



Campaign Consultation, Inc. connects with nonprofits.

Firm of social entrepreneurs reaches clients and constituents nationally with engaging content.



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Michelle Bond, Vice President, Campaign Consultation, Inc.



Steven Rivelis, CEO; Arthurine Walker, Vice President; Michelle Bond, Vice President; Linda Brown Rivelis, President

SOLUTION

Adobe Connect

RESULTS



INTERACTIVITY

Increased accessibility and interactivity in meetings and webinars

UP TO **20%**
MORE ATTENDEES

CONVERSION

Boosted webinar attendance with tailored email and text reminders

58%
MORE EVENTS

DEMAND

Created and delivered more webinars within 12 months after Adobe Connect adoption



SCALABILITY

Adopted flexible platform to support diverse and growing customer requirements

Campaign Consultation, Inc.

Established in 1988

Employees: 22

Baltimore, Maryland

<http://CampaignConsultation.com>

CHALLENGES

- Effectively engage with various audiences to encourage social change
- Adopt a scalable webinar, eLearning, and digital meeting solution to support growing and increasingly diverse client needs
- Increase interactivity and personalization within digital experiences to connect with audiences



Personal knowledge sharing

Campaign Consultation, Inc. is dedicated to helping nonprofits share knowledge and expertise across national teams around topics such as community development, good corporate citizenship, diversity and inclusion, fundraising and sustainability, and more. The company serves as an accelerator to attract support and buy-in for nonprofit organizations and agencies, as well as a resource to foster critical training, communication, and outreach.

With its existing virtual meeting services contract set to expire, Campaign Consultation was in the position to either maintain the status quo or explore the opportunity to expand its digital capabilities. After evaluating different solutions, the company opted to retire its legacy solution and adopt Adobe Connect. With Adobe Connect, Campaign Consultation identified a chance to improve digital meeting experiences, as well as expand the delivery of webinar and eLearning using persistent meeting rooms, modular and interactive pods, events management modules, and new mobile capabilities.

“With our previous solution, we were limited and could only offer audiences very linear experiences,” says Robyn Stegman, Project Specialist at Campaign Consultation, Inc. “Using Adobe Connect, we have a lot more flexibility with how audiences can engage with presenters. We can also offer greater consistency across devices and better manage larger events.”

Because of the flexibility offered by Adobe Connect, event coordinators found that they can communicate more complex ideas to wider audiences. In one instance, the company worked with a large nonprofit organization, helping to raise awareness and educate volunteers in low-income communities about financial literacy. The result was not just a static presentation, but a two-way dialog that encouraged participation and understanding.

"Since using the Adobe Connect webinar solution and having the flexibility to fully customize and brand our registration experiences and emails, we've seen up to a 20% increase in conversion from registration to attendance."

*Robyn Stegman, Project Specialist,
Campaign Consultation, Inc.*

In addition to supporting a wider range of experiences, Adobe Connect provided an opportunity to engage with more audience members at once. For example, during a single webinar, Campaign Consultation can engage with upwards of 600 people—helping organizations' staff members navigate benefits, project logistics, and support questions.

New capabilities, experiences, and engagement

Building on its digital engagement efforts, Campaign Consultation not only uses Adobe Connect to conduct digital meetings and share information with clients but to also dramatically increase the quality of every online experience. Using chat pods, collaboration capabilities, and high-quality video, Campaign Consultation is creating more personal experiences that strengthen its message and improve engagement with audiences.

Additionally, new mobile experiences supported by Adobe Connect enable meeting, webinar, and eLearning audiences to engage with content, regardless of location. "For members in the field, dealing with low- or no-bandwidth environments has been a long-standing hurdle, often forcing them to phone into important meetings or webinars," says Stegman. "Adobe Connect enables remote team members to access live and recorded content from anywhere with the same quality experience—it's been a complete 180 degree turnaround for us."

The events module within Adobe Connect is also improving attendance at digital events. By using customized event landing pages and meeting invites that include client logos and messaging—and that also have a similar overall look to a client's website—the company can create a branded appearance that garners both confidence and interest in a webinar. Automated email and text-message reminders also help keep audiences on track with the event, helping to boost attendance.

"We had high registration in the past, but approximately 50% of our registrants didn't attend," says Stegman. "Since using the Adobe Connect webinar solution and having the flexibility to fully customize and brand our registration experiences and emails, we've seen up to a 20% increase in conversion from registration to attendance. As we refine our engagement strategy, we anticipate seeing that number rise." At the same time, templated event pages and reminders served to improve staff efficiencies in developing engagement materials.

By also including a unique URL for the event meeting room, event managers have significantly simplified access for all audiences. For example, a mobile user can click the embedded URL and instantly be transported to the event with all of the same Adobe Connect pods available to them, including video.

"This versatility enables us to grow as a business without sacrificing quality experiences, while meeting the diverse needs of our clients."

*Michelle Bond, Vice President,
Campaign Consultation, Inc.*

SOLUTION AT A GLANCE

- Adobe Connect

For more information

www.adobe.com/products/adobeconnect



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www.adobe.com

Demand for digital

Since adopting Adobe Connect, the Campaign Consultation team has seen a spike in client demand for webinar experiences. And because the Adobe solution is much more intuitive to use and feature rich when it comes to setting up, managing, and delivering new webinars, the company is well positioned to respond.

Before adopting Adobe Connect, the company delivered 36 webinars in the previous year. In the year following adoption of Adobe Connect, Campaign Consultation did 57 webinars—nearly two-times the amount—and that number continues to grow. By enabling the company to reuse old content and rapidly deploy new materials, then integrate live speakers, chat, and breakout rooms, it can quickly get the latest and most useful information out to the field.

Clients' ability to communicate more relevant information regularly has also driven demand. For example, one of the company's biggest clients ran a town hall with all of its employees as an experiment in mass communications using Adobe Connect—disseminating information more dynamically rather than by email. The response was staggering: over 95% of participants surveyed requested to have similar events on a quarterly basis.

To satisfy the need for digital webinars and resources, Campaign Consultation is also recording sessions, building a repository of its most effective webinars for reuse among its clients. "Adobe Connect offers several ways to scale our services—either by making recordings and making a library available, talking to hundreds of people at once, or just reusing elements from webinar to webinar," says Michelle Bond, Vice President at Campaign Consultation, Inc. "This versatility enables us to grow as a business without sacrificing quality experiences, while meeting the diverse needs of our clients."