



# IB Consultancy continues to make the world a safer, more secure place, one virtual event at a time

Located in the Netherlands, IB Consultancy is an independent defence and security company, dedicated to making the world a safer, more secure place by providing rapid, innovative defense and security services. The company has been connecting businesses, governments, and non-governmental agencies for more than 15 years.

## The Challenge: Bringing a Community of Security Professionals Together in a Virtual Environment

In the past, IB Consultancy has hosted in-person events in the United States, Europe, the Middle East, Asia, and South America. These special events bring together first responders, police officers, military troops, firefighters, and other professionals who work in the Chemical, Biological, Radiological, Nuclear, and high yield Explosives (CBRNE) Defense field. Unfortunately, the pan-

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**Ms. Ophélie Guillouet-Lamy,**  
Consultant at IB Consultancy

demic brought these events to a halt; and IB Consultancy needed to find an alternative solution to in-person events quickly, in order to keep the CBRNe and EOD community connected during these unprecedented times. Understanding the need for reshaping their strategy, the team learned of the opportunities presented through the possibility of a digital experience.

IB Consultancy began seeking a virtual event platform partner to help them shift their strategy in order to continue to respond to the needs of their community. They needed a virtual events partner to provide them with a safe and secure platform where CBRNe industry experts could exchange important information and knowledge that they would typically cover at an in-person event.

Being well-known in the industry for their success for numerous in-person events, hosting a conference during COVID-19 was a challenge they were highly inclined to overcome. Because the community is so specific to the industry, IB Consultancy needed to rebuild trust from a different aspect, as well as maintain their reputation – virtually. Their main concerns were focused on:

- ▶ Their community adapting to a virtual conference
- ▶ Building trust within their community
- ▶ Keeping their community engaged on a virtual platform
- ▶ Building a virtual environment from start to finish

IB Consultancy ultimately put their trust in the 6Connex virtual events software to host NCT Virtual, an event series focused on networking and knowledge exchange that welcomes the highest decision makers from the global CBRNe community including local and national first responders, academia, policy makers, and industry leaders.

## The Solution: Adaptation, Customization, Personalization, and Engagement

After performing market research and evaluating many different platforms for virtual events, the 6Connex event software was more distinguished than the rest. Ms. Ophélie Guillouet-Lamy, Consultant at IB Consultancy states, “from the many different features, the realistic experience offered to attendees, the options for templates to choose from and build upon, and the opportunity to create different rooms, 6Connex was able to provide a solution for exactly what we were looking for.”

Of the many features available on the 6Connex virtual events platform, the ability to customize the event space was one of the most appealing. “The platform allows for flexibility, creativity, and offers multiple options to create a customized experience for attendees. We were able to add our logos and our sponsors’ branding to emulate our in-person events, which put our clients



at ease and in a more comfortable, trusting place with a platform they've never used before," says Ophélie.

The "interactive and easy-going" aspect of the virtual platform was the cherry on top. Having no prior experience in virtual events, the team was able to build out a full conference and implement live streams without a hitch.

While nothing can fully replace the feel of an in-person event, 6Connex was able to exceed the goals set by IB Consultancy for NCT Virtual. Ophélie states, "thanks to the 6Connex platform and its features, we can truly engage our audience through videos, chats, games, and leaderboards, and even gauge their participation."

## IB Consultancy + 6Connex Case Study Results

From the very first virtual event hosted in June of 2020, IB Consultancy received positive feedback from attendees and exhibitors alike. Attendees were happy to have access to a continuous platform to exchange information,

with the ability to communicate and connect with people from all around the world. Sponsors and exhibitors found quality in conversations and connections, which brought their brand visibility in these challenging times.

Exhibitors also had the opportunity to perform live demonstrations to showcase their products, just as they would at their booth during a physical event. Being able to maintain brand visibility, showcasing products and engaging with customers on the virtual platform provided a solution that wouldn't have been possible for exhibitors until in-person events resumed.

After hosting seven virtual events on the 6Connex platform over the last year, IB Consultancy launched a new series of monthly events in May 2021, utilizing their virtual environments to their fullest potential. "We're able to reach people from all over the world, many of whom wouldn't have been able to make it to our in-person due to budgetary or timing issues."

The team began to see repeat event-goers, which indicated another level of success from their virtual events.

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Not to mention, during one of their most recent NCT Virtual events, attendees spent an average of 13 hours and 46 minutes engaging in the virtual environment.

6Connex was able to provide a solution to help IB Consultancy adapt to these unprecedented times, where in-person events and traveling were inconceivable. With the 6Connex team, they were able to learn how to manage a virtual event from start to finish, through training sessions and unwavering support throughout the entire process. "The 6Connex support team was able to schedule meetings and training sessions fit to our schedule to explain everything to us, because this was new to us, as well. They were able to answer all of our questions whenever we needed them, and the response time was very prompt - especially during our live events. We've built a connection with our management team at 6Connex, and we're confident that they have a full understanding of what we're doing and what we need for each event, and that's truly valuable." Ophélie continues, "Our team has a lot of ideas we want to implement, so it's great to have the guidance from a team with experience in the virtual event space. Overall, we're very happy with this platform and all of the people we've been working with throughout the process. Everyone has been super helpful, energetic, full of ideas, and ready to help. It has been, and still is, a pleasure working with 6Connex."

The IB Consultancy team developed expertise and a real sense of knowledge on how to build these types of events and how to engage their community on a virtual platform. Ophélie states, "even when we're able to host events in person, we will be using 6Connex as a hybrid platform in the future to keep our community engaged and connected with one another. We are confident that we're headed in the right direction."



## About 6Connex Virtual Event Solutions

### Our Digital Experience

6Connex is the leading provider of virtual and hybrid event solutions. Our secure, cloud-based platform expands audience reach and drives in-depth content engagement for marketing, sales, recruitment, training, and HR communities to make for successful online events around the world. Our product portfolio includes virtual environments, learning management, and webinars. Demand more from your virtual and hybrid event solution. Request a virtual event demo with 6Connex, or contact our event software experts for more information.

[www.6Connex.com](http://www.6Connex.com)

**Have Questions? Please call  
1.800.395.4702 or email us  
at [sales@6connex.com](mailto:sales@6connex.com).**