



CUSTOMER SUCCESS STORIES

WD-40 Company “Harnesses the Headwinds”
for a Successful Mid-year Virtual Kickoff

MARCH 2021 EVENT: VIRTUAL AMERICAS MID-YEAR MEETING: HARNESS THE HEADWINDS

ORGANIZATION

WD-40 Company’s mission is to deliver unique, high-value and easy-to-use solutions for a wide variety of maintenance needs in workshops, factories and homes.

GOALS

To help employees feel connected with each other, informed about year-to-date results, and provide a clear understanding of the company’s strategy for the remainder of the fiscal year.

ATTENDEES

Internal employees from across the US, Canada and Latin America.

VIRTUAL EVENT TECH STACK

1

Event Space

2

Full Data Management

3

GoLive! Production Services

PLANNING THE EVENT

At the midpoint of each fiscal year, WD-40 Company uses their Mid-Year Americas meeting as a status check to take the pulse on the business. Sales planning manager Maurya Moran explained “We try to close any gaps, identify any mountains left to climb and bring everybody together to make sure we have a good collective understanding of what we need to do to close the fiscal year. It’s an opportunity to identify the headwinds we faced and celebrate our achievements”.

When Maurya started looking for an event management platform, she was looking to elevate their events to be a more polished and professional experience than a “standard Friday morning Zoom meeting”.

“The app was like a one-stop-shop for all event information and I figured if it could work on an app, then it would work even better as a desktop experience. And it did. Whether it’s the agenda, the attendee profiles, the on-demand videos, the live streaming, basically, anything you needed to know was right there.”



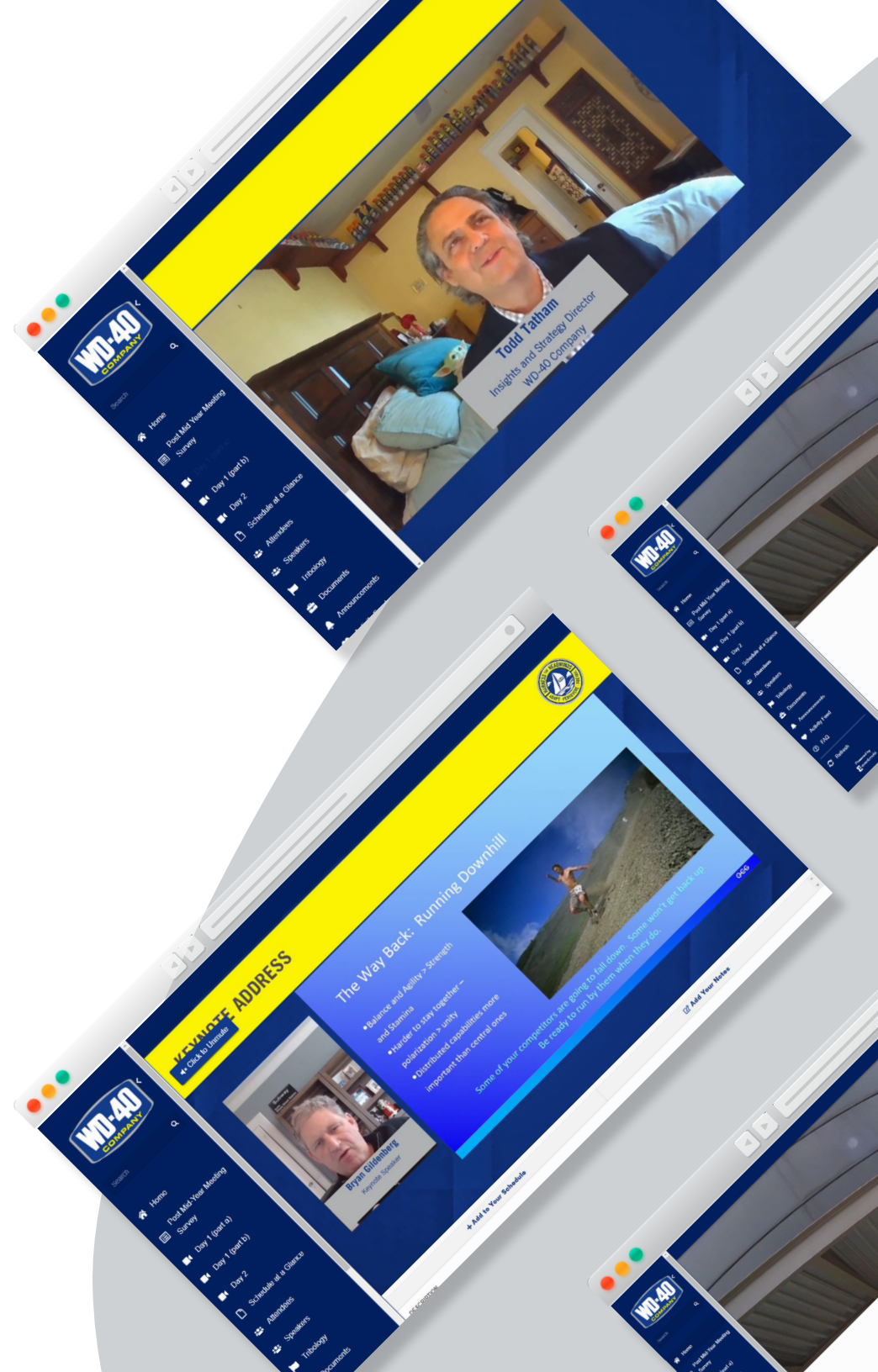
Maurya Moran,
Sales Planning Manager,
WD-40 Company

