay connected to their audience in the short term but also grow and reach potential customers who couldn't have previously attended in person. The use of the platform has also allowed them to maintain a crucial revenue stream as a small, independent business.