

Case Study Technology

A communications equipment company proudly serves millions of customers with its digital services. When it came to hosting its annual partner conference, it wanted to be sure to “one-up” the competition.

Challenge

Design a top-notch annual partner conference that would overshadow their primary competitor’s annual conference.

Solution

BI WORLDWIDE led the process to gather input from key stakeholders and the target audience. All aspects of the conference were designed and managed by BI WORLDWIDE, including: general sessions, 80 break-out sessions, an 80,000 square foot trade show, coaching sessions, content and speaker support, equipment, communications, promotional products, event logistics and food and beverage.

Results

Attendance at the conference exceeded expectations with more than 2,000 attendees. 99% of those attendees said they would return the following year. The company gave BI WORLDWIDE a 9.5 on a 10-point scale for overall satisfaction.

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