



“INXPO’s platform allowed us to achieve our goal of having an integrated webcast and personalized certification program for the Indian Travel Agents Fraternity.”

- Mukund Matta
Digital Marketing and Product Management, UBM

Who is UBM

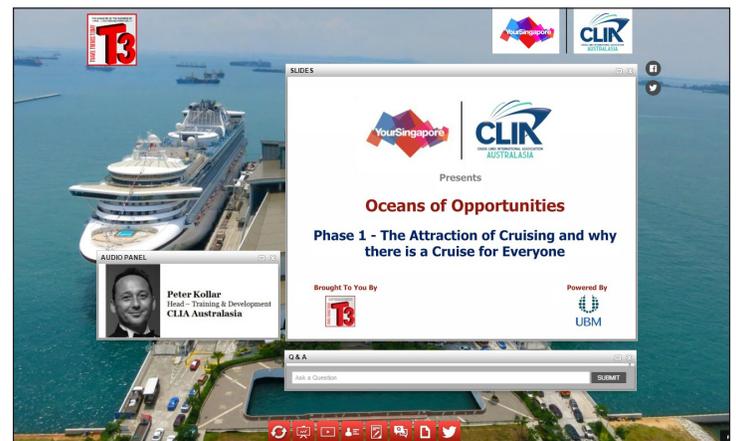
UBM is a multinational media company headquartered in London, United Kingdom, that helps businesses do business. Through their three main business segments of Events, Other Marketing Services (OMS) and Public Relations channels, they work with business executives in more than 20 countries, enabling them to succeed, connect and communicate with each other and the markets they serve. One of UBM’s clients is a leading tourism board in Asia. To help grow the Asian cruise market, the board partnered with the leading cruise line association and enlisted UBM to help reach, educate and certify travel counselors on selling cruises.

Goals

- › Reach travel agents in Asia to elevate their knowledge and expertise in selling cruises
- › Certify travel agents through a program available during the live event and on-demand
- › Provide an interactive learning experience using polling, live Q&A and gamification to foster a true interactive learning community amongst attendees.

Approach

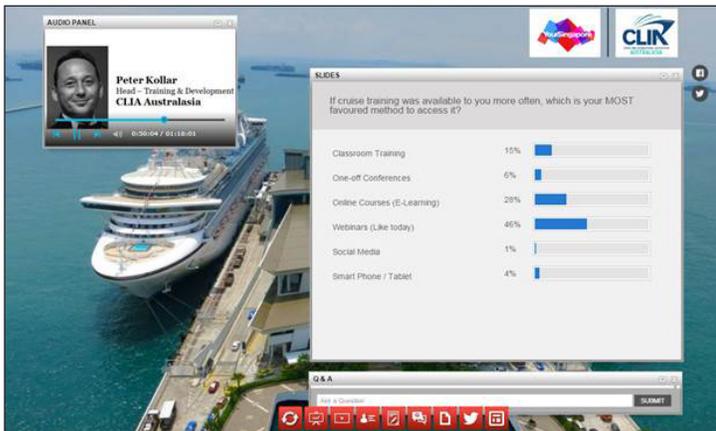
UBM’s flagship online brand, Travel Trends Today Webinar (T3 Webinar) developed a educational solution split into 3 different phases called the “Oceans of Opportunity” webcast. Using INXPO’s webinar platform to host the program, the board provided a tailor-made certification program for a targeted audience, the Indian Travel Agents Fraternity. INXPO as the trusted technology partner was able to create a secure sign on to insure the client’s confidentiality. Using INXPO’s on-demand feature, a widget was added with the certification test so that agents who missed the live webinar could watch and earn their certification at any time after the live programming concluded.





“INXPO’s team continually proved their commitment of service to us and were always prompt and professional when we had questions.”

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Results

INXPO helped UBM exceed their goals with the webcast and certification program. The certification program drew a huge turn out with 1,000+ travel agents signing up to attend the three phase program and had over 650 travel professionals at peak attendance. To encourage attendance, and certification completion, those who passed certification were entered into a drawing to receive additional free educational content as an incentive to participate. In a poll to attendees 74% of respondent's sited online courses and webcasts as being a preferred method of learning. The program was widely recognized on LinkedIn communities, and was the most discussed series on “Webinars in India” for over two weeks extending the programs success.

1,791
total count of travel agents and travel professionals during live programming

330
participants cleared their certification test on completion of the three phases

950+
on demand views after the event's conclusion, extending reach

62%
of live viewers were highly engaged and responded to polling questions