EventBuilder Microsoft Azure IoT Partner Events
Case Study

Problem

As a company responsible for Microsoft Azure IoT Business Acceleration, Partner Marketing, Mike Iem knows what it takes to get partners engaged and using Microsoft products. In 2020, Mike faced a tall order: move the historically live partner events to 100% virtual events.

He knew he wanted to use Microsoft Teams but struggled with adding registration for external audiences. While he tried working with a software company that could add registration functionality, he found their process clunky and costly.
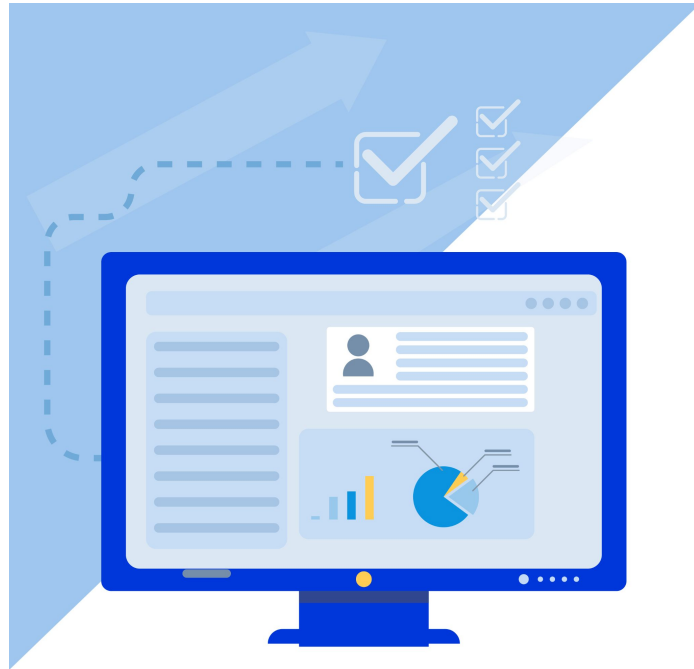
Solution

EventBuilder software was able to seamlessly add registration to the online events. Mike was thrilled with the fact that he could block freemail (like Gmail or Hotmail) at registration, create templates for easy cloning and use simulated-live mode to create a perfectly orchestrated conference for Microsoft Partners.

While EventBuilder software provided the technology Mike needed for the event, he wanted to ensure that it went off without a hitch. Mike pre-recorded all the speakers' sessions so he could ensure there were no technical difficulties on the day of and the sessions wouldn't run over. After a few simple edits to the recordings, Mike was able to preload HD videos into the sessions and run the conference like clockwork using the simulated-live function.

Microsoft Partners were able to get their questions answered by Azure engineers who were standing by on the chat and Q&A tool to assist with answering partners' technical questions in real time.

The Results

Incredible ROI!

EventBuilder's analytics made it easy for Mike to see success at his inaugural virtual event:

- 1,300 Microsoft Partners registrations
- 750 live attendees
- Hundreds of on demand views after the event

EventBuilder's easy and reliable software with automatic on-demand video recordings enables busy partners to watch sessions at their convenience.

Since that inaugural event, Mike has relied on EventBuilder software to quickly and easily create virtual events. Using EventBuilder's templates, Mike can create quality events quickly and deliver them with minimal costs.

"They're so easy to put on," Mike says. "When you've already done the event, you can just rinse and repeat." Compared to live events and other software that Mike has tried, EventBuilder saves him time, money, and stress, making it an incredible ROI for his business.

"We have had great success with the EventBuilder software. With the templates, we can build registration pages in minutes, saving us time and money. We like the flexibility of the different types of events we can execute on. The ROI we get from this software is off the charts."

Mike Iem, Senior Program Manager
Azure IoT Marketing and Events for Microsoft

eventbuilder

Thank You!