



# EventBuilder Case Study:

## Microsoft Customer Advisory Board

### Challenge:

During the COVID pandemic, Microsoft contended with the task of transitioning traditionally in-person partner events to a fully virtual format. The 2020 spring Customer Advisory Board (CAB) posed specific hurdles: it required implementing registration tools and virtual meeting platforms capable of accommodating various meeting formats.

### Goal:

Provide a virtual summit experience offering a range of presentation formats: formal keynote presentations, interactive roundtable discussions, and informal networking opportunities. Event security, reliable registrant communication, and ensuring seamless navigation between events were top priorities.

### Results:

The result was a pairing of Microsoft meeting platforms with EventBuilder registration tools and experienced Event Producers. Attendance remained consistently high throughout the three-day event, with active attendee engagement and positive feedback.

### Solution:

EventBuilder's software was the answer to the customer's participation goals and registration challenges.

- Seamless software integration with Microsoft Teams meeting platforms.
- Integrated accessibility features at all stages of the event, from registration to live event viewing and post-event access.
- Custom registration tools incorporating partner branding, attendee communications, and registration efficiencies for multi-day and multi-breakout session registrations.
- Virtual event security, presenter and attendee privacy, and secure registrant data protection.
- Automatic on-demand event recordings for easy playback and extended viewing.
- Expert event managers to organize and execute events, coach and rehearse presentation staff, and provide 24-hour technical support for attendees and presentation teams.
- Custom reporting on event statistics, registrant demographics, and attendee engagement.

Established a long-standing partnership with Microsoft as their registration and event management partner on this semi-annual multi-day summit hosting 1,000+ attendees and up to 2 keynote presentations, 12 roundtables, and 12 breakout sessions daily.