



EventBuilder Case Study: High Volume Global Event Program Production

Challenge:

An enterprise-level organization faced the daunting task of delivering an average of 30 virtual events per day for their global audience. The challenges were twofold: managing time zone differences and handling concurrent events. The specific issues included:

- Staffing Shortage: Insufficient resources to manage multiple simultaneous events.
- Presenter Training: Event producers struggled to train presenters on using virtual events software.
- Event-Level Reporting: The need for comprehensive reporting across all events.

Goal:

The organization aimed to establish an efficient, fully supported, and repeatable program. The program needed to address the following requirements:

- Event Production
- Event Staffing and Support
- Seamless Event Delivery
- Custom Software Integrations
- Monthly Reporting
- Live and Recorded Weekly Presenter Training

Results:

EventBuilder devised and implemented a straightforward process to meet the customer's needs, including documented processes for tailored software integration, event request submission and creation, professional services for event production, event staff and live technical support, reporting, and seamless management and delivery of 30 daily global events.

Solution:

EventBuilder's professional services provided the necessary support for flawlessly managing 30+ daily events:

- Standardized event order form submission with 2-day event creation turnaround
- A dedicated Program Manager, collaborating with the customer to deeply understand the customer's goals and strategy, including presentation modalities, best practices, and additional training requirements
- A streamlined support process, ensuring smooth execution and comprehensive event management, providing the necessary support for managing a high volume of global events
- Customized event assets and registration, ensuring brand and program consistency
- Integrating EventBuilder's technology with the customer's software
- Monthly event reporting, offering on-going insights and event program analytics

EventBuilder's expertise empowered the organization to efficiently produce and support a high volume of events, meeting their global audience's needs.