



EventBuilder Case Study:

A Complex Teams Live Event Townhall

Challenge:

A large technical and business services enterprise company needed to deliver a virtual all-hands meeting for 65,000 attendees with ten executives presenting from different locations, domain-level event security, advanced registration, pre-screened Q&A questions, and the ability to scale the event based on incoming registration numbers. They had 30-day event implementation and delivery timeline.

Goal:

Plan and deliver a secure, virtual all-hands company meeting for 65,000 attendees on Teams Live Event, augmented with EventBuilder's professional services team's technical and production expertise, while seamlessly integrating the advanced, custom features not currently available with Teams Live Event broadcasts with EventBuilder software.

Results:

Within the 30-day timeline, EventBuilder built a customized experience, achieving the company's goals. EventBuilder provided the secure, company-wide Teams Live Event, including security, registration, and scale, as well as expert consultation, coordination, live event assistance, and support. The event served as a template for the customer's future townhall events.

Solution:

Expert Event Consultation

- Teams tenant optimization
- Configuration support for Teams Live Event
- Software guidance/instruction
- Prioritized project coordination

Advanced Registration

- Custom registration page
- Questions for pre-screened Q&A
- Consistent company branding
- Registration source tracking
- Automated confirmation & reminder emails

Secure Event Delivery

- Domain-level Allowlist - Frictionless event access across various domains
- Masked Meeting Links - Masked event link for tenant security
- Unique Attendee URL - Unique event access link for each registrant

Experienced Event Staff

- Presenter and event materials coordination
- Event rehearsal/run-through
- Live technical support

"Wow, just wanted to take a moment and say THANK YOU for making today's event amazing. This was an historic event for our company and so many of you worked tirelessly to ensure our success. What an amazing journey, so many things had to go right to ensure our success and this team had all "THE RIGHT STUFF."

-Customer Point of Contact