

Hybrid broadcast across 40 sites in Europe with 2,500+ delegates using their own Blackberries and a custom mobile app to engage with the speakers and their content.

Background

At the beginning of each financial year, CA Technologies hold an all staff meeting where senior management review performance and preview the year ahead. The event is an important opportunity for staff to engage with and understand the objectives for the year ahead and contribute their thoughts, reactions and questions. The senior management set the following objectives for the event:

- Understand the goals and strategy of CA
- Excite, motivate and engage
- Encourage staff to do their job well
- Focussing staff to achieve their goals

The invited staff, numbering in excess of 2,500, are located throughout Europe and take part in the event from many different locations including offices, hotel conference suites and home offices.

In order to keep the time and expense to a minimum, it was decided that the event format would be a two hour morning event, hosted from CA's Headquarters in Berkshire. The event is held live with a select studio audience of 200+ people, then broadcast live, direct and securely to the many locations throughout the UK and Europe.

The solution

To tackle the objectives Crystal proposed a combination of advice, interactive technology, audio visual and collaborative expertise.

In order to encourage participation in advance, a pre event mobile app tailored for the standard company issue Blackberry was created with pre event voting, the opportunity to pose questions, a Tweet-alike feature, and some paperless content including a Welcome from the General Manager.

During the live event itself Crystal helped integrate a combination of interview style facilitation, panel discussion, short speech making, video case studies and interactive questions and voting.

The live event app was used to collect questions and live votes from delegates all over EMEA. The results were published immediately to all delegates using the main screen and virtual technology.

The results

There were four pre event votes and four live votes. The live votes collected an average of 750 responses per question.

45 questions were submitted live during the two hour event, many of these questions were put to the senior management during the panel session.

The post event Evaluation showed that overall, the 60% of the delegates rated the session either Good or Very Good.



“Working with Crystal was a real pleasure; their experience in running these types of events means that you are in safe hands. The event itself ran very smoothly and I would definitely work with them again.”

Susana vas Aldea, Senior Marketing Manager,
CA Technologies