Adobe

Launch Virtual Events That Stand Out, Scale Up, and Soar

A roundup of the best techniques and technologies for planning and delivering outstanding virtual events

What's inside

70% of marketers have moved their face-to-face events partially or fully to a virtual platform, and many don't see that as a short-term change.[1]

[1] https://www.eventmarketer.com/article/research-data-points-impact-pandemic-marketers/

Marketers are embracing virtual events

Event marketers are now virtual event marketers. All kinds of marketing events, ranging from small luncheons to massive tradeshows and VIP meetups, are transitioning from in-person experiences to virtual ones. This is a very big deal. More than half (**52 percent**) of marketing leaders say event marketing drives more business value than other marketing channels.[2]
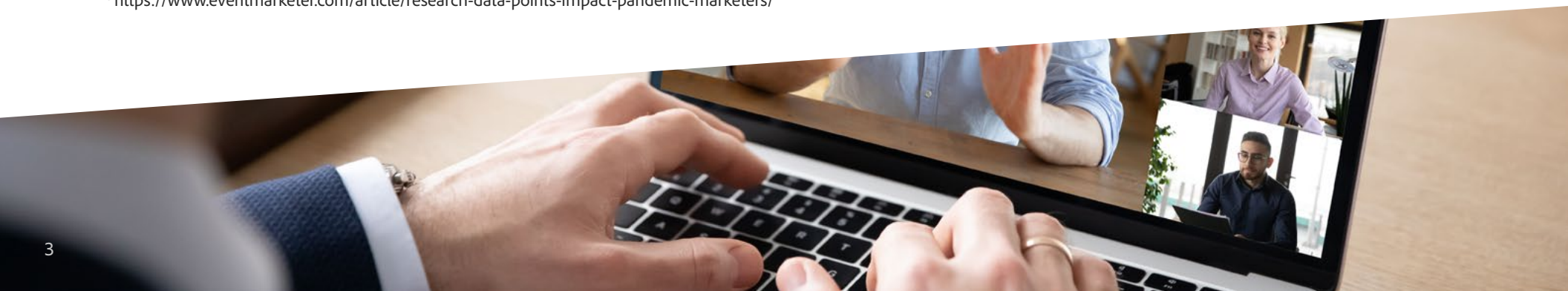
Marketers have accepted the challenge and embraced virtual events. They have tested different formats, scrambled to adopt new technologies, and carefully

monitored their progress. Some of them have failed and learned from the experience. More of them, though, have exceeded even their most optimistic expectations. For example, Adobe Summit 2020 attracted 500,000 virtual visitors—roughly 16 times the number of people we expected to attend live. And now **70 percent** of marketers have moved their face-to-face events partially or fully to a virtual platform, and many don't see that as a short-term change.[3]

This eBook features advice from Adobe partners who have collectively supported thousands of virtual events. It covers best practices for planning your events, offers tips on how to get noticed in today's sea of lookalike events, and shares insider secrets for increasing your ROI.

[2] https://splashthat.com/resources/event-marketing-evolution-hbr-report
[3] https://www.eventmarketer.com/article/research-data-points-impact-pandemic-marketers/

Why virtual events are legitimately great

At first, marketers treated virtual events as a less-than-ideal substitute for in-person events. But as they gained experience with different types of virtual events, their thinking evolved. Now, most marketers recognize that virtual events offer compelling benefits.

Lower costs

Virtual events cost less to plan and execute. They don't require spending on travel, hospitality, or venues. As a result, their ROI can be significantly higher than for in-person events. Plus, you can use some of your extra funds for unique gifts and fun activities like a chocolate tasting.

Less lead time

Without the need to move people, product, and physical displays, virtual events can often be delivered faster than in-person events. On average, you need three to four weeks to plan a virtual event vs. six to eight weeks for an in-person event.

Greater flexibility

Because people don't have to travel beyond their living rooms, virtual events offer flexibility for attendees.

