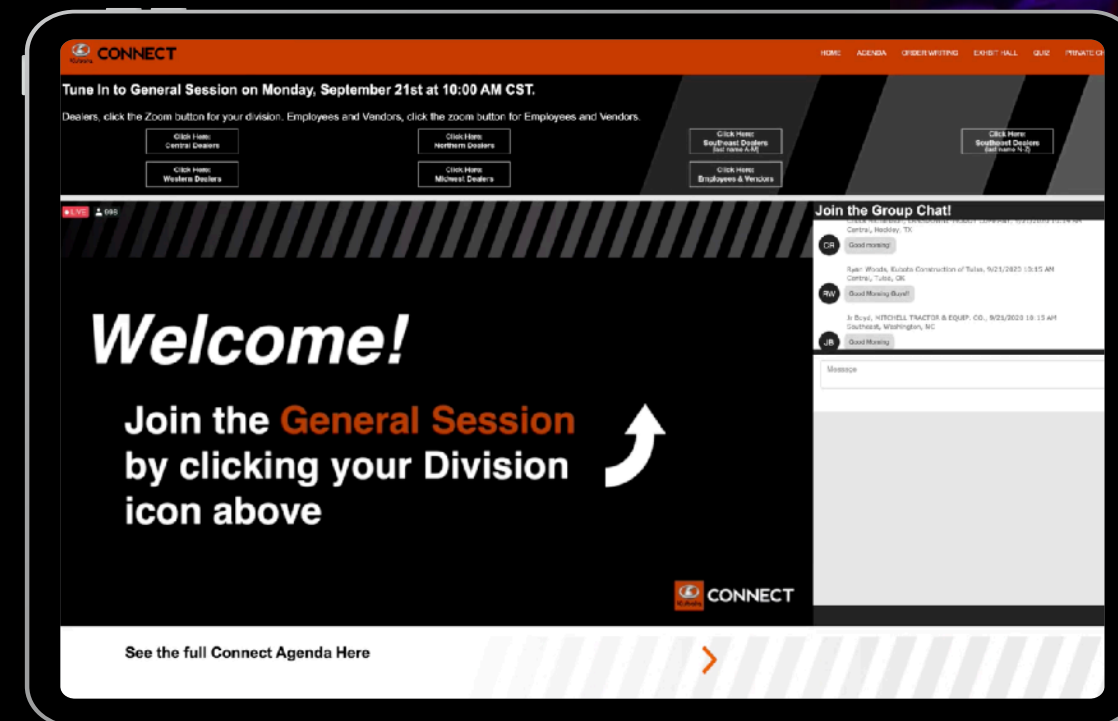
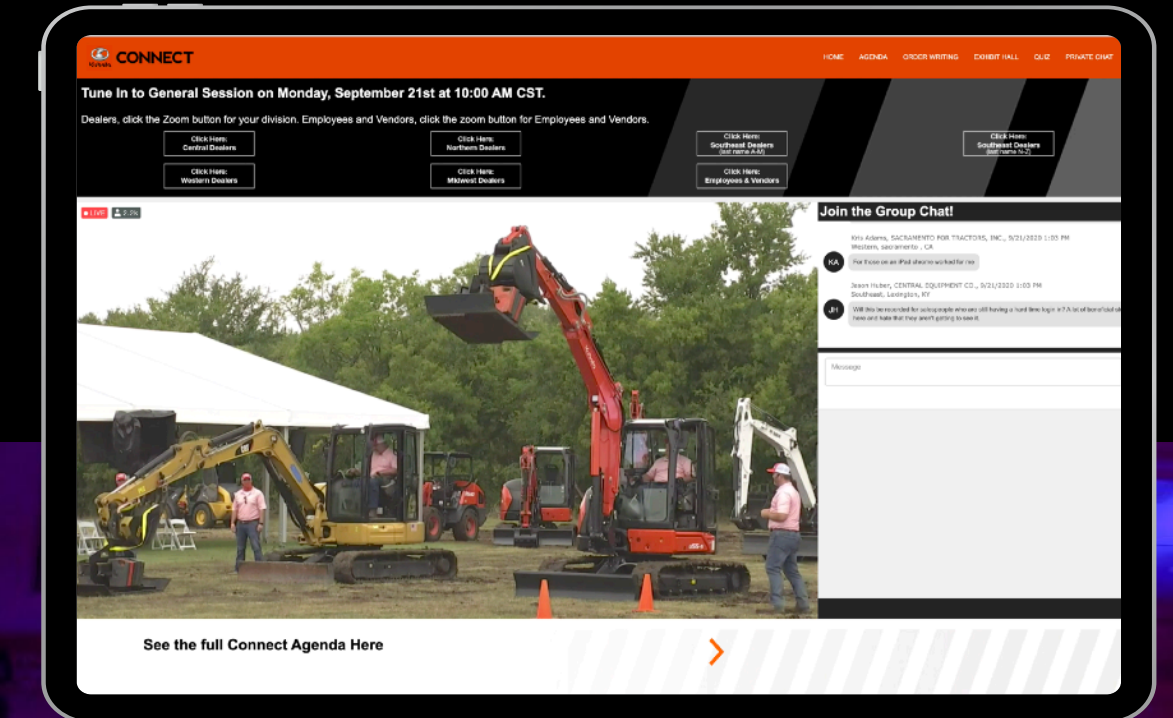
