



6Connex Virtual Event Platform Key Ingredient for Glassdoor's Annual Sales Kick-Off

Glassdoor is one of the world's largest job and recruiting sites. Built to increase workplace transparency, Glassdoor offers millions of the latest job listings, combined with a growing database of company reviews, CEO approval ratings, salary reports, interview reviews and questions, benefits reviews, office photos, and more. Unlike other job sites, all of this information is shared by those who know a company best—the employees. In turn, job seekers on Glassdoor are well-researched and more informed about the jobs and companies they consider joining.

The Challenge

Every year, Glassdoor holds an annual, two-day sales kick-off event to align strategy, motivate the sales team, generate energy around offers and products, and celebrate past successes. States Brittany Manopello, Director, Sales Enablement, "It's an important opportunity to get teams on the same page and ready to succeed."

Early in 2020, the Glassdoor Sales Enablement team was finalizing plans for their largest kickoff event to date, with 800+ employees worldwide scheduled to arrive mid-April—all looking forward to a packed agenda including networking opportunities and keynote presentations from high profile speakers. Six weeks prior to the event, however, the



COVID-19 outbreak made headlines worldwide, and the Glassdoor workforce was instructed to work from home until further notice. With the kick-off event now at risk, Glassdoor's Sales Enablement team began to evaluate alternatives.

Fortunately, one of the Sales Enablement team members had attended a 6Connex virtual event, and the recommendation was enough to prompt Manopello to contact 6Connex, discuss the Glassdoor sales kick-off, and learn as much as possible about successfully hosting a virtual event. Glassdoor's priorities included:

- ▶ Custom branding and communication
- ▶ Comprehensive, immersive user experience including live presentations and content downloads
- ▶ Peer interactions: social networking, live chats, and real-time Q&As
- ▶ Games and contests
- ▶ Global reach
- ▶ Best-in-class professional services and support
- ▶ Enterprise-level security

Summarizes Manopello, "Our sales kickoff event is very

important to our organization. It sets the tone for the entire year. We wanted it to be way more than just webinars. We wanted a comprehensive, immersive experience with a branded look and feel."

The Solution

Convinced the 6Connex virtual event platform was the best way forward, Manopello and the Glassdoor team began canceling and re-negotiating all contracts for the physical event while simultaneously planning a virtual one.

Manopello cites one of the biggest challenges in the planning phase as the event stakeholders' mindset and lack of experience with virtual events. "It was difficult for both the Glassdoor team as well as for our speakers to envision a virtual event. We were constantly making comparisons between the virtual event and the physical one." However, Manopello credits 6Connex's ability to quickly mock-up a virtual environment as the key to overcoming this hurdle. "Once we had the mock-up of the environment, it was much easier for our team and our speakers to understand the concept as well as their action items and deliverables to make the event successful."



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The Results

The Glassdoor sales event kickoff exceeded expectations. Said Manopello, "Throughout it all, people were blown away by the environment, the branding, the colors, and the rooms. The event's professional aesthetic was a big hit, and we received nothing but positive feedback from the attendees as well as the management team." Popular event features included:

- ▶ A Senior Leaders Networking lounge, where the entire commercial organization engaged in an interactive Q&A session with management
- ▶ An Expo Lounge, showcasing cross-functional department initiatives
- ▶ Games, with 30 prizes of up to \$250 in value

Event metrics echo Manopello's enthusiasm:

- ▶ 833 event registrations
- ▶ 88%+ attendance for all mainstage content
- ▶ Keynote webinar views: 82%+
- ▶ More than one booth engagement in the Expo Lounge: 51%
- ▶ At least one visit to the Senior Leaders Networking Lounge: 33%+

In addition, the Glassdoor Sales Enablement team cites the virtual kick-off event as a key ingredient to successful sales enablement in 2020. The event scorecard reflected the kick-off event successfully educated, motivated, and celebrated Glassdoor teams:

- ▶ 97%+ of attendees reported they planned to apply a tactic they learned at the event on the job
- ▶ 63% of attendees stated the event was inspiring.

About 6Connex

6Connex is the leading provider of virtual event solutions. Our secure, cloud-based platform expands audience reach and drives in-depth content engagement for marketing, sales, recruitment, training, and HR communities.

Our product portfolio includes virtual environments, learning management, and webinars.

**For more information
visit www.6connex.com.**