

2022 VIRTUAL CASE STUDIES OF EXCELLENCE



CLIENT: ACQUIA

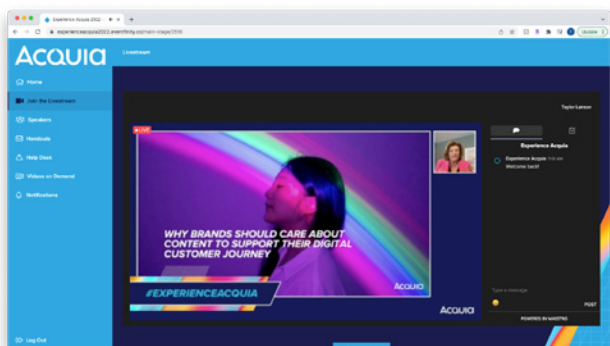
CAMPAIGN: EXPERIENCE ACQUIA 2022

AGENCY: LEO EVENTS

For nearly a decade, LEO Events has produced Acquia's largest events, including the annual Acquia Engage and Experience Acquia meetings. A leading software company dedicated to providing enterprising products, services, and technical support, Acquia looks for innovative ways to connect with their global audience year after year.

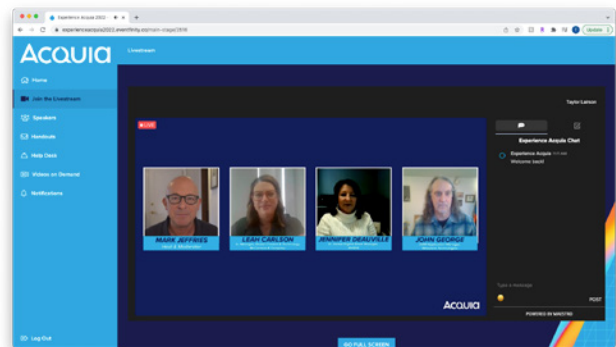
As digital interactions have become the primary option for consumers to access information, products, and services – and as that digital exchange became the *only* option for many companies during the height of the pandemic – Acquia looked to LEO Events and Eventfinty to create a virtual environment to serve as an engaging and applied communication hub.

Together, LEO Events and Eventfinty served as the event management partner for the 2022 Experience Acquia virtual event. The software company had three main objectives for the virtual event: that all attendees leave *thinking*, *feeling*, and *doing*. More specifically, the Experience Acquia event was meant to celebrate customers and partners.



CONTACT INFO

CINDY BREWER, PRINCIPAL
 CONNECT@LEOEVENTS.COM
 901-766-1386
 LEOEVENTS.COM



To prepare for the 2022 virtual experience, Acquia and LEO began experimenting, exploring, and finding the best and most reliable way to translate the joy of live experiences to the online space. In partnership with Eventfinty, the team created a robust, secure digital platform to live stream all sessions and keynotes to the audience.

LEO and Eventfinty provided creative solutions, including development of event looks and web content design; digital solutions, including implementation, management, and customization of web content, registration integration, and event livestream; production solutions, including presenter rehearsals and recordings, as well as a live Q&A session; and technical solutions, including buildout of event live stream and all data capture of post-event analytics.

The branded platform built for the 2022 Experience Acquia event also featured several multi-point engagements to immerse the Acquia audience in the bespoke environment. These touchpoints served the traditional needs of attendee support with a speaker directory, downloadable content library, live help desk, videos on demand, and a post-event survey.

The virtual meeting provided a glimpse into the new, digital consumer reality and offered attendees a fresh perspective at what the best digital experiences look like, and what it takes to achieve them, leaving the client saying things like, "I know behind the scenes can be difficult, but everything was great – thank you for making it happen [and] elevating our programs!"