

About Self Esteem Brands

Self Esteem Brands (SEB) is the parent company of Anytime Fitness (the world's #1 "Top Global" franchise), Waxing the City, Basecamp Fitness and The Bar Method. SEB has more than 5,000 independently owned and operated franchises around the world in nearly 40 countries.

Use Case

For many years, SEB hosted an annual conference for its franchisees and vendors, allowing them to connect face-to-face.

In 2019, SEB decided to shift its conference to a bi-annual schedule, hosting a virtual gathering during "off" years.

To ensure vendors and franchisees could meet in a virtual setting, SEB chose Intrado Digital Media for its Virtual Event solution and Creative Design Services.

At SEB, company culture is a big deal. The live, in-person conferences gave the SEB brand a chance to shine and have fun. SEB wanted to capture this same energy for its virtual tradeshow.

SEB realized that one-size-fits all was not the best way to create an event. Instead, they chose to customize the design of their Virtual Event using Intrado's creative expertise.



GOALS:



Connect SEB franchisees and vendors



Create a custom Virtual Event



Showcase SEB brand and culture

Approach

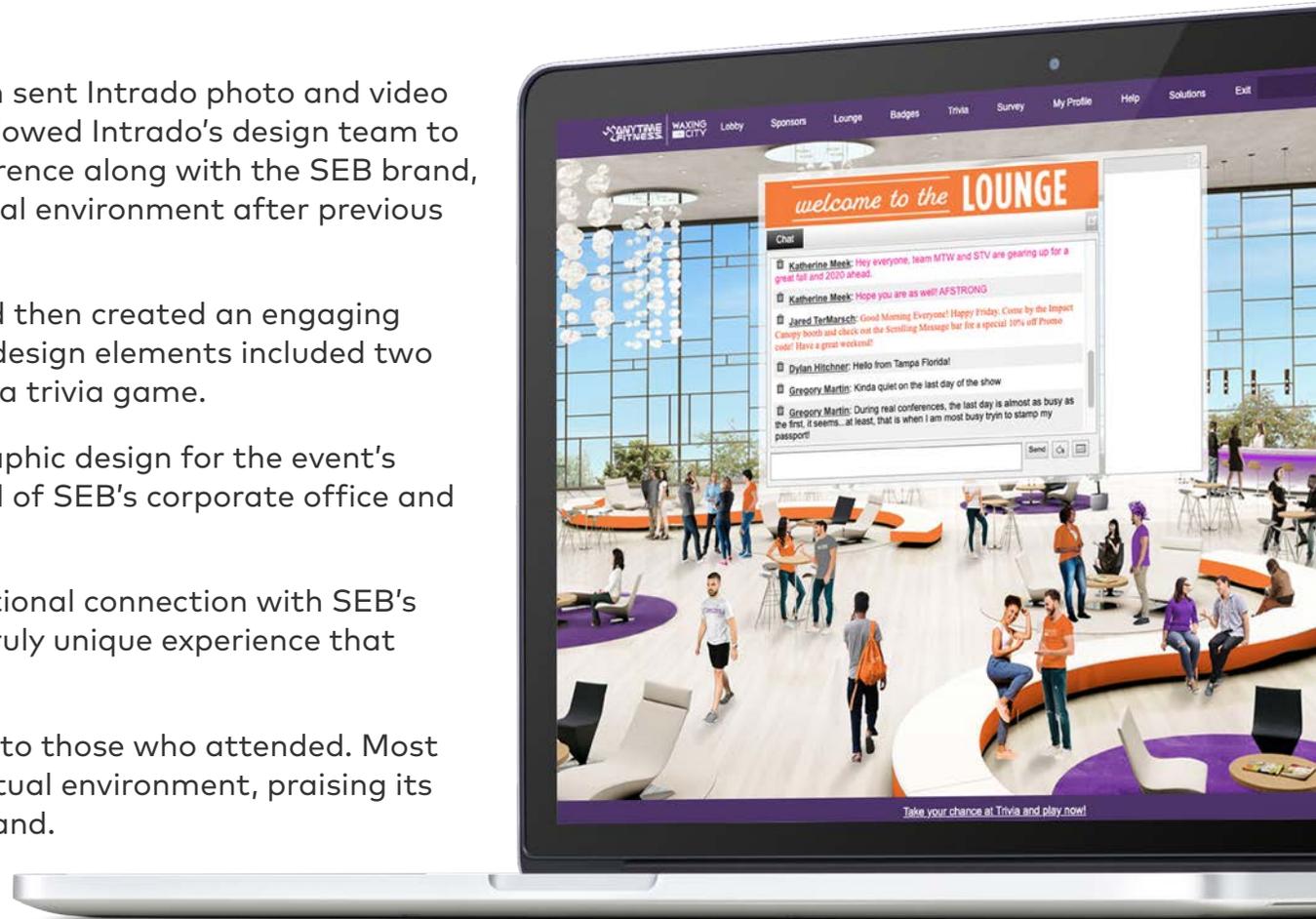
Early in the planning stages, the SEB team sent Intrado photo and video content from previous conferences. This allowed Intrado's design team to better understand the energy of the conference along with the SEB brand, and to brainstorm ways to model the virtual environment after previous conferences.

The Intrado team took these examples and then created an engaging Virtual Event design for SEB. The custom design elements included two exhibition halls, multiple lounges and even a trivia game.

Most notably, Intrado provided custom graphic design for the event's welcome screen, to mimic the look and feel of SEB's corporate office and fitness clubs.

This tailored environment created an emotional connection with SEB's franchisees upon entrance, resulting in a truly unique experience that created engagement with vendors.

At the end of the event, a survey was sent to those who attended. Most of the positive feedback was about the virtual environment, praising its authenticity and how true it was to the brand.



RESULTS:

650

virtual conference participants

18

custom spaces created by Intrado showcasing SEB brand

90%

of attendees who would recommend event to a friend/colleague

"Creating our Virtual Event required minimal effort thanks to the Intrado Digital Media team. They were so easy to work with. Everything was seamless!"

Laura Langhout
Corporate Meeting Planner | Self Esteem Brands