More data and insights

All the action takes place online, giving marketers access to a wealth of attendee engagement data that is often impossible to gather at in-person events.

Easier to scale

Unconstrained by venue size, virtual events can be quickly and easily scaled.

Even as in-person events return, most marketers plan to retain virtual events as a key part of their overall event strategy. A whopping **81 percent** of marketers see themselves moving to more online events in the future.[4]

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One size does not fit all

Today's virtual events offer the same level of variety and complexity that we're used to seeing in physical events. Here are some examples:

- Small group **training sessions** with lots of personalized instruction
- Small-scale **lunch-and-learns**
- **VIP experiences** with virtual meals and wine tasting
- **Topical conferences** with multiple tracks and breakout sessions
- **Virtual expos** and tradeshows with numerous virtual rooms, each offering a distinct experience

As marketers continue to innovate and event technologies continue to advance, this list is likely to grow.

Old challenges meet new ones

Of course, crafting an amazing virtual event isn't necessarily easy. Many of the challenges associated with in-person events—getting the right attendees, finding sponsors, preventing no-shows, and standing out from the competition— are no different for virtual events.

Plus, when you plan a virtual event, you also face new challenges. First, because virtual events are not limited by venue size, they can attract thousands or even hundreds of thousands of attendees. You must have a virtual event platform that can scale to whatever size your event demands without compromising the experience by crashing, freezing, or slowing down.

Next, as more and more companies ramp up their virtual events, the competition is growing. Marketers must find new ways of making their invitations stand out in crowded inboxes and targeting the right attendees.

And finally, marketers must find new ways of funding their events as registration fees have fallen out of favor. Almost three-quarters (**74 percent**) of 2,500 marketers surveyed said they do not charge for virtual events.[5] Getting funding may mean relying on event sponsors—and possibly redefining sponsorship opportunities and how they are priced.

> Today's virtual events offer the same level of variety and complexity that we're used to seeing in physical events.

[5] https://www.eventmanagerblog.com/pivot-to-virtual

Technologies for before, during, and after your event

Having the right technologies is critical to running a successful virtual event. They can be used to automate promotions, logistics, follow-up, and more at each stage of the virtual event lifecycle.

Before

Social scheduling and amplification software can help you promote your event through social networks. Marketing automation software can help you reach potential attendees, both by email and on visits to your website. It can also send personalized reminders to attendees in the days and even hours before your event begins. Online chat can help you walk people through the registration process.

During

An event management platform can allow you to deliver an interactive experience that may include multiple breakout tracks, real-time conversations, sponsored virtual "rooms," and more. Social monitoring and scheduling tools can help you generate buzz as your event runs. Online chat can offer attendees a way to ask questions and get help at any time.

After

Social scheduling and amplification software can help you promote recordings from your event and create a "long tail" of buzz. Marketing automation can deliver personalized follow-up communications. And marketing attribution can help you understand your event's ROI in terms of pipeline and revenues.

The right technologies can help you go from planning one or two virtual events to planning hundreds—even if your team is small.

Getting all your ducks—and your stakeholders—in a row

brightcove

Plan virtual events that all your stakeholders—including attendees, sponsors, and your sales teams—will love

Change is hard. Marketers are still making the shift from in-person to virtual events. And everyone who relies on these events for education and networking—and, in the case of sales teams, leads—is grappling with virtual experiences that don't quite line up with expectations.

Attendees often feel that online presentations are less engaging than in-person events, and they may be unwilling to pay registration fees. Sponsors may wonder if having their logo on a web page or on the cover of a virtual keynote presentation carries the same value as would the same exposure at an in-person event. And sales teams want to

know if they'll generate pipeline and bookings, and how they'll follow up on potential opportunities.

To design virtual events that spark excitement, marketers must keep the needs of all these stakeholders—attendees, sponsors, and sales teams—front and center while using automation to craft a multi-dimensional experience.

