

An aerial photograph of a rural landscape. The image shows several large, rectangular agricultural fields in various shades of green and brown, indicating different crops or stages of growth. A light-colored road or path runs diagonally across the middle of the image, separating the fields. A small, isolated tree stands near the road. The text "A vimeo Resource" is overlaid in the upper left quadrant.

A *vimeo* Resource

Vimeo Enterprise Case Study

How IFPRI uses live video to share its world-changing solutions



The International Food Policy Research Institute (IFPRI) is a Washington, D.C.-based organization working toward a very big goal: a world free of hunger and malnutrition. Established in 1975, IFPRI employs 600 people worldwide, innovating solutions to reduce poverty and hunger in developing countries through research and policy. (That's no small undertaking, right?)

As a global organization tackling such a large-scale problem, IFPRI understood the potential power in broadcasting their findings to reach a wide audience. Their first step into live streaming began with broadcasting seminars, announcing newly published papers, and offering researchers to unveil important new findings. Doing so not only allowed them to share their impactful work with the masses, but it also helped build community and develop relationships with clients and donors.

With their virtual global audience growing steadily, it became increasingly apparent to IFPRI's visual design team that they needed a live streaming platform that could reliably deliver and distribute its content. After experiencing a few hiccups with another provider, Jamed Falik, the Visual Design Team Lead at IFPRI, and his team began evaluating new solutions.

"It's very important that the experience we're broadcasting is of the highest professional caliber possible," says Falik. "There's a lot on the line with an institution like ours, where we are so reliant on our ability to fundraise and the connections and relationships that we cultivate with our clients and our donors."

In Vimeo, IFPRI found a live stream partner that suited its needs.

In search of reliable streaming and support

In 2018, Falik and his team experienced spotty streaming with their initial live video solution. At one point during a high-level policy seminar, the feed stopped working entirely. “We had built an online audience for the event, but we just weren’t able to push anything out,” Falik says. “You can imagine how stressful that was.”

With no customer service available to help troubleshoot the issue, Falik’s team was left scrambling. The episode was both a learning experience and a tipping point that pushed IFPRI to explore more dependable live streaming solutions that would better accommodate the growing number of eyes that were watching from abroad.

“That pain point opened the door to a real conversation for us on, ‘*How do we make this better?*’ and, ‘*How do we invest more in our broadcasting abilities?*’” Falik says.

The IFPRI team found a solution in Vimeo’s live streaming technology. Falik said Vimeo’s reputation for delivering sophisticated,



Industry: Nonprofit

Headquarters: Washington, D.C.

Employees: 572

Countries represented: 63

Live streaming strategy

Used for: policy seminars, panel discussions, internal communications

Frequency: at least 1 per week, simulcasting to Facebook Live

high-performing video streaming and outstanding customer service far outweighed the cost implications of switching platforms. “It was a very easy decision,” he says.



James Falik
Visual Design
Team Lead at IFPRI

Our director of communications realized there’s more that we could cultivate and grow out into a virtual audience. To do that, we needed to invest in a reliable system.

Growing engagement and spreading impact

In addition to broadcasting policy seminars and special events for external audiences, IFPRI started live streaming on Vimeo to host internal corporate town halls and other in-house conversations. Since switching to Vimeo, Falik says his team has seen a steady uptick in audience numbers and unique viewers, particularly when the player is directly embedded on [IFPRI.org](https://www.ifpri.org).

They've also seen a rise in overall audience engagement online, with viewers watching their streams longer and joining in the discussions through commenting and built-in chats. Falik attributes this boost in engagement to his team's ability to push out higher-quality live streams more efficiently. **"Our ability to deliver on a higher quality product has increased," he says. "We have the ability to offer sophisticated package that's smooth and efficient. And I think that is allowing for virtual audiences to feel like they're a part of the conversation that's happening."**

Falik says this organic growth has also been felt in the most unexpected places. In one instance, a colleague ran into a friend while running an errand, who praised a recent IFPRI live stream event.

"They said, 'Wow, I just watched your policy

seminar online the other day. It looked really good, and it was a really interesting discussion,'" relayed Falik. "That was the direct comment. I would say that's a really good sign."

That close connection that Falik's team cultivates with the audience — which includes not only researchers, but also policy experts, government officials, ambassadors and even members of Congress — can be critical for an institution with such a global cause.

"There's a really interesting dynamic and feedback loop that you can create through live streaming that just brings you closer to all the people outside of the room," says Falik. Their team has had such success with live streaming through Vimeo, that IFPRI now does one live event a week.

"We started off thinking big-picture with our live streaming platform. And now, I think with the technology we have, and with all this evolving ability to capture live feed, it's allowing us to be nimbler and more flexible in our approach," says Falik. "Our eyes opened to the possibility of what more we can do beyond just these larger events. I think we're just scratching the surface on what the possibilities are."