



# EVENT HUB

## CASE STUDY

# Wavin UK & Ireland Commercial Conference

# 200+ | Employee Attendance

Having their global mission to be carbon neutral by 2050, Wavin knows the importance of sustainability. Going virtual for their UK and Ireland Commercial Conference was a fantastic way to continue forward with their mission.

### CHALLENGE:

Wavin have committed to reducing their CO2 emissions, so sustainability was a key message for their event. They wanted to lead by example, by finding a high quality, virtual platform.

### SOLUTION:

Producing a hyper-real branded environment, with an Event Hub and Auditorium was the perfect solution for Wavin. Within the venue, attendees could access event content including an engaging breakout quiz session. The conference was delivered as a live broadcast, managed by the V-Ex technical team. This included pre-event support and speaker rehearsals.

### RESULT:

On 10th February 2022, Wavin held its UK & Ireland Commercial Conference, which was streamed through the Wavin Virtual Venue. Incorporating live Q&A in the Live Stream allowed the audience to engage in live polls, creating word clouds and asking questions. A treasure hunt was added throughout the venue to guide users to view content. The platform CRM tool allowed us to track visitor behaviour and provide a detailed event report. The breakout quiz session had real-time results, so we were able to give special shout-outs to the winning teams at the end of the live stream.

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