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Planning for success

Virtual events may not be quite as labor-intensive as in-person events, but they may require more planning than you think. For your next virtual event, we recommend following these three steps:

1. Define success for all your stakeholders

Imagine you get more than 100,000 registrations for your next event. That's a big win, right? But if your sales teams were hoping to nurture some of their most qualified leads, you may still miss the mark.

Before you develop your event, consider what success will look like to you, your attendees, your sponsors, and your sales teams. This vision of success should serve as a guidepost for developing your virtual experience.

2. Consider the entire event experience

If your attendees struggle with the registration form and then have to comb their spam folders for your confirmation email, they may be late to your virtual event—and grumpy when they get there.

That's why it's important to remember that the event experience is more than what happens on the big day. Think through the steps attendees will take— for example, researching the event, registering on a web page, receiving a confirmation email, logging in, watching live keynotes, attending breakout sessions, and closing out the event. Ask how all this should look and feel—and then define your requirements.

3. Find an online video platform (OVP)

We've all been on conference calls when someone has poor video quality or an audio response lag. It makes for an exhausting experience—and it's not what you want for your virtual event.

If you have been running virtual events via videoconference or with technologies meant for small gatherings, there may be a gap between your video needs and what you can actually achieve. If that is the case, then you need to find an OVP specifically built for events.

An OVP is much more than a videoconferencing tool. It should offer capabilities and benefits like these:

• Live streaming for high-quality presentations in real time

• On-demand breakout tracks

• Custom branding so your event's portal reflects your brand's logo, artwork, and personality

• Additional event details such as links to more information, speaker bios, and an interactive agenda

• Social media channel integrations to further distribute videos, whether that means event promotions or actual event content and presentations

• Sponsor logo and ad integration capabilities and analytics

• Deep attendee analytics that provide insight into who is watching what, when they are watching, how long they are watching, and how thoroughly they are engaged

• Integration with registration, marketing automation, and CRM systems to enable pipeline attribution, lead scoring, sales progression, and sales tasks

• Event registration and confirmation emails and integration with event and user management solutions

• Support for tiered monetization models (e.g., free vs. premium content)

ABOUT BRIGHTCOVE

We are the people behind the world's leading video technology platform. Our award-winning technology and services help organizations in more than 70 countries to meet business challenges and create strategic opportunities by inspiring, entertaining, and engaging their audiences through video. Brightcove has streamed events for Consumer Technology Association, United States Golf Association, National Association of Broadcasters, and others—so you'll be working with a trusted partner. **Learn more here.**

TECHNOLOGY SPOTLIGHT: THE BRIGHTCOVE VIRTUAL EVENTS EXPERIENCE

The Brightcove Virtual Events Experience offers the custom, immersive, live, and always-on experiences that brands need to share their story and content securely with thousands of attendees. It's an OVP designed for business events. **Learn more here.**

Beating videoconference fatigue

DR⚡FT

Energize and motivate attendees with thoughtfully designed and highly interactive events

To take an in-person event virtual, you need to be able to re-create the physical event's energy and environment online. Unfortunately, it's not easy. **Videoconference fatigue is real**, and it's hard to keep attendees engaged with their computers for hours on end. Webinars often follow a predictable arc—a brief introduction, some slides, and then a 15-minute Q&A session. Attendees are hungry for excitement, interaction, and even a little magic.

Fortunately, combating videoconference fatigue may be easier than you think. With a little ingenuity, your virtual events have the opportunity to create just as much buzz, pipeline, and business as those that take place in person.

With a little ingenuity, your virtual events can create just as much buzz and business as those that take place in person.

Bring the magic back

Here are six key levers you can pull to re-create the enthusiasm of an in-person event in a virtual one:

1. Team up with a partner—or ten

Teaming up with your partner and customer ecosystems can help you both expand your reach and mix up your content. For example, for Drift's recent virtual event, **RevGrowth**, we teamed up with 18 other companies to expand our promotions and broaden our content mix.

