

# EventMobi Virtual Success Stories

106,782+ Hours of Online Events



COMMUNITECH®



**WorldwideE**  
NUTRITION CONFERENCE



AMERICAN  
SENIORS  
HOUSING  
ASSOCIATION



# COMMUNITECH®

Communitech is a public-private innovation hub that supports a community of more than 1400 companies — from startups to scale-ups to large global players.

## Event Name & Date:

TechJam From Home: A Virtual Job Fair and Networking  
May 7, 2020

## Event Type:

Virtual job fair & networking  
Single day, 4-hour event  
Free for job seekers and employers

## No. of Live Attendees:

900

## No. of Hiring Companies:

25, with a waitlist of 15

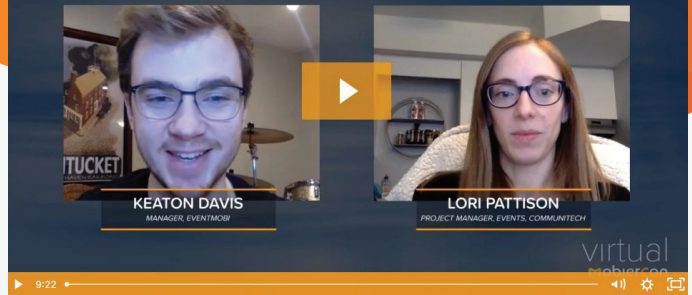
## Event Description:

Communitech's bi-annual Tech Jam in-person event series was created to connect hiring companies with qualified candidates looking for technical or non-technical roles in the Toronto-Waterloo Corridor.

With the onset of COVID-19 and massive layoffs and job losses across Canada, Communitech was challenged to take their job fair online to help bridge the gap between those looking for a job and those looking to hire during the pandemic.

Much like the in-person format, online job seekers were able to visit virtual company booths and chat with company reps, all within Communitech's custom branded Virtual Space.

## Finding Work Virtually: Insights From Communitech



## Virtual Event Tech Stack:

Event Website and Registration; Branded Virtual Space; Livestream Broadcast; Virtual Exhibitor Booths; Private Chat between companies and job seekers.

## Event Format:

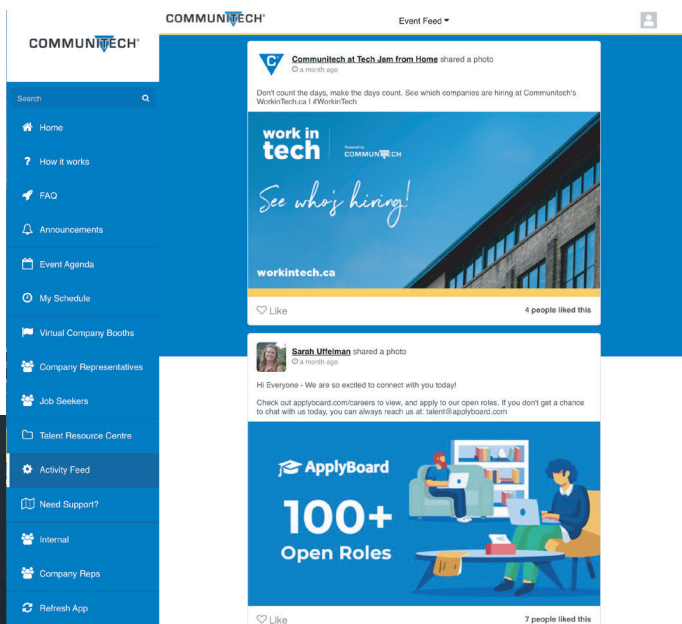
Hiring companies were able to showcase video content to communicate information about their culture, products, and teams within their Virtual Booths. Job seekers were encouraged to check out participating companies, learn more about what they do and see open positions.

From there, attendees could create a custom agenda based on companies of interest and relevant job postings, and engage in 1:1 chat with company reps. Additionally, the Virtual Space Activity Feed served as a forum to leave comments and start discussions with other job seekers.

## Event Success Metrics:

Communitech's goal was to onboard 10 - 15 hiring companies and 200 job seekers. The event exceeded expectations with 25 companies, a waitlist of 15 more, 1500 registered job seekers and 900 live attendees.

Running this event in a virtual format was key to scaling it, as it opened it up to employers and attendees across Canada who may not have been able to attend an in-person event in Ontario.



"The scope of the event grew so quickly that what typically takes two people to organize required a lot of additional support. The EventMobi team did a fantastic job getting everything out the door and was extremely flexible with their availability."

