



## Frequently Asked Questions

*Your Story. Our Mission.™*

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### WHAT IS STUDIO BLUE?

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Studio Blue is a full-service creative production studio serving corporate and government clients. The studio manages creative development, narrative structure, and live or broadcast execution from kickoff through post-event content delivery. Each project is led by an Executive Producer who serves as both creative director and primary point of contact throughout the engagement.

#### What kinds of events does Studio Blue produce?

Studio Blue produces corporate keynotes and general sessions, all-hands and town hall meetings, executive broadcasts and live streams, government press conferences and media centers, annual meetings, hybrid events with simultaneous in-person and remote audiences, destination marketing productions for tourism boards and CVBs, and productions in nontraditional venues.

#### How is Studio Blue different from a standard AV vendor?

A standard AV vendor supplies and operates equipment to a client-provided specification. Studio Blue takes responsibility for creative concept, run-of-show development, content direction, and on-site execution under a single engagement. Creative and technical services are delivered by the same team, eliminating the coordination gap between a separate creative agency and an AV crew. The assigned Executive Producer holds accountability for both the creative output and the technical delivery.

#### What is 'broadcast-grade' production?

Broadcast-grade refers to the technical standards used in television and live streaming — including signal quality, camera specifications, switching equipment, audio infrastructure, and redundancy systems. For corporate events, these standards ensure clean signal output to any streaming destination, professional camera coverage optimized for remote viewing, audio quality appropriate for broadcast, and backup systems that maintain the show if a primary component fails.

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### CAPABILITIES & SERVICES

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#### What does 'full-service' mean at Studio Blue?

Full-service means Studio Blue manages all phases of a production under one engagement: creative development and concept, run-of-show structure, scenic and staging design, technical direction and broadcast engineering, content and video production, speaker preparation and rehearsal, show calling on event day, and post-event content delivery. Clients work with a single Executive Producer rather than coordinating across multiple vendors.

#### What is a hybrid event?

A hybrid event includes both an in-person audience and a live remote audience viewing via stream simultaneously. Studio Blue produces hybrid events with separate technical and creative workflows for each audience, including dedicated broadcast operation, stream-optimized camera coverage, independently mixed audio, remote engagement tools, and redundant stream paths.

### **What does a press room or media center setup include?**

A press room or media center is a broadcast environment designed for journalists, photographers, and camera crews covering a live event or announcement. Studio Blue's press room builds include: backdrop and podium infrastructure with controlled broadcast-quality lighting; audio tie-lines for press pool feeds providing a clean signal to each camera crew; live streaming capability for virtual press participation or clip distribution; dedicated press workspace with power, Wi-Fi, and credentialing; and crew availability for rapid-turnaround interviews between sessions.

### **What is scenic design, and how is it handled at Studio Blue?**

Scenic design covers the physical and visual environment on stage — structures, screens, lighting rigs, and surfaces visible to the audience and on camera. At Studio Blue, scenic is developed alongside content rather than as a separate specification. The scenic environment is designed to support the narrative and visual requirements of the production, and is reviewed for how it reads both in the room and in broadcast output.

### **What does a nontraditional venue build require?**

A nontraditional venue is any space not purpose-built for live events, including parking lots, warehouses, rooftops, hangars, historic buildings, outdoor plazas, and stadiums reconfigured for corporate formats. These productions require designing infrastructure from scratch: power distribution, cable runs, rigging from non-standard structures, climate control for outdoor electronics, and in some cases temporary flooring, walls, and ceilings. Studio Blue has completed broadcast-ready builds in parking lots, stadium floors, and converted warehouse spaces.

## **GOVERNMENT & ENTERPRISE**

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### **Can Studio Blue produce events for government agencies?**

Yes. Studio Blue produces press conferences, summit productions, broadcast setups, and annual meeting productions for government agencies and public-sector organizations. Government productions typically require security protocol coordination including credentialing and restricted access, broadcast pool feeds providing a clean signal to multiple press organizations simultaneously, rapid deployment timelines for press events, and full documentation of production setup and content capture for public record. Studio Blue has experience managing these requirements.

### **What is a destination marketing production?**

Destination marketing productions are commissioned by tourism boards, convention and visitors bureaus (CVBs), and destination marketing organizations (DMOs) to promote a location to meeting planners, incentive travel buyers, or the general public. These productions typically take place in location-specific venues — arenas, landmarks, outdoor spaces — and use the destination itself as the primary visual and narrative context. Studio Blue's work with Visit Fort Worth is an example: an arena-scale annual meeting production centered on the destination.

### **What is an annual meeting production?**

An annual meeting is a full-organization gathering for employees, members, investors, or stakeholders, typically produced once per year. Production requirements include keynote and general session staging and show calling, awards and recognition segments with video packages, breakout and concurrent session support, live streaming or broadcast for remote audiences, and executive run-of-show rehearsal. Annual meetings are typically recorded and widely distributed, which affects technical and content requirements throughout production.

## **WORKING WITH STUDIO BLUE**

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### **What should I look for when hiring a production company?**

Key factors to evaluate when selecting a production partner:

- Executive Producer accountability: whether one person holds responsibility for both creative and technical execution, or whether those functions are split across vendors
- Relevant experience: productions in comparable venue types, audience sizes, and formats (broadcast, keynote, hybrid)
- Crew staffing approach: whether crew size is built to the specific job or based on a standard template
- Pre-show communication: how risks and scope changes are identified and communicated in advance
- References: clients who have worked with the company on more than one production

### **Does Studio Blue produce events outside a home market?**

Yes. Studio Blue produces nationally with no geographic restrictions. Productions have been delivered in nontraditional venues, stadiums, arenas, government facilities, and outdoor environments across the country. The Executive Producer and core creative team travel with the production. Travel costs are scoped and itemized as part of the project budget.

### **What does 'lean team' mean?**

Lean team refers to Studio Blue's practice of building a crew specific to each project rather than applying a fixed staffing template. Crew composition is determined by the production's technical requirements, venue, format, and scale. A smaller corporate keynote is staffed differently from a large broadcast build. This approach reduces crew costs on projects that do not require full-scale staffing and ensures each crew member has a defined role in the production.

**[Learn more or start a conversation at studioblueav.com](https://studioblueav.com)**