2. Make it fun and interactive

Adding an interactive component to your agenda can keep attendees engaged. For RevGrowth, a large event that had more than 8,500 registrants, we featured a DJ and workouts to break up the day and get attendees moving. For a smaller-scale event, we led a virtual wine tasting that included sampling bottles we sent to attendees ahead of time.

3. Choose a high-energy emcee

The right emcee can add continuity and cohesion to the event, just as an in-person one would. But make sure you choose an emcee who's experienced with virtual events—or conduct a dry run before the big day.

4. Create networking opportunities for attendees online

Live conversations in real time can help virtual attendees feel connected. To do this, you might launch a new or existing Slack community or start a thread related to your event in your **community forum**.

5. Keep some of your event live

While it likely makes sense to pre-record as many of your event sessions as possible, adding live chat with technologies like Drift can make your event more personal and interactive. You can use it to answer attendee questions, route participants to sessions, book product demos, and more.

6. Monitor social media

Watching your event hashtag live on social media and responding quickly to attendees can help ensure that the day is as interactive as possible.

Adding live chat with technologies like Drift can make your event more personal and interactive.

How the right automation prevents videoconference fatigue

A big part of videoconference fatigue is the lack of meaningful connection. People can end up feeling trapped and unenthused as they listen to a one-way lecture that goes on and on. The key to "waking up" your attendees and keeping them engaged is allowing two-way conversations to permeate all stages of your event.

Consider the registration experience, which can often be confusing and dull. Supplementing static forms with live chat can help attendees complete registration faster. Then, following up with a personalized email nurture stream can help build anticipation for your event.

During the event, live chat can help you engage with attendees in real time to answer any questions or to book demos and sales meetings.

Finally, after the event, you can use live chat to walk attendees through surveys that capture their honest feedback. Live chat is also a useful way to address post-event questions that cannot wait for email.

TECHNOLOGY SPOTLIGHT: CONVERSATION MARKETING FROM DRIFT

Drift is the number one conversational marketing platform—one that includes chat, video, email, and automation products to help your business generate more revenue, shrink the sales cycles, and make buying easy. With Drift, you can start conversations with future customers now, on their terms—not days later. Over 50,000 businesses are using Drift today. **Learn more here.**

ABOUT DRIFT

At Drift, our mission is to use conversations to make business buying frictionless, more enjoyable, and more human. Simply put, we're bringing human back. We transformed the way businesses connect with their customers and are rewriting the rules for sales and marketing. The products we build here help our customers serve their customers in a way that is refreshingly frictionless. We're solving real business problems and creating tangible impact on our customers' bottom line. **Learn more here.**

50K+

businesses are using Drift today.

Tapping into contacts you don't even know you have

Hootsuite®

Get the right people to your next event—and the one after that

You can't escape it. Every time you open your email or visit social media, someone is inviting you to a virtual event. You may even notice that many of these events are not especially relevant to who you are or what you need.

Why the glut of virtual event invitations? Organizations everywhere are shifting from their planned in-person events to virtual experiences. The competition for attendees is fierce, and it's harder than ever to stand out. Moreover, you don't want to attract just anyone to your event—you want to find the people who really care about what you offer.

Fortunately, the right event promotion tactics and tools can help you identify the right people, get their attention, and inspire them to attend your next virtual event.

Partner with sales teams

At Hootsuite, we've found that peer-to-peer communication is the most effective way to drive the right attendees to your event. Rather than starting off with an email blast to your list, we recommend that you talk to your sales team. Your sales reps can identify the leads who really care

about your topic, and they can reach out with personalized invitations, DMs, or @-mentions on social media.

Encourage your people to be advocates

According to LinkedIn, the employees of a company tend to have 10 times more followers than the company itself. LinkedIn also found that while only about 2 percent of employees re-share their company's social posts, they are responsible for **20 percent** of those posts' overall engagement.[6]

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[6] https://www.fastcompany.com/3044156/why-vocal-employees-are-a-companys-best-pr

We recommend encouraging your employees and executives to share information about your virtual event with their professional networks. But go beyond simply asking them to write a blurb and share a link—something many busy people won't have time to do. Instead, make the process effortless by giving them pre-written social posts, either through an advocacy tool or a spreadsheet.

