THE GOAL

Connecting industry leaders, authors, thought leaders, and HR personnel to change the way HR departments work, while keeping up with the fast pace of technology.

The idea behind offering such a large online event was to unite all sectors of the HR community, which includes promotions, recruitment, onboarding and education, while also generating sales leads for BambooHR and participating partners.

Aside from gaining access to great content and hearing from industry leaders, attendees also earned valuable HR recertification credits for attending educational sessions.

SOLUTION

The virtual conference consisted of 60 short online sessions across 8 focused tracks, allowing attendees to choose their specific HR sector of interest. Each presentation included live Q&A during the presentation.

The virtual conference was accessible for attendees to join during the live day. After the live-day period, the environment was available on-demand for 30 days so that attendees could continue accessing educational sessions, consume content and engage with their peers.

The virtual environment included a welcome lobby, where attendees entered, an exhibit hall with partner booths, resource center (central location to explore eBooks, interview templates, links to blogs, brochures, surveys and more), and a help desk to get conference help and find answers to questions about earning continuing education (CE) credits.

Communique took BambooHR’s virtual conference to a whole new level through its highly custom-design, mobile, and interactive platform.

“We chose Communique because we knew that they would be our partner and they would want a successful event just as much as we did. It was also important to choose a platform that could scale to 20,000+ attendees.” – Brenda Travassos – Events Manager
RESULTS & TAKE AWAYS

Taking ownership of their healthcare option – all from the comfort of their home or office

- Communique’s flexible virtual conference platform enabled a constant flow of engagement and cultivated lasting connections among attendees.
- Participants were able to access anywhere, even from their mobile device.
- The high performance, reliability and scalability of Communique’s platform allowed BambooHR to dramatically extend their reach, without overextending their budget.
- Bamboo HR was able to custom-design their own rooms and images to bring their brand to life for all attendees.
- The intuitive, easy-to-use interface allowed participants of any generation to easily navigate and enjoy the full experience of the virtual conference.
- The feedback from attendees through surveys and networking lounge chats was overwhelmingly positive.

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