



## Events and Conferences Success Story - Case Study

### Dalai Lama Center For Peace and Education

Founded in Vancouver in 2005, the Dalai Lama Center for Peace and Education is devoted to cultivating the essential dimensions of humanity - the need intellectual sustenance and the yearning for emotional and spiritual well being.

The Center ([www.dalailamacenter.org](http://www.dalailamacenter.org)) reflects the Dalai Lama's life-long commitment to compassion and inner well-being echoing his philosophy to "develop the heart, be compassionate, work for peace in your heart and in your world."



This world class institution promotes peace through education, personal transformation and dialogue and provides an educational environment that integrates the mind, body and spirit. The Center's mission is to encourage heightened awareness with diverse practices of art, with a venue that examines the world's wisdom and traditions through creative interpretation.

The Center offers educational programs, facilitates research and hosts dialogues directed at creating an international climate for peace.

#### The Challenge:

Given Vancouver's high profile positioning with His Holiness, the Dalai Lama, it was important for event organizers to widen the scope of his visit to the city and expand the audience for the Vancouver Dialogues well beyond the fortunate few who were able to attend the sessions in person.

While technical crews from traditional TV broadcasters were able to record the sessions from the multiple downtown locations on site, officials from the Dalai Lama Center For Peace and Education also wanted to stream the sessions live, in real time as a multi-day webcast and archive the "Dialogues" for future access.

"We were looking for a partner that had experience in the education sector and equally important, had a strong sense of community that dovetailed with our own philosophy", said event organizer, Freydis Welland.

#### The INSINC Solution:

Recommended by the B.C. Principals and Vice Principals Association, INSINC fit the event's profile perfectly. INSINC created the infrastructure that allowed event organizers to achieve their stated goals, including a custom designed media player with enhanced features such as accompanying concurrent images that provided the streaming webcast with a more dynamic look and feel.

"It was an honour and a privilege for our company to provide web-based technical solutions to this high-profile international event", said INSINC's Grant Christian "and contribute in some small way to help spread the important messaging of the Dalai Lama Center for Peace and Education."

#### The Result:

Through their collaborative efforts, the Dalai Lama's 4<sup>th</sup> visit to Vancouver was a resounding success. "Our relationship with INSINC was second to none", Welland noted. "Their quality of workmanship, reputation for excellence, and commitment to community and their willingness to go that extra step are qualities that position them perfectly for organizations and events such as ours. Thank you INSINC for a job well done"!

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