Help your speakers become your ambassadors

Another way to reach people outside your company's existing social media followers is to make it easy for your speakers—who are often influencers—to tell their followers about your event. We suggest providing them with a link to your event landing page or social media profile, a description of the event they can use in emails, and pre-written social content.

Broaden your reach

In addition to using your extended networks, you should also use organic and paid social channels to attract new blood. Boosting posts, running ads, and teasing the event with social livestreaming can help generate excitement. The Hootsuite team has seen great success with live social events. Partnering with influencers—either on live social events or custom posts—is another way to grow your audience.

Don't forget the UTM codes

A UTM generator—which lets you create unique, trackable links—can help you understand how your employees and speakers are contributing to new event registrations.

Keep them interested

Once you've successfully promoted your virtual event, you also need to keep your attendees engaged before, while, and after it runs. For example, an event hashtag can help people promote the event and drive conversations online. You can also ask viewers to submit questions in comments or through a chat tool.

Other strategies include:

- Asking people to participate in polls or quizzes

- Encouraging live tweeting, which can create an opportunity for the networking that can't take place in person

- Asking for feedback at the end of your event

ABOUT HOOTSUITE

Hootsuite is the leader in social media management, trusted by more than 18 million customers and employees at more than 80 percent of the Fortune 1000. Hootsuite's unparalleled expertise, customer insights at scale, and collaborative ecosystem empower organizations large and small to strategically grow their brand, business, and customer relationships with social media. To learn more, visit: www.hootsuite.com

VIRTUAL EVENT TECHNOLOGY SPOTLIGHT: HOOTSUITE AMPLIFY

Hootsuite Amplify is a brand advocacy and social selling app that makes it easy for your employees to share curated company content to their own social networks. With Amplify, employees can extend your reach to attract the right participants to your event. Our employees at Hootsuite use it—to the tune of **73 percent** of our people globally. Year-to-date, the content our people have shared to Amplify has reached more than **9.5 million** social networking users. Specific to virtual events, our most shared piece of content this year related to our Hootsuite CXN virtual conference.

9.5M+

social networking users have been reached via Amplify so far this year.

Designing an authentic experience that gets attention and leads

ON24

Deliver virtual events that feel as authentic as the real thing

Companies everywhere are scrambling to move their physical events—from small seminars and training events to larger conferences and tradeshows—into the digital world. But it's not enough to simply stream your presentations virtually and call it an experience. The key to a successful virtual event is to create an experience that feels as immersive and human as an in-person event.

Authenticity is important to today's digital audiences. They want to learn something new and unusual, participate in conversations, make connections, and even have fun. They don't want to listen to an ad for your brand or sit through an infinite loop of PowerPoint presentations. If you're new to virtual events or are only familiar with webinars, you may not be sure how to do this.

The good news is that no one is doomed to produce a "meh" virtual event. Emerging technologies can help you mirror some of the best parts of physical events, delivering authentic virtual events that wow your attendees.

Emerging technologies can help you mirror some of the best parts of in-person events, delivering authentic virtual events that wow your attendees.

Design an authentic experience

The key to architecting a great digital event is to start with your audience's needs—what are they coming to learn? How can your event provide them with real value? And how can you make attending the event a great experience for them?

Here are five ideas for connecting with your audience in an authentic way.

1. Make it interactive

Find ways of incorporating your audience's POV into every moment of your event. For example, you can foster real-time exchanges via polls, Q&A, chat, and surveys. And you can create active channels for people to engage with sponsors, presenters, and each other.

2. Make it multimedia

Capture your audience's attention—and show them who your brand really is—by integrating video clips, demos, screen shares, etc., into presentations and into the virtual event environment itself.

