



Two Rivers Marketing AV Conference Room

Delivering Top-Notch Marketing Strategies with
a Professional Video Conferencing System

CASE STUDY

VADDIO
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CHALLENGE

Since March 2020, companies and their employees have had to put their adaptability skills to the test as the world scrambled to figure out how to support a remote workforce.

Two Rivers Marketing is a full-service B2B marketing agency located in Des Moines, Iowa, and works with clients across the U.S. and around the globe. And just like the rest of the business community, Two Rivers had to figure out how they were going to continue the collaborative nature of their work and meet client expectations while also moving their workforce of more than 150 employees to a hybrid work model.

As the agency began the transition, it quickly became clear to their network administrator that a technology update was needed in the conference rooms.

"Having a conference system that allows employees to collaborate with each other and with clients is critical to the success of our business," said Ben Squires, network administrator. "In 2020, everything changed, and the agency knew we needed a permanent and capable system to accommodate the new future of web conferencing."



Because Two Rivers Marketing works with clients who operate on their own communication systems, the agency was also in need of a video conference system that integrated seamlessly with platforms like Google, Zoom, and Microsoft Teams.

“All of our clients have their own solution for virtual meetings, and we needed a conference solution that allowed us to connect with our clients seamlessly, without having to struggle with how one system connected with another system,” explained Chris Beck, account director.

SOLUTION

With the [Vaddio EasyIP 10 Base Kit](#), Two Rivers found the conferencing tool that made it possible to collaborate and build stronger professional relationships with their clients.

Having a conferencing system that provided a clear and crisp audio and visual experience was a top priority. The Vaddio ConferenceSHOT AV Speaker, two TableMIC microphones, and Professional IP PTZ Camera checked off all the boxes for both Ben and Chris.

“Having a professional grade system provides us with a consistently available webcam, microphones and speakers. Associates are not walking into a conference room with cameras on tripods and microphones that are not as reliable. The camera also gives us a lot more features, like pan, tilt, zoom and iris adjustment, which are game-changing features not available in laptops,” Ben commented.

“Using the audio equipment has made it easier for associates to connect with each other and with clients,” said Chris. “The professional-grade microphones do a really nice job of blocking background noise and picking up the sound of our voices. This allows us to have clear conversations that help build relationships or drive strategies with our clients.”

Another key benefit of the new system for Ben was how easy it was to install and begin using. “Power over ethernet and category six cabling made installation a snap. And with the touch screen on the Vaddio Device Controller, I was able to customize the PTZ camera presets, which makes it very easy and intuitive for associates to use,” he noted.



RESULTS

The associates at Two Rivers immediately began to notice the new conferencing system and were eager to use the revamped conference room. "Now that we've updated the AV equipment in this conference room, many of our associates are booking this room more because it allows them to have a nice, open meeting space where they can reliably connect with clients," Chris said.

The new system's ease of use has also encouraged associates to utilize the conference room. "The Vaddio equipment is very easy to use and interact with. In the past, it was kind of chaotic as everyone was setting up for a large group meeting. People had to scramble to mute their computers and make sure their cameras were working. Now we can just walk into the room a few minutes before a meeting starts, plug the equipment into a computer, turn on the TV, and boom: we're connected," said Chris.

Ben appreciates the Vaddio EasyIP system because of how easy it will be to upgrade and expand the equipment in the future. "As we continue to update the conference room with additional whiteboards, it excites me that we will also be able to easily add additional cameras by simply installing another category six cable," he said.

The Vaddio EasyIP System has made video conferencing with remote associates and clients easier and more reliable for Two Rivers Marketing. "I'd recommend this system to anyone who is looking for a high-quality audio and visual system, especially if they need to connect and collaborate with their employees and clients who are not in the office," Chris concluded.

*"Now we can just walk into the room a few minutes before a meeting starts, plug the equipment into a computer, turn on the TV, and boom: **we're connected**"*

- Chris Beck



EQUIPMENT

Products used:

[Vaddio EasyIP 10 Base Kit, white camera](#)

[Vaddio Device Controller](#)

[Middle Atlantic Universal TechBox™](#)

[Vaddio ConferenceSHOT AV Speaker, white](#)

Vaddio Thin Profile Wall Mount, white

[Vaddio TableMIC, white](#)

[Chief X-Large Fusion Micro-Adjustable Tilt Wall Mount](#)

[Proximity® Large In-Wall Storage Box with Flange, black](#)

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