



Dogwood Festival Voxipop



Case Study

Objective

The Dogwood Festival has been an annual cherished tradition in the Phoenixville Community for over 50 years. The week long festival is closed out every year with a parade through town ending at the Reeves Park festival location. The Dogwood organizers and the Phoenixville Jaycees wanted to make sure they could share the parade festivities with those that were unable to attend or had moved away. To make this a reality they contacted AVTCS to take this amazing event to the next level.

AVT CREATIVE SERVICES Solution

Weeks of collaboration between AVTCS, the Jaycees and Phoenixville business owners allowed the event to be broadcast on the local community access channel as well as streamed via Voxipop, the local news network AVTCS manages. AVTCS provided pre-parade marketing, set up of a remote control room, show hosts and script, camera operators, live interviews, and overall day of coordination and technical direction.



Results

AVTCS has managed the parade for several years and hopes to continue again when the parade is back on schedule. When the parade was canceled in 2020 and 2021 due to the Covid pandemic, AVTCS worked with Voxipop and the Phoenixville Jaycees to replay the parade video to help keep the community connected to this time honored local tradition. We look forward to making this a tradition and making the festivities of the Phoenixville Dogwood Parade accessible to anyone and everyone!



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