



# A Belgian Technology Company's Webinar Program

## KEY OBJECTIVES

1. To launch ClickShare in Singapore and India and make target audience aware of the Barco ClickShare
2. To drive registrations for the ClickShare webinar
3. To drive conversations and engagement with potential customers

## Background:

A global technology leader that develops networked visualization solutions for the entertainment, enterprise and healthcare markets. healthcare. It employs around 3600 employees located in 90 countries. The company has 400 granted patents as well.

ClickShare is a wireless presentation and conferencing technology that creates understanding between people by freeing them to interact easily and naturally.

## What we did?

Three-pronged strategy, where in the first stage we aimed to reach a select set of power users or an expert set of audience, through our RightLeadz methodology and updated them about the new ClickShare product through display ads and emails.

In stage two, users who engaged were presented an option to attend a live webinar with Q&A. The webinar platform and the associated communication was managed entirely by dotConverse team.

During the webinar, we ran polls & Q&As to keep the attendees engaged with the presenter. The third stage triggered after the webinar was over, where we shared a special ebook with the users who registered and tracked downloads



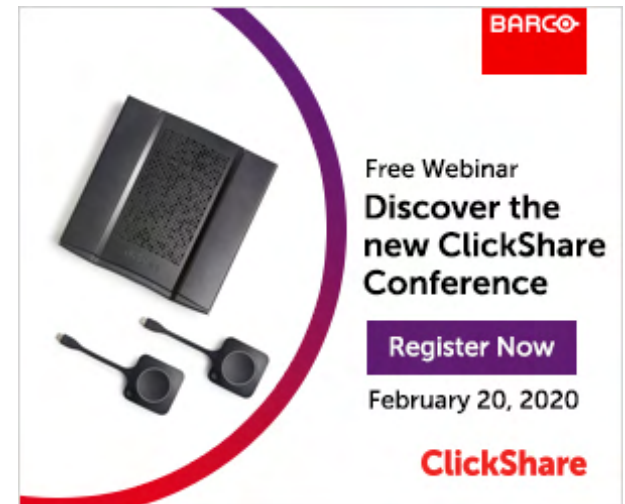
**ClickShare**

BARCO

Free Webinar  
**Discover the new ClickShare Conference**

**Register Now**

February 20, 2020



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**ClickShare**





**Great things happen when people click**



Hi There,

You're invited to our upcoming webinar: Great things happen when people click with Marc A. Rémond, Vice President - Sales, Meeting and Learning eXperiences, Barco APAC

**REGISTER**

**Webinar details:**

**Link**  
[https://www.bigmarker.com/barco-official/Barco\\_CX](https://www.bigmarker.com/barco-official/Barco_CX)

**Date**  
 Thursday, February 20, 2020  
 • Singapore - 01:30:00 PM SGT  
 • India - 11:00:00 AM IST

**Duration**  
 45 Minutes

**About:**  
 ClickShare Conference brings you wireless conferencing, a revolutionary workplace experience. It combines powerful remote communication with easy-to-use wireless collaboration, in any meeting space.

With ClickShare, you can now transform your workplace by making it more engaging, lively and productive.

Barco invites you to the ClickShare Webinar to experience the workspace transformation. Seats are Limited. Register Now!

**Webinar Highlights:**

- Meetings are all about experience
- Outstanding conferences start with a click
- Deploying Clickshare Conference in your organization
- Live Q&A session with the subject-matter experts

**REGISTER**

Looking forward to seeing you,

Team  
 Barco APAC

You have successfully registered for the webinar "Great things happen when people click" by Marc A. Rémond.

1. Visit this link to join the webinar:  
[https://www.bigmarker.com/barco-official/Barco\\_CX](https://www.bigmarker.com/barco-official/Barco_CX)

2. You'll be able to enter the webinar up to 15 minutes before the scheduled start time.

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**Enter the Webinar**

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**ClickShare**

**Free Webinar**

**Great Things Happen When People Click**

Register Now >

February 20, 2020



Free Webinar

**Discover the new ClickShare Conference**

February 20, 2020

**ClickShare**

## Key Results:

Engaged over **1 Lac** qualified power users across **2 countries**

Total Registered for Webinar - About **850**

Total Webinar Viewers - About **175**

Total In - Webinar Q&A and Poll Engagement - **164**

Average Viewing Duration - **42 Minutes**

For more information:  
[www.dotconverse.com](http://www.dotconverse.com)

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