

Microsoft's Situation:

In early 2009 Microsoft needed to hold a three-day strategy session with its worldwide marketing team. But getting the team together was going to be a challenge. With thousands of members spread across 80 different countries, it was looking to be an expensive and time-consuming proposition to fly everyone in to the company's Redmond, WA headquarters. A few key questions came up:

- ❖ **How can this global event be held affordably, without draining money, time and resources?**
- ❖ **Once at the event, how can event planners ensure attendees are socially active and engaged with the content?**
- ❖ **How can event planners gauge the ROI for such a large event?**

Viewstream knew how to create a complete solution to meet these complex challenges and assure a successful event.

Viewstream's Solution:

Viewstream created a **custom virtual event that delivered rich content, messages, conversations, and connections to attendees' desktops.** This Virtual Event solution focused on:

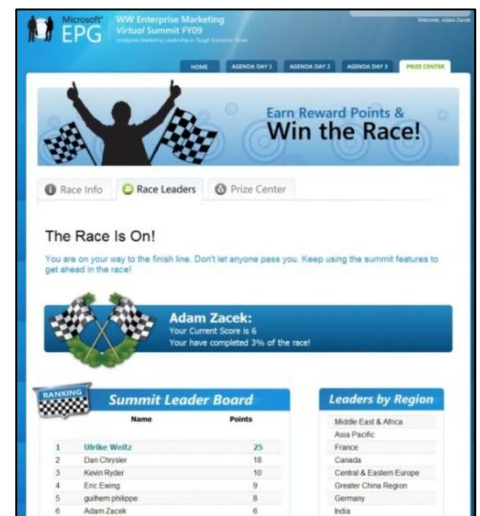
- ❖ **Content**
There were over fifty presentations, videos, and live keynotes featuring knowledge leaders and process experts.
- ❖ **Archives**
Content was available and downloadable for for six months.
- ❖ **Community**
Every presentation included message board and QA.
- ❖ **Engagement**
Viewstream created an interactive race for users to collect points, win prizes, and create friendly competition.

Highlights/Results:

- ❖ 33 sessions presented, including 4 Live Keynote sessions
- ❖ 56 speakers providing more than 16 hours of content
- ❖ 5,702 total downloads
- ❖ 172 average downloads per presentation
- ❖ More than 800 comments posted on event message boards



Viewstream created an engaging, content-driven virtual event that included an attractive interface, live and on-demand videos, and conversational tools.



Viewstream encouraged participation by developing an exciting race game, where attendees collected points by commenting on videos, contributing to message boards, and completing surveys.