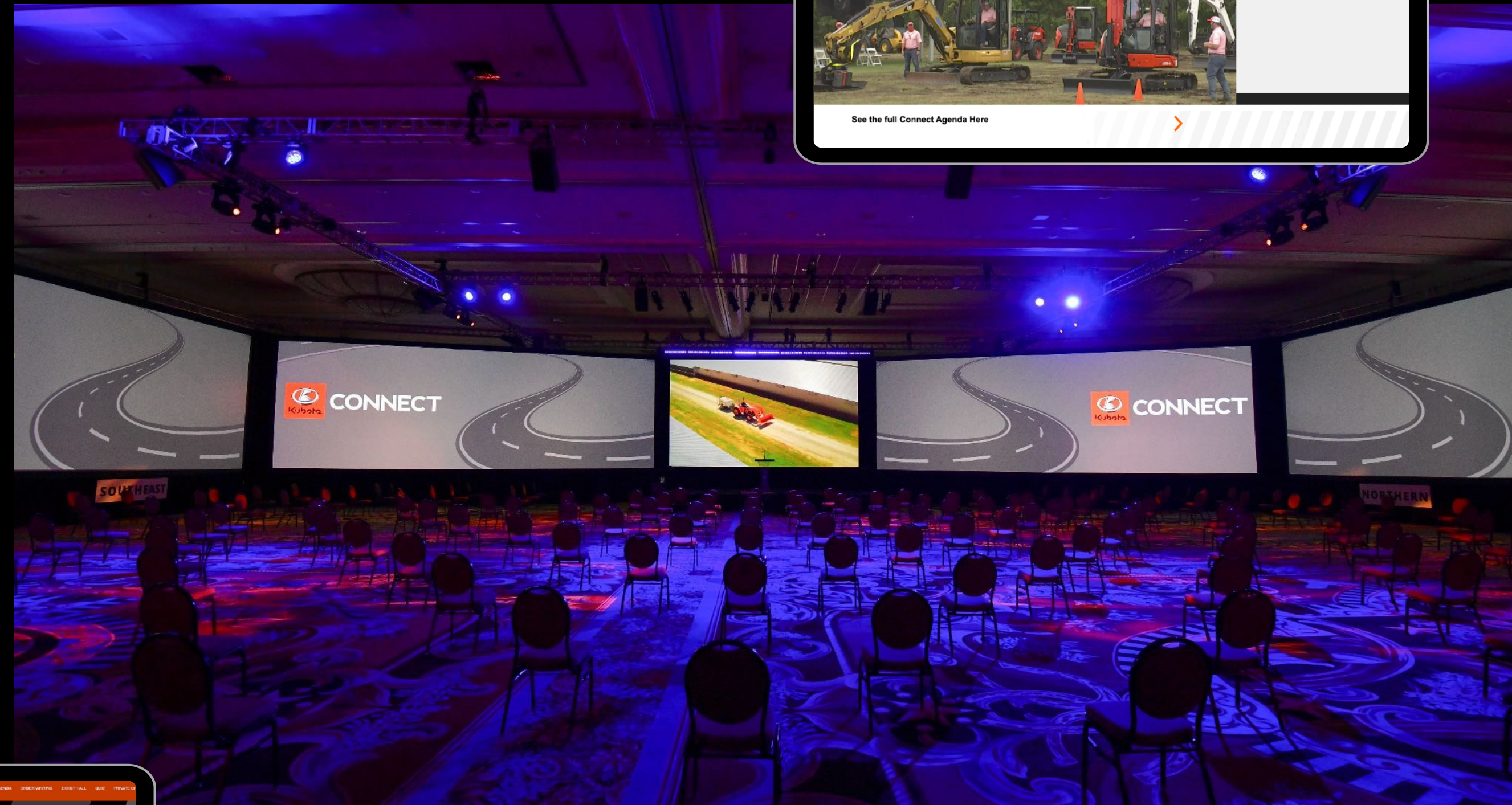




