



The Barça Innovation Hub makes its Sports Tomorrow event completely online

The Barça Innovation Hub is the worldwide center of sports knowledge and innovation. BIHUB brings together the world of sport to discuss the most pressing issue, explore groundbreaking innovations and uncover key trends for the future.

Sports Tomorrow is the sports innovation congress organized by the Barça Innovation Hub that explores in-depth key issues in the sports industry with world-renowned experts from world-class sports clubs, organizations and companies.



Challenges

The BIHUB team wanted to maintain its Sports Tomorrow event, transforming it from a face-toface format to a digital one, and giving visibility to the Hub and Fútbol Club Barcelona.



Solutions

Use the video creation tool and stream on the Watchity player to offer a great viewing experience.



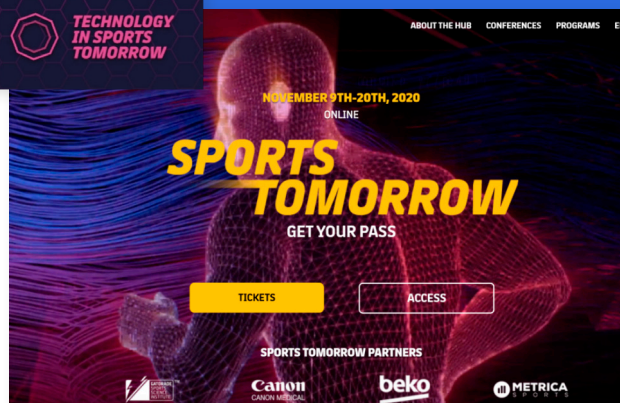
Benefits

Spectators from all over the world were able to attend the event without having to travel. By offering the possibility of streaming, the capacity of attendees to the event became unlimited.

Challenges faced

The organization wanted to maintain the offer of its annual Sports Tomorrow congress despite Covid-19, adapting the event to the digital format and giving visibility to the Hub and Fútbol Club Barcelona.

- 1-** Maintain the offer of the Sports Tomorrow congress **adapting it to the digital format.**
- 2-** **Achieve a safe environment** for their events with an attendee registration, always respecting the privacy policy of the organization.
- 3-** Integrated with an events platform, **maintain and increase interaction with attendees throughout the full event lifecycle.**
- 4-** **Reinforce the brand image** through graphic elements, logos, multimedia file resources, etc. to also increase the awareness and positioning of the Hub and of Barça itself.



✓ Solutions driven by Watchity

When the Barça Innovation Hub team contacted Watchity one of our video experts held some meetings with them to gauge their needs and develop their previous experiences further. This allowed us to subsequently define the best approach for the deployment of our platform, which included:

- 1-** The **content creation tool**, to easily make their productions with a professional result. Adding graphic resources such as images, logos, posters, videos and more to reinforce their corporate image and that of the rest of the participants.
- 2-** The **customizable player**, with viewing controls to play/pause the live streaming session and watch it again from the beginning.
- 3-** The **advanced video analytics**, which generates attendance statistics (number of viewers, average viewing time, etc.).
- 4-** The **tool for generating video clips** of live events in order to create publishable content on social networks (YouTube, Facebook, Instagram, etc.).

“ By offering the possibility of streaming, the capacity of attendees to the event became unlimited. ”

Barça Innovation Hub



Benefits obtained

BIHUB had the opportunity to transform its flagship event into a digital format. Using the platform has given several benefits for both the organization and the attendees.

- 1-** For this edition, the event was in a 100% digital format. But for the following editions, instead of returning to the face-to-face format, the organization has decided to make them in a hybrid format, thus accessing the possibility of having more attendees and speakers.
- 2-** Spectators from all over the world can attend Sports Tomorrow without having to travel. By offering the possibility of streaming, the capacity of attendees to the event has become unlimited.
- 3-** The Barça Innovation Hub has improved its brand image by offering high-quality and professional content.