

Consulting Firm Wins Over Audience with High-Tech Event

Customer Case Study



Frost & Sullivan Delivers First-of-Its-Kind Technology Event and Boosts Attendee Rates

EXECUTIVE SUMMARY

Customer Name: Frost & Sullivan
Industry: Professional Services
Location: Mountain View, California
Number of Employees: 1800

Challenge:

- Boost event attendance by integrating streaming video component.
- Help enable multiple live web streams, as well as session recording.
- Successfully integrate event webcasting within limited timeframe.

Solution:

- Cisco Event Collaboration Services provides technical consulting.
- Cisco helps customize presentations for branding and sponsorship.
- Frost video team works hand-in-hand with Cisco during live event.

Results:

- Increased attendee volume and reach
- Boosted marketing efforts with on-demand webcast recordings
- Enhanced firm's image with innovative technology event

Challenge

Founded in 1961, Frost & Sullivan is a global business consulting firm, offering market analysis, market research, and reports that help companies achieve corporate growth. One of the company's key practice areas, the Integrated Marketing Solutions (IMS) Division, is responsible for addressing the needs of business-to-business (B2B) clients that are looking to attract, engage, and convert prospects into customers at an accelerated rate. The IMS team does this by leveraging a dozen unique marketing channels, including webinars and live events. In addition to helping clients deliver successful events, the IMS team helps Frost & Sullivan produce more than 20 of its own industry-specific events each year.

In the second half of 2012, Frost & Sullivan decided to launch a new technology-focused event, ConNEXTions 2013, which would examine some of the most pressing topics facing the technology industry, such as bring your own device (BYOD) and big data. Although the firm was initially planning an onsite event, the IMS team eventually determined that it would be advantageous to offer a virtual component as well.

"We came up with the idea of making this a hybrid event, offering not just the opportunity to attend in person but also the ability to view streaming video from the event remotely," says Alison Gilman, senior marketing program manager for Frost & Sullivan's IMS Division. "We saw it as a way to increase attendance rates while also giving attendees the option to view programs they may have missed at a later time."

Seeing that Frost & Sullivan was trying to appeal to a particularly tech-savvy crowd, the IMS team felt that a streaming video component would resonate with the audience that they were trying to reach. The only problem was, "We'd never done anything like this before," says Gilman. And with the live event date quickly approaching, Frost & Sullivan needed to act fast.



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Alison Gilman
Senior Marketing Program Manager
Frost & Sullivan

Solution

The Cisco sales representative for Frost & Sullivan’s IMS team asked if Cisco might be able to help. Working closely with the Frost & Sullivan video team, Cisco® Event Collaboration Services provided the IT expertise that the IMS Division needed. This assistance started with helping meet the event’s bandwidth and streaming video requirements, which included the ability to support multiple consecutive video streams and record all content. The Cisco Services team also supported Frost & Sullivan in its sponsorship and branding efforts by customizing presentations with specific design elements and logos.

“Because we were on such a tight schedule, we were having to get in touch with Cisco Services pretty frequently,” says Gilman. “And whether it was day or night, or even Saturday or Sunday, the Cisco team always returned our calls and answered our questions. They really went above and beyond our expectations.”

When it came time for the live event in January 2013, Cisco Services made sure the Frost & Sullivan video team had full technical support, including onsite crews responsible for the web-casting equipment and audio/video quality control. In addition, a project manager was assigned to each event, and a dedicated remote team managed all the technical issues from user questions to overall broadcast support.

“Leading up to the event, we were admittedly a bit nervous,” says Gilman. “It was our first time doing something like this, and we were wondering if it would all actually go as planned. But Cisco walked us through each step along the way, and in the end the event went swimmingly.”

Results

Six live video streams were delivered from CoNEXTions 2013, significantly helping extend the reach of the event beyond just physical attendance. Interestingly enough, some attendees who were onsite at the event viewed the live webcasts as well. “Our initial hunch had been right,” says Gilman. “Everyone there had a tablet, a smartphone, or some other type of mobile devices. They seemed to enjoy being connected to all the different sessions and programs that were going on, and we were happy to be able to give them the ability to do that.”

It wasn’t only attendees who enjoyed the webcasts coming from Frost & Sullivan’s technology event; the event sponsors were also enthusiastic. “We had a number of people come up to us and say they were really pleased with the direction we were moving,” says Gilman. “For our sponsors, the virtual component was just another way of getting them greater exposure, so I think they appreciated us going the extra mile.”

After the event, Frost & Sullivan’s marketing team promoted the recorded video sessions by posting the content online and sending it to current and prospective customers. This outreach more than doubled the recordings’ total number of views. “We sent the recordings to attendees, speakers, and sponsors and encouraged them to share the videos through their own marketing channels,” says Gilman. “By giving them relevant and meaningful content that directly relates to their industry, these videos helped provide another way for us to get closer to our customers and partners.”

From a broader perspective, the success of CoNEXTions 2013 validated Frost & Sullivan's technology expertise in front of the industry's key players, which Gilman sees as a significant achievement. "Having a live webcasting component made Frost & Sullivan look that much more up to speed in the enterprise connectivity topics we were talking about at the event," she says. "And we couldn't have pulled it off without Cisco Services and Collaboration Solutions."

Next Steps

Pleased with the results of its first hybrid CoNEXTions event, Frost & Sullivan's IMS team is now planning to host the same conference in 2014. "Cisco Services played a crucial role in providing us with the webcasting know-how and expertise we needed," says Gilman.

For More Information

To learn more about Cisco Event Collaboration Services, go to <http://www.cisco.com/en/US/products/ps10352/services.html>.

Services List

Cisco Event Collaboration Services for Webcasting



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

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