



CUSTOMER STORY

# NYC'S BIGGEST MUSIC FESTIVAL PLANS 10TH YEAR VIRTUALLY WITH LOGITECH



“The day we announced tickets, we were able to say all VIP and platinum tickets had sold out. It was the most positive reaction we’ve ever had.”

— **Laura Hymes**  
Director of Marketing, Founders Entertainment / Live Nation Entertainment

## THE GOVERNORS BALL A LIVE NATION FESTIVAL

The Governors Ball, part of Live Nation Entertainment, is NYC’s biggest music festival. When the pandemic dashed plans for a 2020 show (which would have been their 10th anniversary), the team went remote and immediately began planning their most innovative festival experience yet for 2021— a 360-degree layout that will prevent sound bleed between stages.

INDUSTRY **Entertainment**

SOLUTIONS **Scribe, Rally Bar, BRIO**

LOCATION **New York City**

SOFTWARE **Zoom**

WEBSITE **govball.com**

**5,000** people employed each summer



Over 1 million attendees in the first 9 years



“We moved into work from home mode. Our team is currently spread across 4 different states.”

— **Jordan Wolowitz**  
Partner, Founders Entertainment, Co-Founder,  
The Governors Ball Music Festival

“Collaboration and communication are the most important things.”

— **Jennifer Stiles**  
Head of Festivals & Events, Founders  
Entertainment / Live Nation Entertainment

## OVERVIEW

With a remote team now spread across four states, Logitech’s video conferencing tools enabled The Governors Ball team to quickly resume work without sacrificing the core part of their creative process: collaboration.

### CHALLENGE

After cancelling in 2020, The Governors Ball needed to make a strong 2021 comeback for their 10th anniversary. After 8 years at Randall’s Island Park, Citi Field in Queens is the festival’s new home. The move required an entirely new layout design in addition to the new health and safety precautions for large gatherings, and much of the work had to be done remotely.

### SOLUTIONS

- Scribe: a whiteboard camera for video conferencing rooms that seamlessly connects to the entire Logitech video conferencing suite.
- Rally Bar: an all-in-one video conferencing bar for mid-sized rooms.
- BRIO: an ultra HD business webcam certified for Zoom, Google Meet, Microsoft Teams, and more.

### RESULTS

The Governors Ball team relied on Logitech’s suite of fully-integrated video conferencing tools to collaborate virtually.

- Scribe helped the team visualize and workshop the festival’s new layout during live video calls by delivering a clear feed of the whiteboard with the tap of a button.
- Rally Bar fostered a meaningful hybrid work environment by bringing clear video and audio into conference rooms.
- BRIO webcams ensured everyone could be seen and heard clearly during meetings.



**logitech®**

[www.logitech.com/vc](http://www.logitech.com/vc)

Published Sept 2021

#### Americas

7700 Gateway Blvd  
Newark, CA 94560 USA

#### Logitech Asia Pacific Ltd.

Tel: 852-2821-5900 Fax: 852-2520-2230

#### Logitech Europe S.A.

EPFL - Quartier de l’Innovation  
Daniel Borel Innovation Center  
CH - 1015 Lausanne

© 2021 Logitech. Logitech, the Logitech logo and other Logitech marks are owned by Logitech and may be registered. All other trademarks are the properties of their respective owners. Logitech assumes no responsibility for any errors that may appear in this publication. Product, pricing and feature information contained herein is subject to change without notice.