3. Make it content-rich

A big part of authenticity is sharing deep insights on important topics rather than just skimming the surface. You can add authenticity to your virtual events by incorporating meaningful content (eBooks, research, videos, etc.) into your virtual event environment and making it easy to access.

4. Make it connected

People love coming to events for the networking opportunities, and that doesn't have to change when you go virtual. Integrate peer-to-peer chat and networking tools into your event to keep the conversation going.

Foster real-time exchanges via polls, Q&A, and surveys. Use eBooks, demos, and videos to connect with your audience authentically. And integrate peer-to-peer chat and networking tools to keep the conversation going.

5. Make it fun

Providing unique entertainment is another way to deliver an authentic virtual event experience. Many companies have successfully re-created the fun elements of their in-person events for their virtual ones. Examples include free online swag and giveaways, gamification, and even digital happy hours and dance parties. Almost anything goes, as long it's true to your brand and doesn't feel forced.

When you focus on what your audience wants and needs and on sharing it with them in an authentic way, you're much likelier to produce a high-engagement event. Not only will you generate more qualified leads, but you will also get a ton of actionable data on your audience's interests based on how they interacted with your event.

ABOUT ON24

ON24 is the world's leading Digital Experience Platform. With ON24, marketers can create and deliver live, on-demand, and personalized webinar, digital content, and virtual event experiences that capture audience behavior to turn engagement into actionable data. In a digital-first world, ON24 is where business gets done.

To learn about how ON24 helps companies deliver engaging virtual event experiences, **visit here**.

When you focus on your attendees' wants and needs, you will generate more qualified leads and get actionable data on your audience's interests.
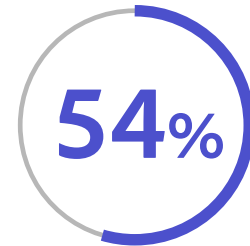
Applying your in-person event skills to the virtual world

splash

Don't be panicked by the pivot—your skills at holding in-person events will help you succeed at virtual ones

When you started thinking about your 2020 goals, we're guessing becoming a webinar hosting expert wasn't one of them. Yet here we are. Webinars are the go-to events of the world right now, and event marketers are feeling the pressure to create unique, valuable online experiences. With more than half (**54 percent**) of organizations running more webinars, the need to differentiate your programs is increasingly important.[7]

The good news is that the fundamentals of virtual events and webinars are not too different from what you do to plan your in-person events. The question is, where do you start?

54%

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[7] TOPO, 2020, https://events.topohq.com/covid-19resources/

Step 1—pick the right kind of event for your goals

The format you choose for your virtual event should reflect both your content and your goals. Let's look at how three event goals can influence what kind of virtual event you should run.

Thought leadership

If your goal is to increase thought leadership, you'll want to position yourself as an expert and share what you know with the world. Try gathering some internal (and external) thought leaders to host a **virtual panel discussion** on a topic impacting your industry.

Customer retention

If your goal is to improve customer retention, you are looking to connect with existing customers and help them grow their skillsets. Consider hosting a virtual user group where customers can share feedback and experiences with you and likeminded peers. And consider asking a customer to help you plan the event. If you're starting a San Francisco user group, for example, recruit one of your power users in that region to be the user group's leader and to help determine what to present.

Revenue generation

If your goal is to boost revenue, you're probably working with a very targeted group of high-value prospects. These are the people you want to wine and dine— literally. You could, for example, host an event where you send guests a wine flight and an invitation to a sommelier-led virtual wine lesson. Or you could send guests a meal kit and ask a professional chef to join for a virtual cooking class.

If you need more ideas and best practices for generating your own virtual events and webinars, check out this detailed guide: **From Event Expert to Webinar Whiz**

Step 2—choose the right event platform (or platforms)

If you're planning multiple virtual events, you will need some kind of event platform—or a combination of technologies—to help you promote, run, and scale your programs. At a minimum, your event tech should be able to help you do all of the following:

Create outstanding registration pages

Because the competition is so fierce, it's crucial right now to create **engaging event pages** that stand out from the crowd and clearly show the value of your webinar or virtual event. The top two rules for event pages are that they be on brand and that they look great on every device.