- Lori Pattison, Project Manager, Events at Communitech



Arena unifies product lifecycle (PLM) and quality management (QMS) processes, allowing every participant throughout the product realization process from design to manufacturing to work together.

### Event Name & Date:

Using Arena in These Times

April 28, 2020

### Event Type:

User conference

First in virtual event series

By invitation for Arena users & qualified buyers

### No. of Live Attendees:

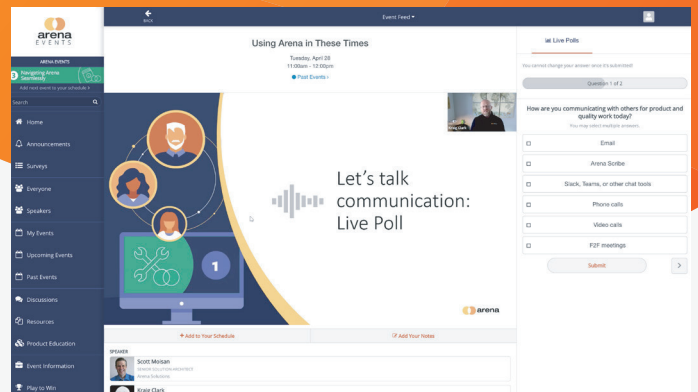
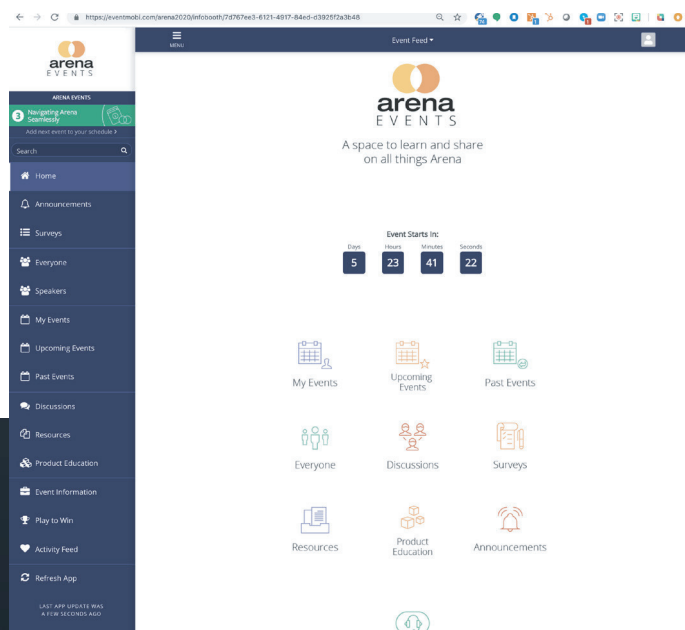
120

### Event Description:

In early 2020, Arena Solutions had already started planning a roadshow in 6 cities across the US and UK when COVID-19 hit. Event marketing and registration was not yet live, so they were able to quickly and easily reimagine their event series in an online format.

The Arena events team saw this pivot to virtual as an opportunity to change the structure of their event series, and reach their audience in a way that hadn't been done before. By using a branded Virtual Space as an online home for this series of 1-hour user conferences, Arena's audience can easily access livestream content and engage with the Arena team and other attendees.

In case registered attendees aren't able to be present at any of the live events, all recorded content will be available within Arena's Virtual Space – so this online home is able to serve as a persistent, online educational hub for their community.



### Virtual Event Tech Stack:

Event Website and Registration; branded Virtual Space; Livestream broadcast

### Event Format:

While they had planned for 2.5 hours (US) and a full day (UK) for their in-person events, this virtual series was designed as eight thematic, one-hour events with plenary educational sessions and customer panels.

The first event featured four Arena experts as speakers; live polls and Q&A ensured key topics were addressed and empowered attendees to join the conversation. The event organizers – a collaborative effort between product managers and the customer success and marketing teams – wanted the event to feel casual, but it had to be professional.

For their livestream broadcast, panelists were custom backgrounds complete with the company logo. Speakers rehearsed multiple times, complete with intro audio tracks and slide decks. This ensured a smooth delivery on the day of – and the end result was polished yet approachable.

### Event Success Metrics:

For the first event, Arena's goal was to match the turnout of their last webinar; they exceeded this with 200 signups and a 60% attendance rate.

For future events, Arena's goal is to encourage all licensed users to attend from a single organization in order to help and spread the word and foster the Arena community.

"While we have internal resources for web dev and design, it made more sense to use EventMobi to quickly create a persistent platform for customer communication. The professional services were very helpful given the time crunch and was money well spent!"

- Heatherly Bucher, Director of Product Marketing at Arena Solutions