



Case study

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# Virtual investor conference drives record-breaking attendance numbers.





# Creating an engaging virtual experience.

When the pandemic prevented the hosting of any large-scale in-person events, companies across the globe were faced with finding an alternative method for communicating and engaging with the investment community. For many, including a California-based REIT, this meant leveraging virtual meeting technology.

The goal was to communicate vital information while creating an event that provided a seamless user experience that was customized to each attendee, while still capturing the essence of an in-person event.



For our event, we wanted to make it as simple as possible in terms of user experience. We had a lot of information that needed to be communicated, but we wanted to do it in a way that didn't take up too much of someone's time each day because we knew we would be competing with other meetings.



The virtual event teams at Q4 have experience with creating and delivering bespoke large-scale virtual events for the capital markets industry. Our team helped to deliver a multi-day virtual event that delivered the same level of value to each individual attendee, helping drive record-breaking attendance.



We connected with Q4 and walked through the type of experience we were looking to provide. They showed us that they were capable of helping us create a virtual event that met our expectations.





# The virtual conference: delivering a valuable and personalized experience.

The personalized and immersive virtual experience was hosted over the duration of three days and included:

## 1. Personalized event lobby pages

Each attendee was presented with their own personalized experience, which included a unique landing page for each attendee with a customized agenda track based on what they were invested in and other interests. The page also included a link to join the live stream sessions as well as information on the speakers. Together, the page provided attendees with an easy-to-navigate experience that allowed them to quickly find, watch, and participate in the sessions that mattered the most to them.

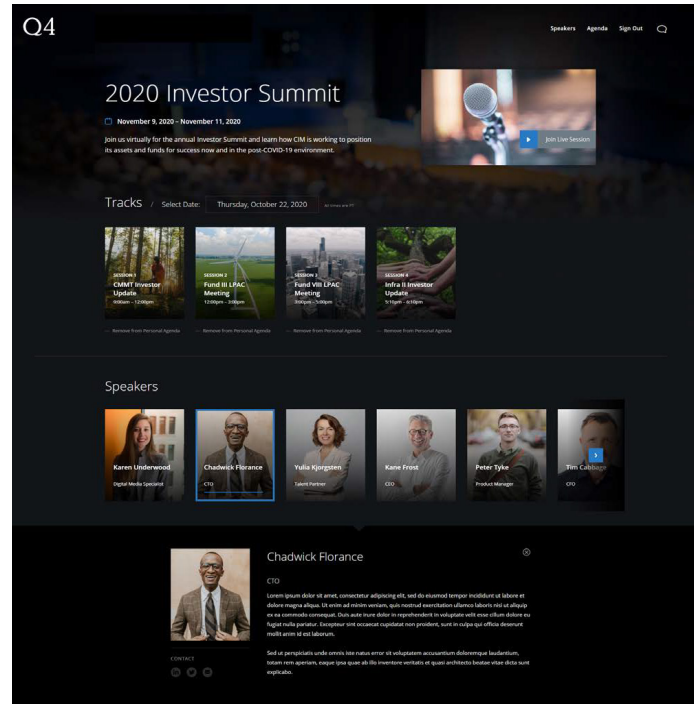
## 2. All access live stream and fireside chat sessions

In order to hold the interest of attendees, there was a variety in the types of sessions offered, which included one-to-many live stream presentations on the main “stage” and fireside chat sessions to facilitate smaller group discussions. Presentations from the remote speakers included a combination of live video and slides, and attendees were able to submit questions through a Q&A feature, which was moderated by members of the California-based REIT’s team.

## 3. A valuable on-demand digital asset

Recording the event made it possible to share the conference with any fund managers or key contacts who were not able to attend live. The recording and associated assets were also added to the company’s website, allowing new or prospective investors to watch professionally recorded videos on-demand and learn more about the company.

The data collected in the back-end reveals who is watching the recording, enabling the team to proactively reach out to provide more information about the company.



- Live all access session
- Speaker highlights and bios
- Custom sessions tracks
- Live all access session
- Remove or add session to agenda
- Export Agenda



