

# weConnect

The renowned INSEAD executive education experience from anywhere in the world

Tech-enabled management education is a long-term trend and live virtual teaching will be an important feature of our offering in the future.

**Peter Zemsky,**

Deputy Dean, Dean of Innovation,  
Professor of Strategy, The Eli Lilly Chaired  
Professor of Strategy and Innovation,  
INSEAD



Barco weConnect has worked very well for us in terms of recreating the atmosphere of a classroom.

**Philip Anderson,**

INSEAD Alumni Fund Chaired Professor of  
Entrepreneurship

## The customer

As one of the world's leading business schools with locations in Europe, Asia, the Middle East and North America, [INSEAD](#) has been offering participants a global educational experience for over 60 years. More than 11,000 executives participate in INSEAD's executive education programs each year. [INSEAD GO-Live](#) is a ground-breaking experience, powered by weConnect, helping executives learn from anywhere in the world.



**BARCO**



[Watch the customer story video](#)

## The solution

INSEAD installed four [weConnect](#) virtual classrooms across multiple campuses with high-tech equipment to enable top-quality, interactive education, including:

- One mobile lectern and surface pro tablet
- Two cameras: one teacher cam, and a room cam
- One 80-inch touchscreen for the whiteboard
- Eight screens x 55 inch for providing a video wall to see students up close (up to 48 participants)
- Two presenter screens x 55 inch; one for teacher content and one for the participant view
- Ceiling microphone tile and frontal speakers for full room coverage (Dante audio)
- Producer room with desktop, additional laptops and screens for producing, recording and managing observers in Live sessions.

## The user experience



What I like most about Barco weConnect is really the personalization, the fact that you're able to choose what you want to look at, from just the professor or your classmates in the dashboard to the actual whiteboard that we're all working on

**Jessica Ogilvie,**  
Head of Group Internal Communication,  
Jardine Matheson

**4.5/5 ★**  
participant satisfaction

**800h**  
of learning sessions/year

## The challenge

To strengthen their brand as a top-ranked, innovation-led business school, INSEAD decided to pilot a [weConnect](#) virtual classroom in 2019. In 2020, hit by the Covid-19 pandemic, they decided to expand with 3 more virtual classrooms to migrate their classes online while keeping the high standard of teaching they are well-known for.

## The benefits

- No travel time or costs
- Global participation
- Flipped classroom
- Multiple camera views for visual engagement
- Interactive tools, enhanced breakout rooms, quizzes & polling

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