

2022 VIRTUAL CASE STUDIES OF EXCELLENCE

engagez

CAMPAIGN: VIRTUAL SUMMIT SERIES

CLIENT: DATA CONNECTORS CYBERSECURITY COMMUNITY

AGENCY: ENGAGEZ

BACKGROUND

From its foundation in 1999 until March 2020, Data Connectors made all its revenue by conducting regional trade shows sponsored by cybersecurity solutions providers, in up to 50 cities across North America each year. As the pandemic restrictions loomed, they needed a way to put on virtual gatherings that satisfied the needs of their attendees and sponsors.

IMMEDIATE NEED

After reviewing several platforms, the management team chose Engagez, as they were principally concerned about a way they could get moving quickly, with little to no professional services help, and a way to enable sponsors to self-serve the build-out of their virtual exhibit booths.

REPETITION AND SCALE

Numerous digital event platforms major on visual impact, but they require weeks of design work, heavy graphics, and development. Those services add cost, and time - generally requiring a whole event to be “locked down” weeks before event day. Moreover, with many sponsors repeating their appearance “in” many cities, Engagez offered the most efficient way to “clone” every part of a virtual event venue, in whole or in part in one easy step.

Data Connector’s clients (event sponsors) could easily update their virtual exhibit booths, add speakers and staff, and know that all their materials would be available at the next event, and could again be easily updated. Layman marketing staff were able to upload, edit and improve booth designs with no training from them or Engagez right away.

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The company had a full working prototype in days and turned around its first event in under three weeks from its very first conversation with the Engagez. Moreover, the digital format attracted the largest-ever audience. While the company would normally see 150-350 in-person attendees, its Virtual Summits routinely exceeded 1,000 concurrent people online.

LIVE, IMMERSIVE AND ENGAGING

As events are the lifeblood of the company, the ability to have a live, interactive digital experience was paramount. Out-of-the-box capabilities for voice, video, and text chat, as well as live streaming, and real-time Q&A, all needed little to no training for staff, presenters, and panelists. Audience engagement components such as an attendee lounge and gamification/leaderboard are configured easily and copied over from one event to another with no hassle.

HYBRID - THE NEW World

Even as in-person gatherings return, the company sees Virtual Summits as a key part of their offering mix. “Simu-live” presentations complement interactive, streamed panels and enable them to reach larger audiences than ever before, with minimal rework for each and an incredibly effective ROI.

