

CASE STUDY

Film Festivals Roll On, Thanks to Risolviamo and BlueJeans

The cameras didn't stop rolling during the pandemic. Rather, the world of cinema adapted, turning important gatherings such as film festivals into virtual or hybrid events.

Turin-based Risolviamo is one of those that have made this shift possible. The technology provider for major events has managed more than 50 international film festivals. As one of its core services, the company facilitates business meetings and transactions during these events, enabling the buying and selling of films around the world.

These one-on-one transactions traditionally took place on site, set up using Risolviamo's web-based platform called b.square. Pre-pandemic, producers, investors, and other festival participants would go to b.square to identify contacts and check their availability, request appointments, accept meeting invites, and even rate meetings. This enabled them to connect with as many people as possible and helped ensure meetings were worth everyone's while.

But as physical events ground to a halt during the pandemic, film festival organizers quickly turned to virtual options.

"We were at the Berlin International Film Festival in March 2020. When we returned to Italy, all our clients were changing their planned events from on site to virtual," says Gianluca Cumani, Risolviamo's Chief Executive Officer. "So, we quickly had to add virtual experiences to our platform."



Industry: IT services and consulting

Challenge: Risolviamo needed a video conferencing platform for participants at international film festivals and other events to meet and do business one-on-one.

Solution: The event technology provider integrated BlueJeans Meetings with its own digital platform to facilitate virtual meetings.

Results: Risolviamo has increased its number of clients by around 30% since adopting the BlueJeans platform.

It now attracts participants from around the world to its events.

Each event Risolviamo supports has saved US\$250,000 to US\$300,000 on average, due to reduced travel needs.

Organizers have cut their carbon emissions by 150 to 200 metric tons per event.

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– GIANLUCA CUMANI, CHIEF EXECUTIVE OFFICER, RISOLVIAMO

Enabling Virtual One-on-One Meetings

One of the first things RisolviAMO did was to find a video conferencing platform to integrate with b.square. The idea was that the platform would serve as an add-on solution to event organizers who needed to set up large-scale meetings during a festival or fair.

But the first couple of solutions RisolviAMO adopted caused far too many issues. Participants would suddenly drop out of meeting rooms, for example.

This became an obstacle to attracting more clients, prompting RisolviAMO to choose a new video conferencing platform. “In particular, we wanted a solution with good APIs to enable integration with b.square,” says Cumani.

BlueJeans had the best APIs, as well as the specialized qualities RisolviAMO’s clientele needed. Once a virtual meeting is scheduled, a meeting room can be automatically created.

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content directly to audiences,” says Cumani. “That’s very important for the kind of meetings that we support, which include showing movie clips to potential investors so a film idea or project can be funded.”

Cumani also liked the fact that BlueJeans has desktop and mobile applications to make joining meetings easy for everyone.

The other major plus? The BlueJeans platform is available in China, a highly sought-after market for RisolviAMO’s events. “We have many people who want to sell their products in China, so there’s always a big demand for meetings with participants from there,” says Cumani.

Attracting More Diverse Participants

Now RisolviAMO is attracting more participants, not just from China but all over the world.

It can be expensive to get Asian and American participants to attend film festivals in Europe and vice versa because of how costly and time-consuming it is to travel. This has changed since hybrid and virtual options became available.

“Our goal as an international event solution provider is to provide quality services and to expand. BlueJeans is no doubt key to realizing that.”

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“We can guarantee our customers that there will be people coming from the US, Europe, and Asia in the same way that when we manage an event in Korea or China, we can promise to have participants from the US, South America, and Europe,” says Cumani.

Even when a festival is happening in person, participants can meet the way they want: on site, in a hybrid fashion, or purely virtually. If they choose to go virtual or hybrid, all they have to do is set up a meeting on b.square, and they’ll instantly get a BlueJeans meeting room of their own.

“A link will bring them directly to their meeting room. It’s that easy,” says Cumani.

Creating Great Experiences

Participants have welcomed the newfound ease of connecting with each other. More than 90% of them have rated BlueJeans Meetings positively for both the desktop and mobile apps. Some 94% of participants involved in the meetings organized on the occasion of great events such as Marché du Film of the 74th Festival de Cannes and Ontario Creates International Financing Forum at the 2021 Toronto International Film Festival gave the BlueJeans platform positive reviews.

The ability to create waiting rooms at events has also opened up networking and production opportunities for filmmakers, just like at the Junior Entertainment Talent Slate or JETS Initiative.

The JETS Initiative is an industry effort to create funding opportunities for selected film projects in Europe. For its 2022 pitching event, organizers used b.square and BlueJeans Meetings to facilitate virtual presentations to a panel of funders and movie distributors, with more than 100 filmmakers watching in real time. At the end of the event, 25 film projects successfully secured co-production opportunities.

“All in all, the feedback has been very positive and we’re really happy to use BlueJeans,” says Cumani. “We have a good solution that provides a great experience.”

Enabling Supervision of Meetings and Cost Savings

For event organizers, the BlueJeans platform has given them control over meetings. They can monitor what’s going on, whether the participants are in their assigned virtual room at the appointed time, and who’s having technical problems.

“And they can extract statistics and reports, such as the number and duration of meetings, and the costs spared for running a digital instead of in-person event,” notes Cumani.

With the reduced need to travel for meetings, each event has saved US\$250,000 to US\$300,000 on average and cut carbon emissions by 150 to 200 metric tons.

Growing and Expanding

Unsurprisingly, Risolviamo’s business is thriving. Since adopting BlueJeans Meetings, it has increased its number of clients by around 30%.

As virtual events become more entrenched in its industry, Risolviamo expects to work further with BlueJeans.

“Our goal as an international event solution provider is to provide quality services and to expand. BlueJeans is no doubt key to realizing that,” says Cumani.

ABOUT RISOLVIAMO

Risolviamo manages the technology infrastructure of major events such as international film festivals and book fairs. To date the company has managed the technology for more than 50 film festivals that have attracted over 10,000 attendees from around the world. Using its event management platform called b.square, it facilitates one-on-one meetings between buyers and sellers of films during these festivals. Risolviamo was established in 2004 and is based in Turin, Italy.