



**WAKE UP 2 CULTURE:
ICON PLC UNITE THEIR GLOBAL
WORKFORCE WITH HYBRID LIVE
BROADCASTS PRODUCED BY DV4**



ABOUT ICON PLC_

ICON plc is an Irish headquartered Nasdaq listed multinational healthcare intelligence and clinical research organisation that provides consulting, clinical development and commercialisation services for the pharmaceutical industry. As of June 2023, ICON had approximately 41,160 employees in 108 locations spread across 53 countries.

WAKE UP TO CULTURE

As part of a HR / culture initiative, Icon runs an annual Wake Up To Culture (WU2C) global event.

Three similar events are broadcast from three key locations throughout the day as the sun rises from East to West - firstly Asiapac, then the live broadcast moves to EMEA and then finally we broadcast from The Americas.





WU2C EVENT WILL BEGIN SHORTLY



“Quick note to say thanks for the support over the last few days - the fact that you had two options fully ready to go was amazing... The agility displayed... to keep moving with the changes and requests was awesome and really appreciated - a real partnership and team effort and a pleasure to work with you and your teams!”

JOE CRONIN

CHIEF HUMAN RESOURCES OFFICER (CHRO), ICON PLC

“A HUGE thanks to you all for the work you’ve put into making WU2C an astounding success this year.

The feedback on this year’s event (2024) has been the best we’ve ever received. Adding the new elements and including speakers at different levels of the organisation, both of which were enabled through live streaming, was a huge hit with the global audience, so thank you for the work you put into testing and preparing the various panellists and offices.

We are very fortunate to work with such a professional team at DV4”

NIAMH MURPHY

DIRECTOR CORPORATE COMMUNICATIONS ICON PLC





AT A GLANCE

- DV4 produce broadcast for a multinational corporation involving local and remote presenters at all levels in the organisation along with contributions from regional offices worldwide
- DV4 works directly with international leaders of global corporation
- WU2C has become an annual global event for 7 years to date, broadcast from 3 continents growing from 14,000 employees to over 40,000 employees in over 50 countries



ICON
25 Years
of Building
Relationships

ICON is trusted by all of the world's top biopharma and medical device companies to develop and bring to market their drugs and devices. We have built strong relationships due to our quality operational delivery and ability to innovate.

YEARS OF SUCCESS

ICON
25 Years
Living our
Culture and
Values

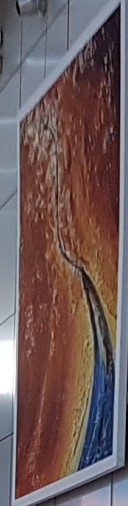
Through rapid growth and global expansion, ICON has maintained a record of high quality and high value by our core values of excellence in execution, transparency in execution, and strong relationships.

YEARS OF SUCCESS

ICON
A Symbol of Excellence

Global Employee Webcast

Cieran Murray, Steve Cutler
19th December 2018



THE CHALLENGE

- Icon must harness their global workforce and instil their corporate culture and values, “connecting as one global team”, throughout over 100 offices in over 53 countries to over 40,000 employees.
- Icon must consider potential IT network traffic issues when delivering 3 global broadcasts from 3 different continents to their office and home-based workforce around the world.
- Office canteen areas are to be transformed into an exciting live event venue.
- With high numbers in the all 3 offices where the live events are taking place, overflow offices must be prepared to display the broadcast to key leaders and staff.
- Key Icon IT tech support staff to be dedicated to support DV4 on site in each location, support overflow offices and support key management accessing remotely.
- AV, creative production, management of crews.
- Icon HR must coordinate the 3 global broadcasts from an IT, messaging, creative and AV perspective and work with key leaders delivering the presentations in each location.



