

case study toronto hydro



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## Fastvibe: Case Study - Toronto Hydro

### ● **project:**

National investor- presentation roadshow for initial public offering of debt.

### ● **challenges:**

While the client finalized arrangements for its roadshow, a major public health concern emerged to disrupt the client's travel plans - prospective investors were simply unwilling to meet with the client.

### ● **solutions:**

#### **Live Video Webcast**

In partnership with The Barnes Organization, Toronto Hydro's investor relations advisor, Fastvibe recommended and produced a live video webcast featuring the client's senior executives, viewer registration, synchronized slides and real-time email questions, all delivered with a crystal clear image.

To enable prospective investors to engage the client's personnel directly, a conventional telephone conference call was also provided, immediately following the live video webcast.

### ● **results:**

More than sixty key prospects participated in the live video webcast, thereby enabling the client to reach its intended target audience on time and deliver its message effectively.

This success enabled the client to increase the size of its offering and to close the transaction on its original schedule.



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