



EventBuilder Case Study:

Microsoft Commercial Licensing

Challenge:

Microsoft Commercial Licensing group sought an event services team to provide end-to-end management for their channel training program events. They required a centralized content and registration hub that included training materials, past and future event recordings, as well as event logistics, communications, in-event technical support, and customized reports to support proof of ROI for stakeholders.

Goal:

Build, implement, and support a channel training program for partners to engage with Commercial Licensing experts across multiple time zones. Due to the complex nature of subject matter, the group delegated the management of all event-related logistics, tasks, and support to our event services team, allowing their experts to focus solely on the content of their presentations.

Results:

EventBuilder created and implemented the Commercial Licensing group's channel training events program to their exact specifications. The Special Event Services team have been providing program and software updates, event communications, large-scale event support, cloud-hosting for event recordings, and technical support since 2014, establishing a long-standing, successful partnership.

Solution:

EventBuilder assigned a dedicated Program Manager to implement a fully customized software and event services solution. The program offers:

- Comprehensive, end-to-end professional event management.
- Seamless EventBuilder software integration with Microsoft Teams.
- A branded, customized content hub/listing page for streamlined, multi-event registration.
- Easily accessible, downloadable channel training program materials and resources.
- Experienced Event Producers assigned to each event, including technical rehearsals, presenter trainings, and attendee troubleshooting.
- Automatic, cloud-hosted, event recordings for on-demand playback.
- Event communications liaison, acknowledging attendee inquiries and connecting them to the appropriate resource.
- Custom reports, tracking attendee engagement over time, offering data-driven program insights.

Thus far, EventBuilder has managed 400+ events, 180,000 registrants, 63,000 Attendees, and 230,000 On-Demand views in this on-going program.