THE SOLUTION

- Months before the live WU2C event date, DV4 worked with the director of Icon IT and his team, performing a series of tests with IT staff, remote presenters and offices and coordinators over Icon offices around the globe. Support checklists were prepared together to help minimise risk and to manage potential issues as easily as possible.
- Days before the event DV4 sent producers to three client offices, in Asiapac, Americas and Europe, to oversee the set up of large scale high quality production pop up studios in each venue to prepare for the live events.
- DV4 producers perform IT and streaming tests, event room layout decisions, liaise with local Icon management and local AV companies and coordinate with the central Icon HR WU2C team to ensure consistency of message and delivery.
- Working closely with Icon's senior international leadership team and local HR teams, DV4 managed advance meetings and dress rehearsals the day / evening before the live event.
- DV4 directed and produced 3 hybrid events on 3 continents back to back on the same day using Icon's video platform and CDN of choice, Brightcove as used by ITV, Virgin Media Television (another DV4 client) to deliver a resilient high quality stream to desktop and mobile, with the minimum amount of impact to the Icon network.





Wake up to culture!
Fast Facts
One Purpose
One ICON



Wake up to culture!
Fast Facts
One Purpose
One ICON

60

Program

Wake up to culture!
Fast Facts
One Purpose
One ICON

Powerpoint 2

Camera 1

Camera 2

Camera 3

Camera 4

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Camera 100

THE RESULT

- Over 40,000 people in over 50 countries engaged with Icon plc's HR initiative.
- Feedback across the globe from employees at all levels of the company was overwhelmingly positive.
- The Icon international leadership team had very positive feedback.
- WU2C has become an annual global broadcast event.
- The broadcast location will grow to include Mexico City soon.

DV4 are proud to be a one-stop-shop trusted global broadcast partner for ICON, ensuring they deliver key messages to their entire workforce, in a timely, professional, engaging and cost-effective manner.



TESTIMONIALS

Working with Simon Fine and team at DV4 has been an exceptional experience from start to finish. Over the past six years I had the opportunity to work with them for our annual global employee culture event. This event has grown from 14,000 employees to over 42,000 globally. Their dedication to excellence, attention to detail and commitment to the customer is truly commendable. Simon and his team work closely with myself and other executives from the production set up, design/format and execution of this event. It's unbelievable the team's technical expertise, ability to resolve issues real time as well as working/helping our executive leadership is remarkable.

The quality of their work exceeded my expectations. Over the past few years, the innovation, technology changes and just creativity has evolved to a level that I have never expected.

Not only was last year's event our largest, reaching 42,000 employees globally and hosted from three separate countries, it has been coined the best WU2C to date, and to be in person at one of the hosting locations with Simon, I could not agree more.

A few things I would call out about this team. Simon's ability to take feedback as well as provide feedback to make our event better, his flexibility to make real time changes, never letting the pressure get to him or his team, the ability to seamlessly plan and create a significant production in a few days and the technical innovation that they bring each year, continues to exceed my expectations.

I highly recommend Simon and team. They are extremely talented professionals, and looking forward to what they bring to the table this year.

BOBBI NUSS
SENIOR DIRECTOR, AMERICAS HR



TESTIMONIALS

Thank you for all the hard work you put into making sure our first global culture event was a resounding success. Feedback across the globe from employees at all levels of the company has been overwhelmingly positive – we couldn't have done this without the guidance, professionalism and commitment (as well as shots of humour!) from you.

ICON uses DV4 for live broadcasts to our global employees who are both office-based and home-based in over 40 countries. DV4 brings technical and creative expertise to each project, liaising with our IT department to deliver secure, high quality broadcasts which are streamed in a visually engaging manner. I have always found them to be very professional and easy to work with. I could not recommend DV4 highly enough.

NIAMH MURPHY

DIRECTOR CORPORATE COMMUNICATIONS
ICON PLC EMEA







ABOUT DV4

DV4 is an award-winning, innovative digital media services company and is a leading provider of hybrid and virtual broadcast solutions for national and multinational corporate, governmental, entertainment and educational organisations. Reliable, cost effective, engaging and service oriented are the hallmarks of today's

communication needs. DV4 combines experience of the TV, Film and Radio production businesses with in-depth knowledge of leading edge digital media technology, which it maintains through a commitment to research and a willingness to pioneer new technologies.

SOME OF THE BEST COMPANIES AND BRANDS TRUST DV4



Riálas na hÉireann
Government of Ireland

