

Case Study

Leading Insurance Provider Delivers High-Impact Town Hall with Kinly

The Background

The client is a major US-based insurance company offering auto, property, business, and life insurance across all 50 states. With a growing hybrid workforce, the organization regularly hosts company-wide meetings to engage staff and share key updates. Following a change in leadership, the client faced an urgent need to deliver a high-impact town hall that could reach its entire workforce — both in-person and remotely.

Key Insights

Countrywide insurance provider with 30,000+ employees

Goal: Execute CEO-led hybrid town hall for 20,000+ virtual viewers and 400 in-room staff

Timeline: 2 weeks from planning to deployment

Format: Fully virtual + in-room, live broadcast via Zoom Webinar

Outcome: Flawless execution, repeat business, executive leadership praise





The Challenge

The client had struggled to deliver previous high-profile internal events effectively. With new leadership in place and high visibility across the organization, they needed this town hall to be smooth, engaging, and technically flawless — and they had just two weeks to pull it off. Internal resources alone couldn't meet the scale or standards required.

The Solution

Kinly provided a comprehensive live event solution, transforming an empty meeting room into a high-impact presentation space with full production capabilities, including:

Custom Stage Design

- 12x24 ft stage
- Rear-projection screens built into scenic drape
- Uplighting and stage lighting

Live Event Production

- VMIX-powered production and visual mixing
- Integrated presentation slides and videos
- Real-time broadcast via Zoom Webinar to 20,000+ attendees

Audio-Visual Support

- Three-camera setup with operator team
- Full PA system and microphones for live room experience

Rapid Turnaround

- Room assessment, planning, build, and deployment in under 2 weeks



SECTOR
INSURANCE



LOCATION(S)
USA



SOLUTION
EVENT



The **Impact & Result**

The event was delivered seamlessly, earning praise from employees and executives alike. Highlights included:

20,000+ live virtual attendees with no technical disruptions

400-person in-room audience with professional-grade AV and staging

“Flawless execution” recognized by senior leadership

Immediate expansion of Kinly’s event support across multiple future events

The **Future Ahead**

Impressed by the results, the client has expanded their use of Kinly’s live event services and AV solutions. The relationship keeps growing as it supports their hybrid workplace infrastructure.

Why **Kinly?**

Bringing people & technology together for better productivity wherever the work happens — because great things happen when people work together.

The **Testimonial**

Senior Manager, Conference Room Strategy:

“With just two weeks’ notice, your team stepped in and helped us deliver what many are calling the best event the company has ever hosted.”

