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

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

MINETIC 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

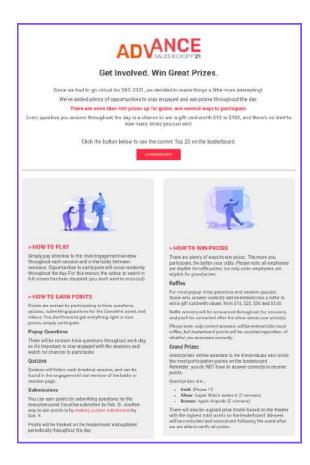
- In the main lobby
- On session pages
- In virtual waiting room

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

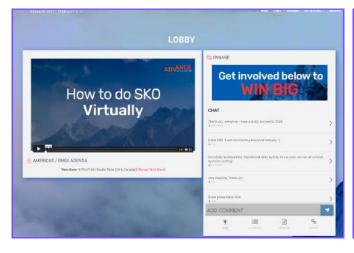


GAMIFICATION

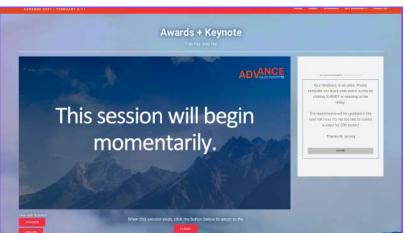
In order to gamify the event with points and prizes for engagement, the strategy included:

- 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

EXAMPLE LAYOUTS



Lobby where attendees waited for sessions to start with chat



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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