

About Etumos

Etumos enables marketers to maximize the effectiveness of their tech stacks, using proven best practices to ensure clients can stay focused on activities that create revenue.

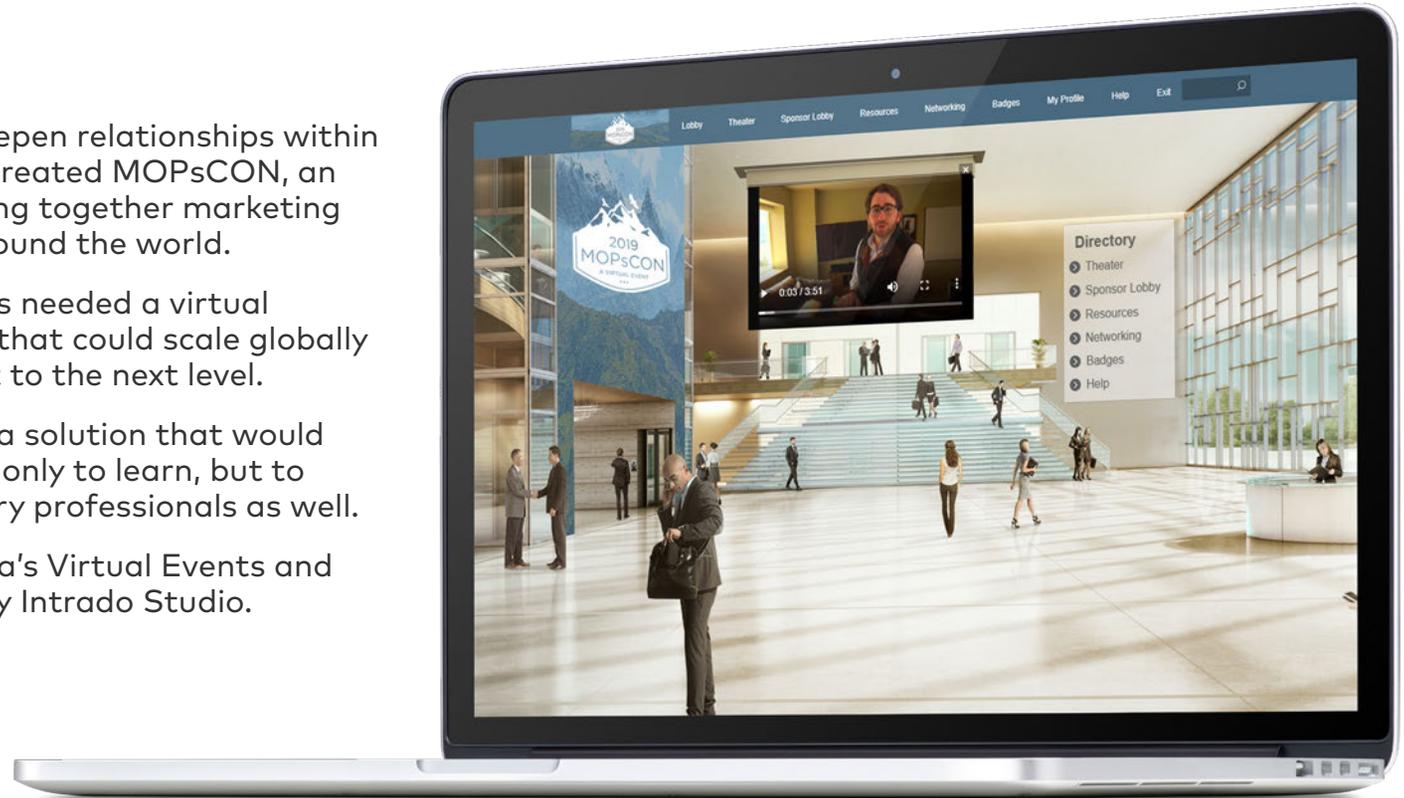
Use Case

To build brand awareness and deepen relationships within their online community, Etumos created MOPsCON, an online educational summit bringing together marketing operations professionals from around the world.

To accomplish their goals, Etumos needed a virtual events and webcasting platform that could scale globally and propel audience engagement to the next level.

It was critical for Etumos to find a solution that would enable MOPsCON attendees not only to learn, but to network and interact with industry professionals as well.

The answer? Intrado Digital Media's Virtual Events and Webcasting platform, powered by Intrado Studio.



GOALS:



Build brand awareness with marketing operations experts



Strengthen existing relationships and grow community



Engage experts with practical content featuring real-world applications

Approach

To achieve their goals, Etumos wanted to think beyond a typical webinar platform. As a fully remote company, they knew that connection can be achieved virtually. A full-scale virtual event provided Etumos with the community engagement opportunities they were looking for.

Intrado's virtual event solution allowed attendees to network with speakers, experts and other like-minded individuals in a secure, interactive environment.

To begin MOPsCON 2019, attendees were greeted by Etumos' CEO, the event's virtual host, who kicked off programming and provided a tour of the various spaces within the online environment.

During the event, attendees participated in live educational sessions with handouts available for participants to download and use later. To increase interactivity, Etumos hosted a virtual "coffee break" while sending all their attendees Starbucks gift cards. Attendees were also able to compete for prizes through attending sessions, with an event leaderboard showcasing top participants.

Following the success of MOPsCON 2019, Etumos opted to partner with Intrado for future virtual events. Etumos' ability to seamlessly work with Intrado's trusted engineers and support teams set the groundwork for a successful relationship moving forward.



RESULTS:

329

Average minutes spent in MOPsCON virtual event

100%

of attendees said they'd attend MOPsCON again

97%

of MOPsCON presentations attended by all participants

"Intrado Digital Media's virtual event solution allowed us to create and deliver educational content to our audience in a way that was easy to navigate and consume."

Kristin Anne Carideo
VP, Revenue and Client Results | Etumos