



Falkirk Football Club Virtual AGM CASE STUDY



Falkirk FC is a Scottish professional football club, founded in 1876 and they currently play in Scottish League One.

THE CHALLENGE

COVID-19 restrictions prohibited Falkirk FC from holding their Annual General Meeting as an in-person event. They needed a solution that would enable a virtual AGM to give updates to the club's shareholders from the directors and teams co-managers.

To remain COVID compliant there was a need to limit the number of people in any one physical location, so the solution required multiple rooms for all the panellists to be included.

THE SOLUTION

Taleka worked with Falkirk FC to create an experience that would as closely replicate the traditional AGM as possible given the circumstances.

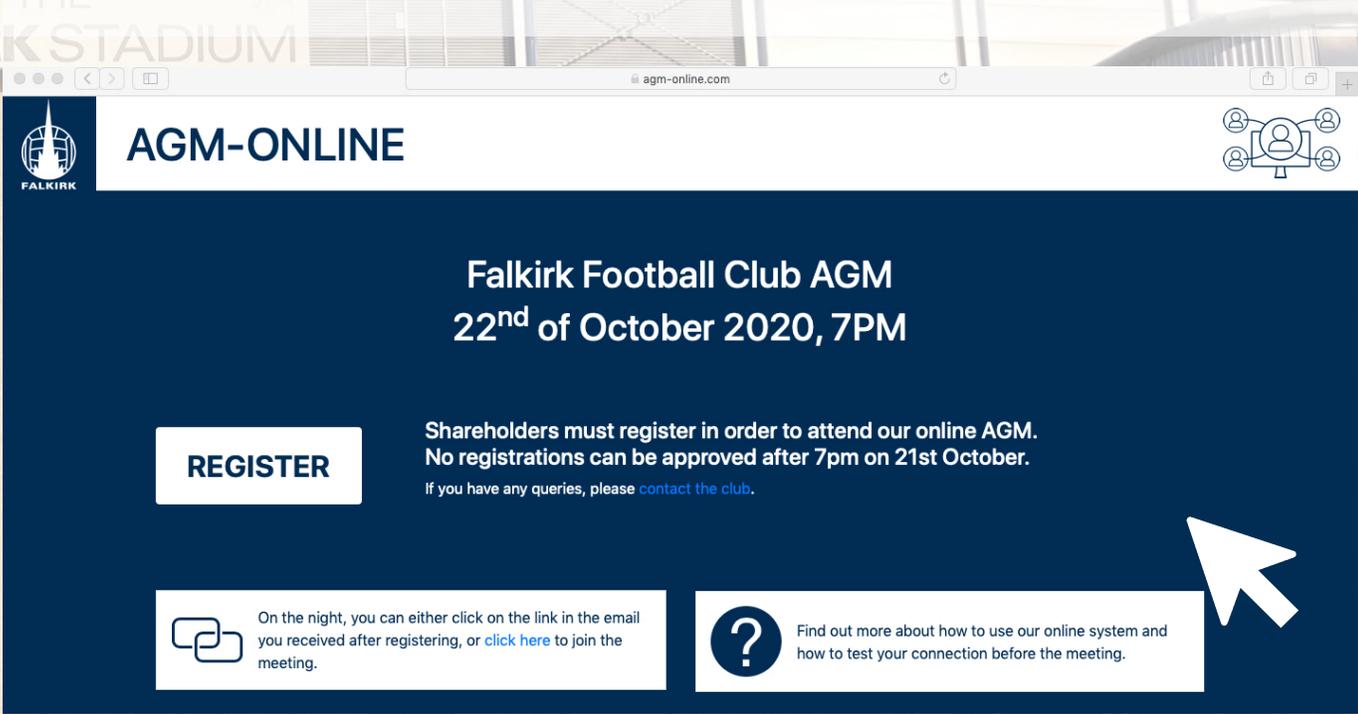
PRE-PRODUCTION

As the club had not previously run virtual meetings, Taleka advised them on best practice and brought their experience of facilitating similar events to Falkirk FC.

- Three locations were identified for the panellists - the boardroom, a second room for the two co-managers and a third for the journalist who would host the Q&A.
- Falkirk FC and Taleka worked together to create a detailed event plan, establishing what in-event functions would be required.
- A technical running sheet was created that defined the actions needed to ensure that the correct room, presentations, videos were to be shown to the attendees as defined within the event schedule.
- Taleka tested the streaming on the video content ahead of the AGM.
- Taleka supplied and set up a Webex board and two DX80s for the panellist rooms.

With over 800 shareholders invited to attend Taleka created an event-specific webpage with a simple URL to make it easy for shareholders to register.

- Registrations were approved to ensure that only valid shareholders were able to attend.
- Registration emails were customised to ensure correct and consistent messaging in line with the club procedures, particularly with regards to shareholder voting.



THE OUTCOME

Over 120 shareholders joined the virtual AGM to hear how Falkirk FC was progressing on and off the pitch and how COVID-19 had impacted the club.

The event switched between the rooms, presentations and videos seamlessly.

A live Q&A session was hosted by a journalist and the directors and managers fielded questions from shareholders.

On the night Taleka provided:

- A host to guarantee the success of the event.
- On-site support for panellists.
- Remote support in the event of panellist having any issues.
- Behind the scenes, Taleka's team managed the slide decks for the presentations, video streaming and recording of the whole event.





“Hosting an AGM in these times was a real challenge and the team at Taleka stepped up to help us. The quality of their planning and execution ensured the meeting ran smoothly and the technology worked really well. We have had great feedback from many of those who joined online, with some suggesting the format worked better than the traditional face to face gatherings. In fact, I think we managed to engage with more shareholders, and this will form part of our engagement strategy going forwards.”

Gary Deans, Chairman of Falkirk FC