# The end result exceeded expectations

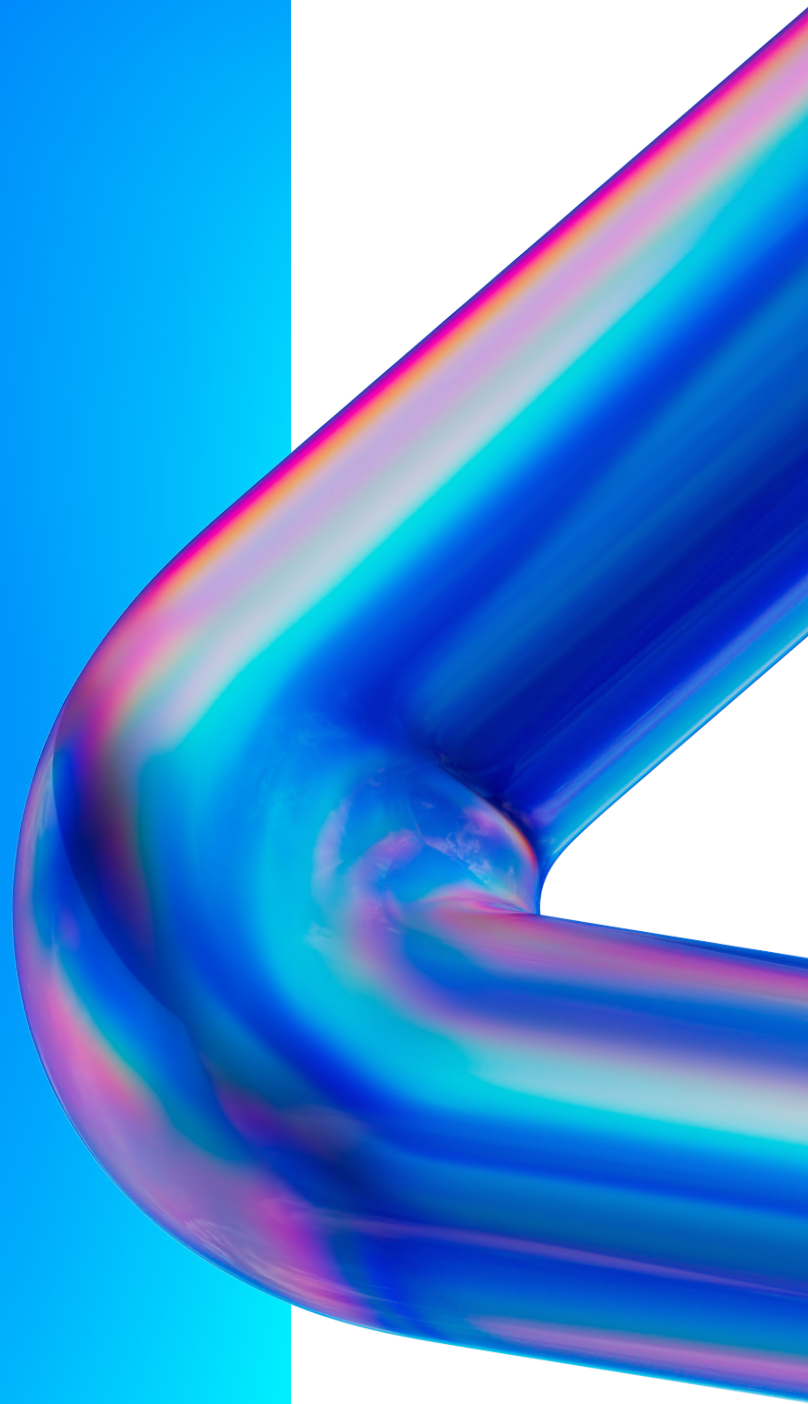
When the decision was made to host the conference virtually, it was anticipated that there would be an increase in attendees given the additional hurdle of traveling to the event was eliminated. Not only was there an increase in attendance, but it exceeded expectations by reaching more than 100 attendees total over the duration of the conference.



**We looked at the number of attendees as well as the number of different organizations that those attendees were representing and how that compared to prior years. In both cases, we exceeded expectations.**



Learn how Q4 can assist in creating your unique large-scale virtual conference experience by visiting our website.









## About Q4 Inc.

Q4 Inc. is the leading provider of IR Ops software with the world's largest set of proprietary investor data, purpose-built to remove obstacles between public companies and their investors. Q4 gives investor relations leaders, C-Suite Executives and their teams the tools to attract, manage, and understand investors — all in one place. The AI-enabled Q4 Platform boasts applications for website and event management, engagement analytics, and overall lifecycle management, including AI Earnings Co-Pilot to generate draft scripts based on historical data, and AI earnings call summaries to understand peer sentiment. The Q4 Platform also includes a streamlined investor CRM and shareholder intelligence with enhanced metrics to elevate investor targeting strategies within the platform. Q4 delivers the data, insights, and workflows that give IR teams the power to focus on what really matters: strategy, relationships, and driving premium valuations for their companies.

The company is a trusted partner to more than 2,600 public companies globally, including many of the most respected brands in the world, and maintains an award winning culture where team members grow and thrive.

Q4 is headquartered in Toronto, with an office located in London. Learn more at [www.q4inc.com](http://www.q4inc.com).

-  [q4inc.com](http://q4inc.com)
-  [\(877\) 426-7829](tel:(877)426-7829)
-  [sales@q4inc.com](mailto:sales@q4inc.com)
-  [/q4tweets](https://twitter.com/q4tweets)