



CUSTOMER SUCCESS STORIES

CLHIA Amps up Attendee & Sponsor Engagement at Virtual Conference

NOVEMBER 2020 EVENT: VIRTUAL WEALTH AND RETIREMENT CONFERENCE

ORGANIZATION

Canadian Life and Health Insurance Association (CLHIA) is the national trade association representing Canada's life and health insurers.

GOALS

To provide those managing wealth portfolios for Canadian life and health insurers with up-to-date and actionable information about important trends and issues shaping the industry.

ATTENDEES

Employees and leadership from life and health insurance providers.

SPONSORS

Data and analytics providers, software vendors.

VIRTUAL EVENT TECH STACK

1

Virtual Event Space

2

GoLive! Production Services

PLANNING THE EVENT

“The best choice was to stay with a platform we knew and trusted”

As a former EventMobi event app client, it was a no-brainer for Cindy Smith, Communications Manager, CLHIA to choose our virtual event platform to run their 2020-2021 virtual events.

Familiarity with the platform’s intuitive, user-friendly back-end was a big factor. *“I had a team who were already very familiar with this platform. We’d never done virtual events and had some reservations about how we’d approach it, so the best choice was to stay with a platform we knew and trusted”.*

The Wealth and Retirement Conference was CLHIA’s second virtual event with EventMobi and built on learning from their first virtual event.



Cindy Smith,
Communications Manager

LEADING UP TO THE EVENT

Cindy found the virtual event platform extremely user-friendly, for both herself and her team: *“I’ve worked very intimately with many back-end systems and this one is one of the most intuitive content management systems I’ve ever used”*. And, she noted that ease-of-use helped cut down on the time required to manage her team as they built the event. *“I didn’t have to show my teams how to use it. From the not-very-tech-savvy to the somewhat tech-savvy; everyone was able to figure it out.”*

“Soma went the extra mile”

Event Success Manager Soma went the extra mile to conduct speaker preparation and coaching sessions, covering need-to-know details to ensure that presentations went smoothly and professionally.

Soma Su, Event Success Manager

She ensured that speakers:

- Were familiar with the platform and were cognizant of the mirror effect when looking at the camera and pointing at a feature of the platform.
- Knew the correct terminology to use when directing attendees to different features like Chat or Live Polling.
- Dressed in the same clothes as their pre-recorded presentation and managed lighting to ensure a smooth transition to live Q&A.



“ONE OF THE MOST INTUITIVE CONTENT MANAGEMENT SYSTEMS I’VE EVER USED”

CINDY SMITH,
COMMUNICATIONS MANAGER, CLHIA

HOW THE CLHIA USED THE VIRTUAL EVENT SPACE TO DRIVE ENGAGEMENT

VIRTUAL EVENT SPACE HIGHLIGHTS



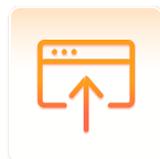
LIVE STREAM BROADCASTS

To showcase panel discussions, state of the industry presentations, updates on key issues.



GAMIFICATION

Scavenger hunt game aimed to drive attendee engagement by asking questions about the association, the event and the sponsors.

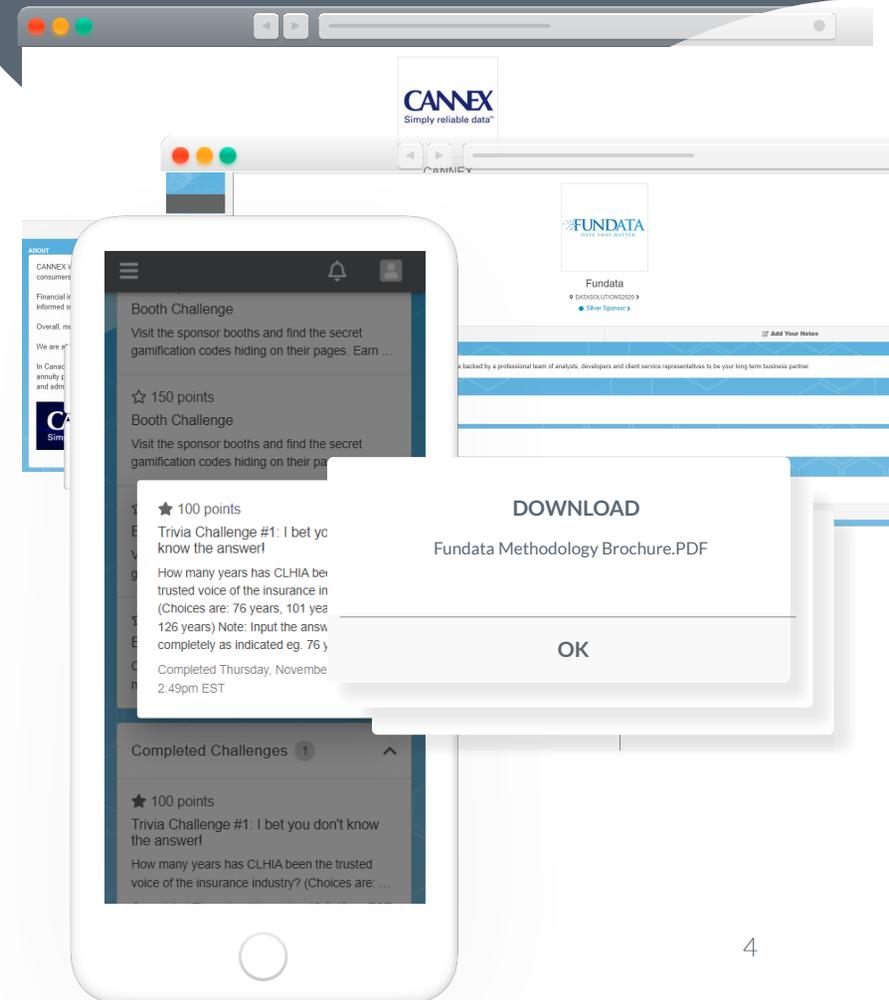


VIRTUAL SPONSOR BOOTHS

To give sponsors an opportunity to share their brand and marketing material.

On the day of the event, Cindy shared a few attendee engagement highlights: “We ran a scavenger hunt game to engage attendees, and had lots of people playing. Some even asked me for clues on how to beat other players!”

She also noted it was easy to see that attendees were engaging with sponsors and their content, which is harder to tell when on-site. “Our sponsors uploaded their marketing material and with analytics, I could see how many times those materials had been accessed.”



MEASURING EVENT SUCCESS

“From the design to the use of the platform where we had 100% attendance (which we didn’t expect), and zero technical problems, everyone said it went really well”



Cindy Smith,
Communications Manager

The Communications Manager emphasized how she felt supported throughout the entire process by the EventMobi team “If you’re looking for that unique relationship with someone who’s going to walk you through step-by-step, you’re going to get that with EventMobi. They’re not going to pass off your questions to four different people. They’ll take care of you”.

100%

ATTENDANCE

Over
50%

OF ATTENDEES
VISITED VIRTUAL
SPONSOR BOOTHS

28%

OF ATTENDEES
DOWNLOADED SPONSOR
MARKETING MATERIAL

READY TO SEE OUR VIRTUAL
EVENT PLATFORM IN ACTION?

[BOOK A DEMO](#)

