

Adobe Connect & GreenBiz Group

Extending reach of events

The expert team at GreenBiz Group successfully blends live and virtual experiences to deliver its popular professional conferences. The company provides information, resources, and education about environmentally sustainable business practices through specialty events, such as the annual GreenBiz Forum as well as the VERGE technology and sustainability conference. To expand its reach and social impact, GreenBiz unifies conference experiences with Adobe Connect.

"We use the virtual component of the event to enhance the live event, and to encourage people who can't attend in person to still participate in an event," says Hugh Byrne, senior vice president of product and audience development, GreenBiz Group. "Adobe Connect is a comprehensive solution for delivering integrated, immersive experiences. We can also maximize event attendance and participation, and enable meaningful engagement from mobile devices."

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Removing virtual barriers

In addition to its marquee GreenBiz Forum and VERGE events, GreenBiz conducts dozens of forums and webcasts each year to promote its mission. For all events, the company set the ambitious goal of seamlessly delivering in-person experiences to online audiences. However, after trying several turnkey virtual meeting platforms, GreenBiz found that they provided gimmicks, such as avatars and virtual conference halls, but didn't always facilitate peer-to-peer and audience-to-presenter interaction.

"The virtual audience becomes an important part of the live event with Adobe Connect," says Byrne. "Adobe Connect not only offers a high-quality solution for delivering event content, audio, and video to the virtual participants, but it also removes virtual barriers by enabling participants to interact with one another, with presenters, and with anyone also online in the conference hall."

With help from InteSolv—optimizing meeting room configurations for several meeting types, training staff on best practices, and developing consistent workflows and event management processes—GreenBiz also implemented Adobe Connect to integrate social media with live Twitter streams during events. This enables participants to follow discussions related to the event or other topics in real time, directly from within the event environment and from almost any device, including mobile.

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For more information

www.adobe.com/products/adobeconnect.html

