

ACCIONA's Annual Shareholder Meeting

Madrid, Spain



Every year, ACCIONA Producciones y Diseño (APD) organises the Annual Shareholder Meeting of Grupo ACCIONA's parent company. The organisation of the event is all-encompassing and includes the design, production, setup and dismantling of all ephemeral elements, together with the logistical coordination and technical operation of the event. The meeting is streamed and includes simultaneous translation.

The ACCIONA 2019 Shareholders' Meeting offered its guests a 360° experience with virtual reality glasses in order to publicize some of the company's most emblematic projects.

APD, in collaboration with ACCIONA's Innovation Department, was the company in charge of carrying out the production of this 6-minute audiovisual piece, which allowed attendees to immersively travel through real environments in various locations around the world.

For the production of the audiovisual piece, ACCIONA Producciones y Diseño concurrently mobilized three separate recording units equipped with 8K resolution cameras and drones with 360° cameras. The teams carried out video recordings in Norway, Canada, Mexico, Qatar, and Spain, during which they covered a total of 350,000 km.

Likewise, APD also carried out the staging design and production, which featured a panoramic curved screen of 17 meters x 4.8 meters. As a result of ACCIONA's full commitment to sustainability in all its activities, the Annual Shareholder Meeting is a carbon neutral event.

Date:
2005-2019

Client:
ACCIONA

Services:
Design and production turnkey

Attendants:
300

