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For Immediate Release

MISSION CRITICAL: When Going Virtual Made History

The Secret "Shock and Awe" Marketing Formula That Turned An In-Person Business Into A "Virtual" Titan In The Middle Of A Global Pandemic.

June 8, 2020, New York, NY – Mission Critical blew the lid off the Virtual meetings industry in its initial broadcast. With over 25,000 impressions on the site alone, Mission Critical reached an incredible number of influential meeting and events leaders

On May 28th at 3:00, over 2500 of the best corporate and association event planners were on board for the first virtual meetings Mission Critical. Along with the on-demand viewers, the audience now exceeds 5,000 helping Mission Critical and its sister platform, The Knowledge Exchange, make true history in the scope and size of the listening audience.

Where corporate and political leaders head to the World Economic Forum to share ideas and address pressing global issues; now the Meeting and Events Industry head to Mission Critical. In a single 64-minute broadcast, we modeled the future of virtual events and showcased the diversity of content required to engage this new audience – the virtual viewer.

It wasn't just any viewer, however. Mission Critical attracted C-Suite and Senior-Level Marketing, Meeting and Event Executives by the thousands. Fortune 500 and 1000 heavyweights, leading Financial and Insurance Institutions, Iconic Fashion Houses, National and International Associations, Global Government Agencies and Political Organizations, World Renowned Universities and so much more were listening that Thursday

The Premiere episode went down as the most widely attended virtual trade event in industry history. It was something that excited the whole team at The Knowledge Exchange said its creator, Joseph Lara, of The Knowledge Exchange

"When the pandemic hit, The Knowledge Exchange was poised to have its biggest year for we had tapped into the new way planners and supplier wanted to engage in face to face meetings. With the shutdown, we had to cancel our biggest dates of the year. Adding to the challenge and my frustration, our industry leaders offered only empty encouragements with boring webinars and video conferences. After a few days, the adrenaline kicked."

I had to do something ...something that would work in a world where live, in person meetings and events were no longer possible", said Lara.

"The catalyst for change came when [longtime sponsors of ours] John and Richard Williams of American Guest, and I began to percolate ideas, test concepts and strategize. Within a few days it was clear that it had to be revolutionary ...like nothing any one had ever done. The idea was simple ...an exciting broadcast of entertainment, educations and real solutions. The solution was groundbreaking. Bringing in Bob Kelly from KPG Creative and Experiential Expert Giovanni

Livera were the final pieces in channeling the vision. A dream team of marketing, technical, experiential and industry expertise shared in the effort of putting the first episode together”, he added.

The full production featured multiple, simulcasting techniques including live, simulated live, panel discussions, and a headlining special performance by Michael Cavanaugh, Grammy and Tony Nominated Star of Broadway’s “Movin’ Out” live from his home studio in Las Vegas. 15 locations from around the country – east to west, north to south were on board.

*“The reality of **MISSION CRITICAL** is that we gave people exactly what they are craving. We created exciting, mixed content, in short segments using stunning technical delivery techniques. We shocked the audience from the very moment the opening NASA-style countdown began to the live post show ‘wrap party’ for attendees to share their thoughts. No webinar burnout, no boredom, just engagement from start to finish in a show of solidarity to what is possible even when people are apart.”*

Work has already begun for Episode 2 premiering online on July 9, 2020.

***The Knowledge Exchange** is one of the fastest growing, invitation-only, hospitality trade showcases for the meetings and events industry. Unique in style, scope and content. The Knowledge Exchange was the foundation for Mission Critical. They are also the co-creators of the **#SaveTheMeetings.org** campaign crafted to reignite the Meetings and Events industry post Covid 19.*

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