

# SUCCESS STORY

## VIRTUAL/HYBRID EVENT & AWARD CEREMONY

International Film Festival of India (IFFI),  
Goa Hybrid Event Powered by MultiTV







## About the client

The International Film Festival of India (IFFI), founded in 1952, is one of the most significant film festivals in Asia. Held annually, the festival provides a common platform for the cinemas of the world to project the excellence of film art and promote friendship and cooperation among people of the world.

## The Challenge

After the physical event getting postponed due to the ongoing pandemic, IFFI wanted to conduct their 51<sup>st</sup> edition in the hybrid mode. A total of 224 films from across the globe were to be virtually screened under different sections and various masterclasses and sessions were planned. The event was to span over 9 days, making it a challenge to support an event of this scale:

- Live Broadcast of speaker sessions
- Opening and closing ceremony live telecast
- Online screening of films
- Networking opportunities for the attendees
- Online masterclasses



# The Solution

A hybrid event, comprising both online and in-person modes of participation. Therefore, cine enthusiasts, film students, media persons, and the general public were able to watch the film screenings, master classes by film experts, and film appreciation classes by FTII from the comfort of their homes as well as attend the physical event conducted at Goa.



- Seamless delivery on web and mobile
- Virtual sets with high-quality graphics including 2 auditoriums
- Live broadcast of masterclasses and speaker sessions
- Movie Trivia based Interaction Tool
- Live chat and helpdesk
- Exclusive Press Room for Media

# The Auditorium





The Event Hall



The Lobby





# Screening Hall



## The Results

**3300+**  
viewers over 3 days

**1000+**  
registrations

**70**  
sessions over 9 days