

How a media company significantly increased employee engagement through Virtual Event Marketing



125%

Increase in leads per week

131%

Rise in website traffic

1200

Additional Qualified Leads

98%

Increase in organic website traffic

CLIENT

Established in 1990, the client owns a network of companies that operates regional television services globally. The client was looking for a digital partner to host their CEO's annual town hall virtually.

CHALLENGES

- Lack of a cost-effective channel to connect with 5000+ employees in over 36 countries
- Access to a platform through which video webcasts can be accessed live and on-demand securely from any device
- Connecting executives with employees through real time employee engagement programs

SOLUTION

- Lake B2B helped in creating a 'On Air' network which included content, channel programming, and presenter training
- Eventually the 'On Air' network transitioned into a self- service model
- As security was critical, Lake B2b's enterprise integration capabilities were leveraged to provide employees with a single sign-on and content access depending on role and employee's department
- Programming included content for executive updates, company performance, compensation among other topics

RESULTS

- **170+ live and on-demand webcasts- spanning over 12 departments**
- **43% increase in employee satisfaction survey scores for connecting with the leadership**
- **Over half of the 5000+ employees tuned in to watch the CEO's live town hall event**

Rely on us as your online event planner and maximize leads with our virtual events expertise

"As the CEO, communicating with our global employee team of 5000+ is my top priority. With Lake B2B's virtual event solutions, I have a powerful platform that enables me to connect with employees every month in an informal way that updates employees and answers their questions in real time."

Philip Rudolph, Global CEO

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