

Virtual Advisory Board 2-Day Meeting

 Global audience

 20 People

 Virtual Event

Case Study

A full-service virtual event solution to support our clients' global audience of multilingual delegates

Our full-service approach made this advisory board meeting stand out against similar events the client had run in the past, giving them support every step of the way.

BACKGROUND The client wanted us to produce, deliver, and run a virtual advisory board meeting for around 20 people. They had not run it virtually before and wanted a customised, wrap-around service that combined event delivery with engagement technology.



We worked with the client to run the entire virtual event. Every element of pre-event planning, live delivery, audience interactivity, and post-event reporting was planned and delivered with customisation of the platform content, polls, and surveys in English, French & German for the multilingual audience.



Our team worked with keynote speakers in the United States and delegates in multiple European and Asian locations, working across time-zones to schedule meeting sessions that worked for everyone.



Open Meet platform was used alongside Zoom professional standard, for audience interactivity features such as live polling and Q&A and for the multilingual capabilities.



There were a significant number of virtual breakout rooms scheduled during the 2-day event. Our Technical Team ensured they were on hand to supervise and run the main meeting in addition to the breakouts to ensure they ran smoothly and that delegates were able to re-join the main room.

The client praised our approach as responsive, flexible and adaptable, and they were particularly pleased with the high level of engagement we generated from the audience as well as the level of fun and interactivity we brought to the event.

The client remarked that our full-service approach, from the level of support, to our customisation and innovation, made the advisory board stand out from similar events they had run.

The evaluation forms at the end of each event day gave valuable delegate insights.

The delegates enjoyed the novelty and interactivity of the live annotation tool we utilised within Zoom to enable delegates to draw on an image to build a roadmap and felt a bonding experience with the other delegates.



100% of delegates said that the event was a good use of their time, with feedback survey responses rating the value of the event generating an excellent NPS score of 88.



Delegates highly valued the experience of participating in the advisory board and suggested working towards summarizing and publishing the results of their discussions in a professional academic journal.



Prior to the event we sent out detailed pre-event individual and group surveys that were created in collaboration with the client in order to gather valuable data insights to influence the shape of the advisory board.