

CASE STUDY:

# Corporate event reaches 94% participation in sales kickoff using MeetingPulse

## OBJECTIVE

Virtual event producer Kinetic Creations needed to enable their client, a public computer networking company with \$213 Million annual revenue, to engage participants in a global sales kickoff event covering multiple continents and timezones.

## METHOD

Leveraging MeetingPulse's technology to power the virtual event experience allowed Kinetic Creations to engage 94% of attendees, collect thousands of real time responses to inform stakeholders, and exceed NPS expectations.



**609**

ATTENDEES

**14,707**

LIVE INTERACTIONS

**94%**

EMPLOYEE  
PARTICIPATION

MeetingPulse created an immersive digital experience for their client's remote employees, keeping them engaged throughout a virtual event that was historically held in-person and based entirely on physical interaction.

*"We were able to maintain high rates of engagement throughout their event, reinforce key information, and collect more valuable data for our clients and their stakeholders. We have continued to use this strategy with other clients since February, further streamlining the preparation process and improving results."*



**Jess Herndon**

Platform Engineer, Interactions

**KINETIC CREATIONS**

## COMPANY OVERVIEW

Kinetic Creations is a Michigan-based event services company featuring a team of 30+ designers, animators and video editors. Drawing upon decades of design experience, Kinetic Creations develops imaginative live and virtual event content engineered to inform, engage, and motivate audiences.

Their client for this event was an international tech security company that has been in business since 2004, with their initial public offering in 2014. They enable service providers and enterprises to deliver business-critical applications that are secure, available, and efficient for multi-cloud transformation and 5G readiness.

## EVENT OVERVIEW

In February 2021, Kinetic Creations facilitated this internal sales kickoff meeting for their global enterprise client, A10 Networks. The event consisted of two sessions to accommodate global time zones—APAC and EMEA/Americas spanning four business days and two continents. MeetingPulse technology was used to engage participants, gamify the experience, and gather actionable live audience responses across multiple global sessions. An additional benefit was the capability to deliver a consistent UI / UX experience and standardize information across the global business.

### Sessions included...

- General Session (welcome, overview, etc.)
- Targeted sessions with guest speakers (pre-recorded), followed by live Q&As with the speakers
- Live executive panel
- Keynote
- Awards

## FEATURES USED:

### Polling

- Post-event surveys
- Fun pop-up polls
- Trivia/Quizzes

### Q&A

- Live Q&A during panels
- Moderated Q&A
- Upvoting on questions
- Pre-panel questions

### Live Chat

- In the main lobby
- On session pages
- In virtual waiting room

### Materials

- Running list of prize winners
- Linked to post-session surveys
- Linked to video submission tool

### Announce

- Announced trivia/Q&A winners in real-time
- Guided users through the platform
- International support

## GAMIFICATION

In order to gamify the event with points and prizes for engagement, the strategy included:

- Points for submitting a question
- Points for submitting a video with your “sales pitch”
- Points for question responses
- Everyone who responded correctly was entered into a raffle for a gift card
- The raffle was conducted in real time during the event and winners were announced, then added to the WINNER list
- Points were tallied throughout the day and tracked on an overall Leaderboard page
- Following the event, in addition to the raffle winners, 8 grand prizes were given away to the individuals with the highest overall scores

**ADVANCE SALES KICKOFF 2021**

**Get Involved. Win Great Prizes.**

Since we had to go virtual for SKO 2021, we decided to make things a little more interesting! We've added plenty of opportunities to stay engaged and win prizes throughout the day.

**There are more than 400 prizes up for grabs, and several ways to participate.**

Every question you answer throughout the day is a chance to win a gift card worth \$10 to \$100, and there's no limit to how many times you can win!

Click the button below to see the current Top 20 on the leaderboard.

**LEADERBOARD**

**> HOW TO PLAY**

Simply pay attention to the chat/engagement window throughout each session and in the lobby between sessions. Opportunities to participate will occur randomly throughout the day. For this session, the option to watch in full screen has been disabled (you don't want to miss out!).

**> HOW TO EARN POINTS**

Points are earned by participating in trivia questions, quizzes, submitting questions for the Executive panel, and videos. You don't have to get everything right to earn points, simply participate.

**Pop-up Questions**

There will be random trivia questions throughout each day, so it's important to stay engaged with the sessions and watch for chances to participate.

**Quizzes**

Quizzes will follow each breakout session, and can be found in the engagement/chat window of the lobby or session page.

**Submissions**

You can earn points by submitting questions for the executive panel (must be submitted by Feb. 5). Another way to win points is by making a video submission by Feb. 5.

Points will be tracked on the leaderboard and updated periodically throughout the day.

