

Taking in-person events virtual

Leading provider of higher education solutions transforms national conference into a successful virtual event



Challenges

- Transform a 1,500 in-person conference into a virtual event to overcome COVID-19 cancellation
- Customer had no experience creating or executing immersive online events
- A short timeline required an experienced virtual event partner to adapt the event to a virtual experience

Solutions

- [Lumen® Webcasting](#) created a virtual conference experience.

Results

- Lumen provided a secure, simple, branded browser-based experience, engaging attendees virtually without sacrificing their personal experience
- Lumen's experienced webcasting agents provided full technical assistance setting up the event every step of the way
- Lumen Webcasting transformed the event into a truly immersive experience with HD video, and interactive features including social media integration allowing attendees to "experience the venue as if in-person"

Challenge

For 34 years, this leading higher education solutions provider hosted an in-person national conference with an attendance of over 1,500 Higher Ed professionals each year. COVID-19 caused the firm to consider the unthinkable - canceling this event for the first time. Instead, they decided to transform the in-person event into a virtual one. The challenge was they had no prior experience creating an immersive online event.

An additional challenge came with the venue. The annual conference was scheduled to take place in Chicago. Attendees' expectations were high for visiting a city of that size and status. Despite shifting to a virtual event, the customer still wanted attendees to experience Chicago.

They needed to find an experienced virtual event partner to get them up and running quickly. Their timeline to adapt the annual conference into a virtual experience was short.

Solution

Bringing it all together

They partnered with Lumen to host the conference virtually. Unlike many startups in the virtual events space, Lumen is a proven provider in the industry providing best in class webcasting capabilities. Lumen's intuitive Webcasting platform transforms events into truly immersive experiences with HD video, interactive features, and unsurpassed scalability.

They knew they could trust their national conference with Lumen and the Lumen® Webcasting platform. "I was so thankful we partnered with Lumen to host our virtual conference instead of experimenting with new and unproven technologies," said the Vice President, Strategy and Measurement. "Lumen Webcasting helped transform our event and created a fantastic experience for our attendees."

Results

A seamless experience

Lumen Webcasting provides a professional and seamless experience for participants, partners, and presenters alike. With a reliable platform to host their event, they were able to focus on curating quality content for the event, including three dynamic keynote presentations that inspired attendees

through stories of achievement, new trends and best practices on how to craft world-class experiences.

With the help of Lumen Webcasting, they were able to give the virtual event a Chicago flair through virtual field trips, outings, yoga sessions, meditations, museum tours and engaging happy hours. Every participant truly felt like they got a taste of Chicago even though they were "visiting" from the comfort of their own home.