



MEETINGS & EVENTS CASE STUDY

Virtual meeting successfully delivers on the promise

An evolving and on the move organization in the Biotech space needed to pivot a live meeting to virtual under a tight timeline. However, Augeo knows that a great virtual event is not just a video conference.



○ Challenge

Our objective was to create an extraordinary virtual National Sales Meeting that incorporated the elements of a live event including delivering the organization's message, allowing for networking opportunities, completing a certification process and strengthening leaderships' relationships with the field. All of this needed to happen while keeping the group engaged through creative ways.

○ Solution

Keeping 135 attendees over three days involved in every dynamic of the meeting was at the top of our list. We brought our creativity, attention to detail, and proven experience with technology to the table to exceed our client's high expectations.



Results

Knowing that a great virtual event is not just a video conference, we engaged the five senses to deliver an event that was exciting and energizing.

Sound

Music allowed us to energize the group. By starting the meeting with high-energy music and reinstating that theme as we transitioned between sessions, we were able to set the tone throughout each day.

Touch

We wanted to make sure our group was interacting with the platform in addition to the space around them. We held a virtual fitness class each morning to kick-off the meeting, marketing materials were shipped to attendees and gifts were provided to enhance the experience.

Sight

Creating content that was dynamic allowed us to redirect the focus to the message over the three days. We used videos, graphics, polling, Q&A, and various visual transitions to keep the audience engaged.

Taste & smell

Our virtual wine tasting served to hit our final two senses. We shipped two bottles of wine to attendees and completed a wine tasting with a sommelier and executive leadership.

By the numbers

3

day event

1,230

meeting minutes

37

speaker rehearsals/
mini demos for 17 speakers

21

breakouts rooms

9

Zoom webinars/meetings

13

videos played



“Overall, meeting was a success. Surpassed my expectations. Celia & Natalie did an awesome job managing & producing the event. Nice work ladies!”

-Client Contact, Director of Sales Operations

augeo

Talk to our experts to see how Augeo can grow your business

augeomarketing.com | 651.917.9143 | info@augeomarketing.com