**> HOW TO WIN PRIZES**

There are plenty of ways to win prizes. The more you participate, the better your odds. Please note: all employees are eligible for raffle prizes, but only sales employees are eligible for grand prizes.

**Raffles**

For most pop-up trivia questions and session quizzes, those who answer correctly will be entered into a raffle to win a gift card with values from \$10, \$25, \$50 and \$100. Raffle winners will be announced throughout the sessions, and you'll be contacted after the show about your prizes.

**Grand Prizes**

Grand prizes will be awarded to the 8 individuals who score the most participation points on the leaderboard. Reminder: you do NOT have to answer correctly to receive points.

Grand prizes are:

- Gold: iPhone 12
- Silver: Apple Watch series 6 (2 winners)
- Bronze: Apple AirPods (5 winners)

There will also be a grand prize trophy based on the theater with the highest total points on the leaderboard. Winners will be contacted and announced following the event after we are able to verify all points.

## EXAMPLE LAYOUTS

ADVANCE 2021 | FEBRUARY 8-11

**LOBBY**

**How to do SKO Virtually**

AMERICAS / EMEA AHEAD

Time Zone: (UTC-07:00) Pacific Time (US & Canada) [Change Time Zone]

**GET INVOLVED**

**Get involved below to WIN BIG**

**CHAT**

Thank you, everyone - have a great SKO 2021!

Good SKO! Have fun meeting everyone virtually!

Reminds me of my previous experience with SKO, for me, it was an all-around success!

Very inspiring, thank you!

Great presentation SKO!

**ADD COMMENT**

Lobby where attendees waited for sessions to start with chat

ADVANCE 2021 | FEBRUARY 8-11

**Awards + Keynote**

7:00 PM - 9:00 PM

**This session will begin momentarily.**

**FEEDBACK**

Your feedback is valuable. Please complete our quick assessment survey by clicking SURVEY or heading to the lobby.

The leaderboard will be updated in the next half hour. It's not too late to submit a video for 500 points!

Thanks for joining.

**RETURN**

When this session ends, click the button below to return to the

**RETURN**

Awards + Keynote session with feedback survey

## RESULTS OF STRATEGY

According to producer Kinetic Creations, this high-visibility event powered by MeetingPulse was a “smashing success.” It was a new endeavor to create the gamification and level of audience participation in a virtual setting. The producer said candidly, “we hadn’t ever gamified engagement to this degree before, and the frequency of questions throughout the event was more than we had ever tried, but it all went great.

We exceeded our goals, were able to report back very impressive engagement metrics to our client, and received some of the best feedback from attendees yet.” More specifically, MeetingPulse generated surveys indicated a post-event Net Promoter Score of 8.3 from all participants.

**188**

POLLS

**14,519**

QUESTIONS ASKED

**250**

PRIZE WINNERS

**8.3**

NPS SCORE

## ATTENDEE FEEDBACK:

“I had a very meaningful time. I found that virtual SKO works well.”

“It was smooth and timed just right. The interactive questions/chat box was brilliant in keeping folks engaged. Can't wait to feel the energy when we finally meet face-to-face next time.”

“The live Q&As after the presentation were really effective and drew a lot of engagement. The gamification and the questions during the awards were fun.”

“I really enjoyed trivia quizzes throughout the different sessions to keep us engaged.”

“It was not all powerpoint and there was a lot of useful discussion. The gamification worked to keep me engaged throughout the kickoff.”

“Given the circumstances of having to do this remotely I thought it was well rounded. I also thought the gamification was a great way to keep folks engaged.”

## CONCLUSION

MeetingPulse has proven itself to be an incredibly versatile and valuable tool for event producers. The technology enabled Kinetic Creations to say “yes” to their client’s requests, and continually offer suggestions that genuinely added value to their events and desired outcomes. MeetingPulse customers are very satisfied with the powerful yet flexible functionality, and enjoy coming up with new ways to utilize these tools to further clients’ goals. Kinetic Creations plans to continue using MeetingPulse as much as possible for virtual events, hybrid events, as well as when in-person events reemerge.



## MORE ABOUT MEETINGPULSE

MeetingPulse helps companies engage their event attendees with powerful, flexible interactivity tools for polls, quizzes, surveys, raffles, Q&A moderation, and more.

We are passionate about making live, virtual, and hybrid events more effective and replicable for event producers as they adapt to the new world of distributed and partially-distributed participants. Whether it's a gathering of 10 or 10,000 people coming together, inside those events, MeetingPulse makes meetings count.

**"Meeting Pulse has proven itself to be an incredibly versatile and valuable tool for us. We are able to consistently say 'yes' to client requests, and continually offer suggestions that genuinely add value to their events and desired outcomes."**

Jess Herndon, Kinetic Creations



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