Integrate with your other business systems

Before and during virtual events, it's critical that you be able to capture hot leads and act on them without a lot of tedious manual effort. A virtual event platform that integrates with your CRM and marketing automation system will make sure no lead is left behind.

Provide data visibility to your internal teams

Because integrations like those described above move attendee **data across systems**, the data updates as often as your systems sync with each other. Thus your sales and customer service teams can see—and act on—that data in real time.

Scale your virtual event programs

While some companies now are canceling their in-person events outright, many are looking to replace them with virtual events. This means that the number of events hosted by many companies isn't decreasing at all. Events therefore **need to be scaled** so different internal groups can run webinars and other virtual events.

ABOUT SPLASH

Splash empowers teams to build event marketing programs that are easy to modify, share, and reuse with features like branded event pages, customized registration forms and emails, and powerful integrations that inspire quick action on attendee data. The bottom line is that Splash makes it faster and easier for everyone in your organization to host in-person, virtual, or hybrid events while keeping them on brand, measurable, and compliant. Step into the next era of event marketing with Splash.

For details on how we can help you scale your in-person, virtual, and hybrid event marketing programs, visit: **http://www.splashthat.com**

Or take the **Splash product tour** today.

Helping distributed teams and busy execs stay on track

workfront®

Use work management to plan and execute amazing event experiences

Virtual events take a lot of work—and when you're pivoting from in-person to virtual events, that work must happen at lightning speed. It isn't easy. But work management technology can help you get it done. It lets you coordinate the resources you need for a successful virtual event— people, data, and content. And it makes it easy to keep distributed, cross-functional teams focused on the same goal whether they're working from home or from your regional branch offices.

Even better, not only will the right work management solution help you create amazing event experiences, but it will help your organization as a whole respond in real time to market changes and business disruptions as well.

Work management technology lets you coordinate people, data, and content to create a successful virtual event.

Get your virtual event working

Work management can help teams work effectively by integrating with a wide variety of technologies that support virtual events. It can also help build connections, so it's easier to get all the information and resources you need for a successful event.

Here are six ways work management can help you keep your upcoming virtual event on track:

1. Align everyone to strategy

If you're running several events, it's critical to make sure they all line up with your overall event strategy and goals. Work management can help you manage large event programs delivered by multiple teams.

2. Keep everyone productive on the right work

One of the biggest time sinks in event planning is looking for the right information, whether that's a speaker's email address or the email list that performed so well last year. Work management can help you get the right information to the right people. It can also eliminate time wasted on manual activities like status update emails.

3. Plan and prioritize iteratively

Creativity is not a one-and-done process. It requires collaboration and communication between teams. Work management can help your teams reflect, learn, and plan on the fly. It lets you combine internal and external data to see what's working and what's not, capture feedback, and improve quickly.

4. Put your audience first

When you're planning an event, your audience's needs should be front and center. At every stage of the event-planning process, work management can help you orchestrate all the work of designing a virtual event experience that puts people first.

5. Build and manage a communications plan

Communicating with your audience before, during, and after events is critical to your success. Work management can help you deliver on your communications strategy by making sure the right people have the information they need to inform and engage your audience.

6. Innovate together

Collaboration is essential to designing an event that stands out and maybe even does things differently. Work management can help you engage your teams to think through potentially exciting alternatives to traditional event formats. It can help you ensure that experts from a variety of teams who have direct contact with your target audience—such as sales, customer service, and even select external partners—are part of your process.

All the tech you need

To plan and execute virtual events, you need a lot more than just an event platform. You must also have an integrated marketing technology stack that can automate the work processes required for event development—and that allows you to scale easily.

