



# EventBuilder Case Study:

## Microsoft Azure IoT Partner Events

### Challenge:

Azure IoT Marketing and Events Senior Program Manager, Mike Iem, was faced with the task of shifting traditionally in-person partner events to a 100% virtual format in 2020. He needed a way to effectively engage partners using Microsoft Teams while managing the complexities of external audience registration and event access. Previous attempts to secure a seamless, cost-effective way to achieve this were proving challenging and costly.

### Goal:

Transition to virtual events without losing the essence of engagement and interaction that live events offer, replicating the live event experience virtually, ensuring seamless registration and participation for partners and maintaining the high standards of Microsoft's event execution.

### Results:

The transition was a success, with EventBuilder offering the ideal solution and playing a pivotal role in building a sustainable, thriving partner events program. Microsoft Partner attendees demonstrated continued interest and engagement, with many accessing the content on-demand after the live event.

### Solution:

EventBuilder's software emerged as the perfect answer to the customer's attendee participation goals and registration challenges.

- Seamless software integration with Microsoft Teams.
- Custom event templates to easily clone for consistent branding, format, registration, data collection, and functionality across multiple events.
- Domain-level Denylist settings to prevent freemail accounts (Gmail, Hotmail) from registration spam.
- Simulated Live event mode, offering a high quality recorded content presentation with live event moderation and attendee engagement, including Q&A/messaging, polls, attendee sentiment, and surveys.
- Automatic On-Demand event recordings for easy playback and extended event reach.
- For the inaugural event, there were 1,300 Microsoft Partners registrations, 750 live attendees, and hundreds of on-demand views after the live event.

**"We've had great success with the EventBuilder software. With the templates, we can build registration pages in minutes, saving us time and money. We like the flexibility of different types of events we can execute on. The ROI we get from this software is off the charts."**

*Mike Iem, Senior Program Manager  
Azure IoT Marketing and Events for Microsoft*