LEADING UP TO THE EVENT

Maurya's first virtual event was full of learning experiences, but by the second time around, the sales manager was more familiar with the timelines, work and scope involved, and the platform itself. For other planners running virtual events, she emphasized the importance of planning in advance.

"Definitely give yourself enough time. I totally underestimated how much work a virtual meeting would be and figured that virtual would be at least 50% less work. But it's just as much work, just different work. Don't think that just because it's a virtual event, it can be thrown together in two or three weeks. Give yourself almost as much time as you would with a live event, at least two months out, if not more."

Through the planning process, Maurya appreciated the EventMobi team's clarity on timelines and deliverables. "We had the A-team. We really felt that we were in lockstep with them, and that they were fully invested in the success of our meeting. They were patient, knowledgeable, professional, and gave good input when we needed it. The EventMobi team was really great to work with, and the output was wonderful".



HOW WD-40 USED THE EVENT SPACE TO KEEP EMPLOYEES ENGAGED

To keep attendees engaged, Maurya chose to run 3 half-day meetings, “Sitting in front of a virtual meeting for 8 hours a day is just not good for anyone”. She also emphasized the importance of being conscious of the needs of your audience. “From giving them lots of breaks to interspersing some fun throughout, it’s really important to keep attendees engaged. Definitely bring in a great emcee, and use features like Q&A or Live Polling”.

For this event, WD-40’s Company speakers chose to do a mix of pre-recorded and live sessions and EventMobi’s platform gave her the flexibility to incorporate both.

“We really appreciated the presenters who chose to go live this time, because the delivery just came off way more authentic”.

“The Q&A was great; we received so many questions, we couldn’t even get through them all. People really loved the upvoting feature as well. That really helped our moderator select the hottest topics”.

EVENT SPACE HIGHLIGHTS



LIVE STREAM BROADCASTS

To showcase keynotes, review mid-year results, provide supply chain updates.



Q&A

To gather questions during guest speaker presentations and an executive panel discussion.



SESSION CHAT

“People loved, loved, loved the chat feature! They had so much fun! It really helped people feel connected.”

“Instead of having everyone on Zoom, we made the effort to go the extra mile with the designed Event Space and live stream broadcasts and it was all worth it. The attendees really appreciated it and the whole event just flowed really well”.

Maurya Moran,
Sales Planning Manager, WD-40 Company

MEASURING EVENT SUCCESS

Maurya ran a post-event survey to assess the event's impact on employees, and saw the following results:

95%

reported that they felt knowledgeable of the state of the business

88%

were clear on next steps for the next half of the year

95%

were clear on their role and how to drive towards success for the rest of the year

97%

rated the EventMobi platform as good, very good or excellent



In addition to high attendee satisfaction, Maurya shared that the WD-40 executive team were also thrilled with the outcome.

“Right away, the president and VP called me and said that they were super happy about everything. Overall, they felt it was a great success”.

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