Key components of an effective marketing technology stack include the following:

- Work management
- Content management
- Digital asset management
- Financial management
- Marketing automation

- Sales automation
- Creative production
- Videoconferencing
- Communication tools
- Event platform

To avoid silos and gain visibility into the work being done across your company, it is key to Integrate all of these disparate tools and systems with a centralized work management solution. Work management connects distributed workflows while letting people use the tools they want to use to get work done.

ABOUT WORKFRONT

Workfront is the leading enterprise work management platform, helping people do their best work. Workfront is built for people, effortlessly connecting teams by easily integrating into existing applications and systems. Today, more than 3,000 organizations and 10 out of 10 of the world's top brands use it every single day. **Learn more here.**

To learn more about how we integrate with your existing Adobe applications, please **visit here**.

TECHNOLOGY SPOTLIGHT: WORKFRONT

Workfront and Adobe together tie strategy to outcomes and help you deliver better customer experiences to market. With direct integrations into Adobe Creative Cloud and Adobe Experience Manager, Workfront keeps creatives working with their native tools and improves collaboration, coordination, and automation throughout the content creation lifecycle—leading to greater efficiency, better use of content, and a truly connected marketing technology stack.

"We've seen a lot of positive results with the Adobe/Workfront integration. Our go-to-market has improved nearly twofold. Also, our approval process used to be a very convoluted process. We went from three weeks down to less than a day. So there are some significant gains with those two technologies working together."

—Steve Schultz, Head of Marketing Technology, ESRI

Marketo Engage

MARKETO ENGAGE CAN HELP YOU PLAN AND CONDUCT VIRTUAL EVENTS

Marketo Engage is Adobe's marketing automation platform. Our field marketing teams uses it to promote virtual events and to communicate with attendees before, during, and after events.

Marketo Engage can help you do all of these things:

- **Invite people who really want to attend.** Marketo Engage has a **Predictive Audiences feature**, powered by AI, that lets you predict which people on your list are most likely to register for and attend your event.

- **Create lookalike audiences based on past events.** You can also use Predictive Audiences to build a "lookalike" audience based on successful past events.

- **Meet your attendance goals.** And Predictive Audiences can help you determine if you're on track to meet your attendance goals.

- **Personalize event invitations and follow-up emails.** Marketo Engage has a Predictive Content feature, also powered by AI, that lets you create individualized event invitations and follow-up communications.

- **Automate event reminders.** Marketo Engage makes it easy to program event reminders—including emails, text messages, and more—to minimize no-shows.

To learn more, visit: **https://www.marketo.com/**

BIZIBLE CAN HELP YOU PROVE THE VALUE OF YOUR VIRTUAL EVENT

One of the biggest challenges associated with events is proving their value in terms of revenues and pipeline. More than half (**53.1 percent**) of marketing teams say they are perceived as cost centers, not revenue centers.[8] This is where Bizible comes in.

Bizible is Adobe's marketing attribution platform. It allows our field marketing teams to understand how virtual events contribute to the company's bottom line.

Bizible can help you boost your understanding in these ways:

- **See how events drive revenue.** Bizible lets you use multiple attribution models to look at how events contribute to closing new deals.

- **Evaluate events' effect on pipeline.** Bizible also lets you look at how events can add new leads to your pipeline and accelerate their passage through the sales funnel.

Plus, it works with both lead- and account-based marketing strategies. The Adobe field marketing team responsible for Marketo Engage uses Bizible to see how events are growing and accelerating pipeline—and to make the case for investing in future events.

To learn more, visit: **https://www.bizible.com/**

[8] 2018 State of Pipeline Marketing Report, Marketo Engage.

Ready to learn more?

Marketo Engage >

Predictive Content >

Predictive Audiences >

Brightcove >

Drift >

Hootsuite >

ON24 >

Splash >

Workfront >

ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

MARKETO ENGAGE

Natively supporting both lead- and account-based marketing strategies, Marketo Engage, as part of Adobe Experience Cloud, brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond. To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and Marketo Engage's robust partner ecosystem, visit **marketo.com**.