



THE NEW YORK TIMES

NYT Climate Hub Event Case Study

10th December 2021



During COP26 in Glasgow, our client, The New York Times, created the most ambitious journalism and event project in their 170 year history, the New York Times Climate Hub.

Objectives

To position the New York Times as the world leader in thought provoking content, controversial debate and the ultimate Source of Truth around this global climate emergency.

To serve a huge online audience as well as offering attendees of COP26 – and the local Glaswegian community – a chance to experience in person sessions in their groundbreaking and creative Climate Hub venue at SWG3.

To give Sponsors and Partners the opportunity to curate their own programme content and special invited audiences – all hosted within the incredible spaces and using the infrastructure the NYT created.



- 2 weeks of live journalism.
- Hybrid event with global online audience plus 6,000 in person registered attendees.
- 6 different spaces
- over 400 speakers
- 150 different sessions



“We are very appreciative of the support you provided on what was always going to be a bold, ambitious endeavour. That it was a success was a big collective effort and Brightspace was a key ingredient in the cocktail.”

STEPHEN DUNBAR-JOHNSON

President, International, The New York Times Company.



Challenges

Cutting edge content, by design is always agile, reactive and ever changing! The programme was fluid with very little standardised or advance information to work with.

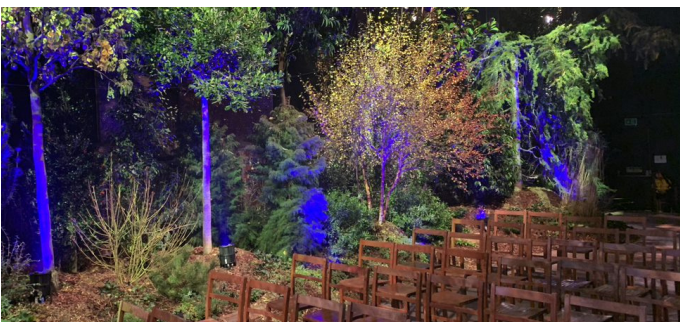
Designing and delivering the ultimate flexible ticketing system - and individually chosen programming - is incredibly complex from both a user experience and data handling perspective.

Multiple spaces, session by session content, a very fluid audience - whilst still creating a 'Hub' drop in feel - all within the incredibly strict COVID and event licensing constraints of the local authority.

A huge number of diverse and high profile stakeholders with often competing and always fundamental needs to satisfy. Including within NYT itself, the corporate sponsors & partners, activist organisations, many different media outlets and an ENORMOUS crew to bring it all to life!

A real and considerable risk of protestors and activists targeting the event.

An event of this size and complexity was a new experience for the both the internal NYT events team and their delivery partners.



"to all the team at Brightspace for the amazing work you did in such a short space of time"

JOHN SCULLY

Marketing Director, International, The New York Times Company.

Solutions

Brightspace provided

- full delegate registration system design
- online pre-event delegate management
- database management
- stakeholder liaison & support
- COVID security services
- Fully sustainable, branded event stock (lanyards, wristbands etc.)
- Onsite staffing for the entire venue
- Contactless badging solution
- Media and speaker management

Every system, process and the whole staffing structure was designed around being agile, flexible and insanely quick and clear communications. Working incredibly closely with the security team, the venue and the client, every delegate was carefully checked and vetted - yet welcomed with a warm smile and clear direction.

- Hybrid event with activities on 11 consecutive days.
- 6189 onsite registrants with over 3000 virtual attendees.
- 151 sessions over 6 areas, including public and private sessions, dinners, receptions, and film screenings.
- 420 speakers including. Greta Thunberg, John Kerry, Nicola Sturgeon and David Lammy, with Leonardo DiCaprio as an attendee.
- 7 core Brightspace plus 51 local staff
- 624 overall crew/staff.



"I was extremely lucky to work with such a wonderful group of true professionals who, in my opinion, were the true heroes of Climate Hub! "

RONA PERRY

Marketing Manager, International, The New York Times Company.