*Czarnowski Collective helped Kubota reinvent their annual Connect Dealer Meeting experience to meet social distancing guidelines while connecting with a dealer network of 5,000 across 4 regions of the United States. The hybrid event blended a broad online audience with a smaller live audience centralizing all content and engagement through the Connect Virtual Platform.*

*Integral to the experience, the general session set became the hub for live stream presentations, panel discussions, and pre-recorded product demos.*

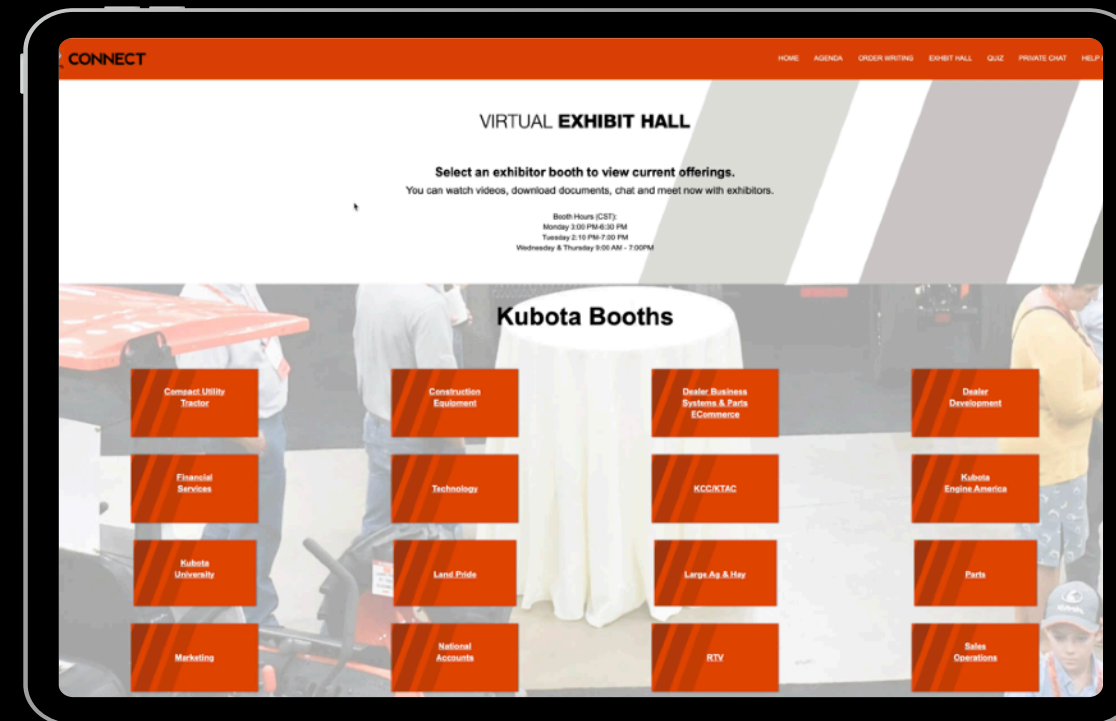




*The onsite Kubota staff hosted collaborative zoom meetings with dealers in branded meeting spaces that provided active backdrops for the virtual exhibit hall.*

*The physical audience registered, received complimentary masks, and passed a temperature check. Other health and safety measures were in place including single-serve hospitality items, sanitization stations, and socially distanced seating throughout.*

*To wrap the day country recording artist Brad Paisley performed a virtual concert for the entire audience from his home in Nashville, TN.*



- FEATURES:
- ONSITE & ONLINE AUDIENCES
  - LIVE BROADCAST
  - COLLABORATIVE BREAKOUTS
  - HEALTH & SAFETY GUIDELINES

