



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.



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