TECH EVENT EXTENDS ITS REACH WITH SUCCESSFUL HYBRID EVENT

LANYON SMART EVENTS CLOUD™ AND SONIC FOUNDRY PROVIDE UNIFIED MANAGEMENT OF LIVE & HYBRID EVENTS

Lanyon Smart Events Cloud™ and Sonic Foundry's integrated solution allows a technology firm to bring its education sessions to more attendees worldwide.

Software maker extends engagement with its attendees and provides them with richer education experiences year-round.

A software maker successfully employed Sonic Foundry to create a virtual version of one of its large events – to enable more attendees to attend. However, it needed a way to stream-line the attendee and exhibitor experience, as well as to collect and consolidate crucial event data for marketing purposes.

Lanyon Smart Events Cloud consolidated three event management systems into one – integrated seamlessly into the virtual experience. The software maker previously used three different vendor solutions for registration, speakers/content and for exhibitor lead retrieval. The systems were tied together by time-consuming integration codes which required IT support.

Onsite, the software maker used Lanyon's session access control to know what sessions are popular and passed that information onto marketing.

Finally, the ability to print registration badges on demand made the attendee experience smoother right from the beginning of the show at check-in.

One of the biggest benefits the company has found with the Lanyon Smart Events Cloud/ Sonic Foundry partnership is that all event information – for speakers, exhibitors, in-person attendees, and virtual attendees - is all hosted in one website – with one URL. This has streamlined experiences for attendees and organizers alike.

8300
LIVE ATTENDEES

858
SESSIONS

750
RECORDED VIRTUAL OFFERINGS - 600 ATTENDEES

info@Lanyon.com | +1 817 226 5656 | Lanyon.com | @Lanyon

" One of the slickest parts of the system is the ability to manage all attendee contact with ease for e-marketing – being able to segment groups, reports, worklists and email them. We never had such streamlined ability to target our audience and messages based on their criteria. "

Event Manager

Even though it is a large event, Lanyon Smart Events Cloud helps the software maker tailor its marketing messages to each individual audience. "The event is very big into segmentation — into communities, and we were able to match the messaging throughout our e-marketing campaigns," said the event manager for the company's flagship event. "Our event has grown so much – this segmentation makes a big conference seem smaller and more intimate."

> " The power behind Lanyon, the ability to capture all of the data in one place - including the virtual portion managed by Sonic Foundry - and then the ability to have reporting immediately available to our sales and marketing team is extremely valuable. "
>
> Event Manager

Not only does the team have insight into all content and session viewings with the Sonic Foundry integration, but also the virtual experience has helped extend the event. "There are only so many sessions that you can attend in-person, but now, our attendees can go home and still watch what they missed," said the event manager.

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The technology company delivers a broad portfolio of solutions and provides strategic guidance to help education institutions of all kinds navigate change, achieve greater transparency, and drive efficiencies. Its annual conference brings together more than 8,500 attendees.

During the economic recession, the company found that attendance was dropping because many of its education customers had reduced travel budgets. It turned to Sonic Foundry to provide a virtual version. Since then, the virtual version has become a popular extension of the event, expanding the impact and reach of the event year-round and helping drive attendance now that travel budgets have improved.

Now an integral part of the company's annual event, the virtual event has helped grow in-person attendance versus taking attendees away.

With the success of its virtual version, the company turned to Lanyon to provide a unified event management solution for its 2013 event. The result has been phenomenal, providing a better experience for attendees, presenters and exhibitors --- all of whom now only have one login to manage.

It has also been great for the event team. Integration costs and time spent marrying the various pieces of data were skyrocketing, and the company is now easily accessing reporting and event data.

"All the attendee data on session attendance and on-demand viewing is at the hands of our marketing person who handles leads," said the event manager. "They can go in and see who is looking at sessions, and even where in that presentation are the most hits happening. This information becomes really valuable to our marketing managers who are in turn able to work the sales."

Recorded session content is also used by marketing to promote next year's show.

> " We were non-believers about on-demand badge printing until we were onsite. The execution was absolutely flawless -- with 9,000 people coming in, there was never a line. The professional services team at Lanyon is phenomenal. "
>
> Event Manager

Learn how to grow your events with an integrated solution from Lanyon and Sonic Foundry.
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