



Connecting the best and brightest.

Global digital marketing think tank makes the most of virtual meetings to share knowledge and best practices.



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Tom Beck, Executive Director, SoDA

SOLUTION

Adobe Connect

RESULTS



Advances leadership **EFFICIENCY**



CONNECTS global membership easily



Helps organization **ACHIEVE** educational mission



SIMPLIFIES knowledge archiving and sharing



SoDA

Established in 2008

Member Companies: 110

Atlanta, Georgia

sodaspeaks.com

CHALLENGES

- Keeping a global board of directors connected
- Facilitating roundtable discussions among international members
- Providing long-distance multimedia conferencing for collaboration and education
- Improving internal efficiencies



Guiding the future of digital

CEOs from 13 of the world's most influential digital marketing agencies met in 2007 to discuss the future of their industry. They shared their challenges and ideas for advancing an emerging industry about which they felt passionate. They also gained inspiration and a sense of purpose. A year later, they formed the not-for-profit Society of Digital Agencies, now known as SoDA.

Today, SoDA is a mix of top digital agencies, elite production companies, and other pioneering firms with niche digital expertise. It is the primary multinational organization focused solely on leading and representing digital marketing entrepreneurs and innovators through collaboration, knowledge sharing, business support, and exploration of how technology can transform consumer experiences. The invite-only members are C-level executives from 110 organizations in 40 countries.

The association offers its members infrastructure, processes, and products to support developing best practices, making members' businesses more successful, and sharing information with the broader industry. SoDA also works closely with a network of organizational partners to promote their mutual success and growth. Partners including Deltek, Microsoft, PALAZZO, Frankfurt Kurnit, and many others that provide knowledge, experience, technology, and support for industry events. Adobe, which provides much of the software technology relied on by digital agencies worldwide, is the official founding sponsor of SoDA.

"SoDA collaborates with our partners to develop and share contributions that shape the digital marketing industry," says Tom Beck, Executive Director, SoDA. "Adobe solutions inspire creating and delivering high-impact digital content, and organizations worldwide use the solutions to strengthen customer relationships."

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Tom Beck, Executive Director, SoDA

Connecting board members across continents

SoDA began as a discussion among those passionate about digital marketing—a conversation that continues today with help from Adobe Connect. As the organization grew to include members on six continents, it implemented the Adobe web conferencing solution to improve internal efficiencies. SoDA uses Adobe Connect for a variety of activities, including its monthly board of directors meetings, digital marketing roundtable webinar series, and exclusive show-and-tell sessions.

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SoDA originally used a voice-only conference call system to bring its dispersed board together for meetings. Documents and agendas had to be prepared and distributed to the 12 or so attendees in advance. Sometimes documents didn't download properly, creating inconvenience and delays.

Now, using chat functionality in Adobe Connect, board members can participate from any device and location, and instantly share information and documents. The polling feature in Adobe Connect also lets the board take votes. In addition, SoDA board members can participate easily from any region using a recommended audio provider that allows international dial-ins.

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Delivering webinars that engage

SoDA hosts about 70 to 100 digital marketing webinars annually on topics such as leadership, finance, user experience, analytics, media, and IT. The popular webinars can draw up to 200 attendees from member organizations. To keep the roundtables dynamic, SoDA developed several custom layouts in Adobe Connect that use screen and document sharing, chat, video sharing, polling, recording, and other functions.

"We record all of our webinars using Adobe Connect for on-demand playback by members who can't attend a particular session," says Beck. "Additionally, we can archive sessions and instantly provide a library of incredible industry intelligence."

SoDA also produces smaller, more intimate "show-and-tell sessions". Representatives from three member companies meet in an Adobe Connect room without other participants to share detailed information about projects and discuss best practices with their global peers.

SOLUTION AT A GLANCE

- Adobe Connect

While most SoDA members are familiar with Adobe Creative Cloud and Adobe Marketing Cloud, the extensive use of Adobe Connect by SoDA has caught the attention of many.

"Even though Adobe is the founding partner of SoDA, many of our members didn't know a lot about Adobe Connect. Now that they've seen it, many of them want to know more about it for their own use," Beck says.

Transforming professional education

As an educational service to its membership and to engage professionals from non-member organizations, the society also conducts The SoDA Academy. The Academy has been a two-day, invite-only learning conference during which attendees experience immersive, peer-to-peer learning.

Based on demand for the conferences, SoDA is considering expanding the program into an always-on eLearning offering. Because the Academy's mission is to transform professional education for digital marketing leaders through collaboration and hands-on learning, Adobe Connect is an ideal tool for reaching larger audiences.

"Adobe Connect has already served SoDA's purposes perfectly," Beck says. "Turning The SoDA Academy into an eLearning program would be a natural extension of what we are doing."

Besides helping the organization simplify managing and delivering professional education to a wider audience, using Adobe Connect aligns with SoDA's commitment to promote partner solutions. Delivering Academy sessions online with Adobe Connect has the potential to help SoDA cost-effectively advance its educational mission by enabling more people to participate globally.

Advocacy through example

SoDA and Adobe share a commitment to digital marketing excellence, and that's a major reason why SoDA trusts Adobe solutions for many of its key projects. Using Adobe Experience Manager Mobile, part of Adobe Marketing Cloud, SoDA developed an interactive digital app that recapped its most recent Academy. The app included attendee interview videos, event photographs, and illustrations from designers who did "visual note-taking."

SoDA is also revamping its website and prototyping user experiences with Adobe Experience Design CC. Also known as Adobe XD, it's the first all-in-one tool for UX designers.

"We've had a great relationship with Adobe since SoDA's founding," Beck says. "Solutions such as Adobe Connect help our organization serve its mission more effectively and do more for our members."

For more information

www.adobe.com/products/adobeconnect.html



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