



# Adobe® Connect™ & American Marketing Association

MEMBERS ONLY  
AMAWebc@sts

DATE:  
February 22, 2012

TIME:  
10am PT / 11am MT/

ADOBE CONNECT™

Event Info | Speaker Info | Event Registration

MEMBERS-ONLY  
AMAWebc@sts

Direct Marketing On Instagram  
Friday, December 6, 2013 12:00:00 PM CST - 1:00:00 PM CST

\* Fields marked with (\*) are mandatory.

Email Address \*

First Name \*

Last Name \*

Country \*

Job Title \*

Academic/Professor

Interest Area \*

Academics

Industry \*

Advertising

Annual Revenue \*

\$0K or less

Number of Employees \*

1-9

Primary Focus \*

B2B

Submit Reset

## Marketing visionaries

For over 80 years, the American Marketing Association (AMA) has been on the industry's leading edge, providing trusted resources for marketers and academics. As part of its membership, individuals have access to specialized networking tools, professional training and development, and powerful podcasts and webinars delivered by industry luminaries.

To support its members-only webinars, AMA needed to balance ease of use with advanced functionality so presenters can deliver a variety of content. AMA also wanted to offer audiences branded experiences from initial registration through the end of the event. "Adobe Connect offers a highly customizable, easy-to-use solution for event coordination and for speakers," says Allie Libb, online event manager at AMA. "This is critical when an event is run by a single person or a small team."



*“With integrated analytics and new engagement tools, we can optimize how we present information to audiences, as well as better understand which campaigns—including social—are driving registrations.”*

## Moving an industry forward

For event registration, AMA uses customizable email templates to automate email confirmations and reminders help to encourage attendance and simplify event administration, while customizable event landing pages make registration easy. “Powerful, but simple-to-use reporting capabilities in Adobe Connect help us measure how successful an event is and set priorities for follow-up activities,” says Libb.

Speakers have also enjoyed the intuitive user interface, helping them easily deliver rich content, as well as engage with audiences through chat pods. Though many of the presentations have been straightforward in nature, speakers and AMA are excited to explore how using additional integrated capabilities—including polling tools, breakout rooms, video, and more—can increase interactivity and help elevate audience experiences. Recording capabilities are also helping AMA build a webinar library to extend the value of live sessions.

Going forward, AMA has the capabilities necessary to continually improve the quality of its programs for members and expand the reach of its message. “We see a lot of opportunity within Adobe Connect to reliably create member experiences that are more meaningful and exciting as our program matures,” says Libb. “With integrated analytics and new engagement tools, we can optimize how we present information to audiences, as well as better understand which campaigns—including social—are driving registrations.” Additionally, integration with the company’s CRM solution will help teams uncover opportunities to build AMA membership.

## For more information

[www.adobe.com/products/adobeconnect.html](http://www.adobe.com/products/adobeconnect.html)



Adobe

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