



attended

Event Planning & Production

Reinventing an Annual Event to Engage a Virtual Global Audience

AT A GLANCE

FORMAT:
Virtual event

SERVICES:
Event planning &
management, event
production, event A/V,
live streaming, video
production

LENGTH:
5 days

AUDIENCE:
Global

THE SITUATION

Software leader Pendo needed a new way to execute its Company Kick Off 2021 event. Dubbed CKO 2021, it's an annual high-energy, multi-day event with the mission of connecting its global employee population with the company's values and goals. Restrictions related to the COVID-19 pandemic meant the event had to be completely reimaged. After partnering on CKO 2019 and CKO 2020, Pendo again asked Attended Events to take the lead on CKO 2021 and rise to the occasion of transforming the event format while staying true to its purpose to excite and educate a geographically diverse audience of more than 500 employees based in seven offices in five different time zones.

OUR CHALLENGE

Attended Events' challenge for the Pendo CKO 2021 event was three-fold:

1. Seamlessly connect Pendo's worldwide team within the confines of the pandemic
2. Maintain focus on Pendo's core values
3. Level-up engagement of a virtual audience

Attended doesn't just help us put on an event, they understand that CKO reinforces our core values, who we are, and how we work together. Whether in-person or online, they are able to help Pendo achieve our goals.

— **Trish LaPaglia**,
Director of Culture and
Employee Experience, Pendo

OUR SOLUTIONS

Attended Events reinvented CKO 2021 as a virtual event. We created a custom-built, branded stage from which to broadcast sessions that anchored key content, generated a sense of excitement, and delivered high-end production excellence that mirrored an in-person event of this magnitude and importance for the company.

1. Seamlessly connect Pendo's worldwide team within the confines of the pandemic.

Attended Events worked with Pendo to plan, produce, and present a strategic combination of recorded and live sessions for all Pendo employees across five time zones. We utilized a virtual platform to provide common access to event sessions, and integrated Pendo's own software to initiate and track global employee interactions. A custom schedule of live, pre-recorded, replayed, and interactive content maximized engagement. To keep employee energy high around the globe, we presented the opening keynote live from a main event stage twice, and produced live and lively "Office Hours" sessions with the C-suite.

2. Maintain focus on Pendo's core values.

We custom-built a vibrant, inviting — and safe — main stage to produce live content featuring Pendo's core values, in order to reflect and emphasize their importance to company culture and performance. Delivered by Pendo's CEO, both the opening and closing keynotes focusing on core values were delivered live from this stage. The stage itself was strategically designed to reflect Pendo's brand and culture as well as emphasize its core values. To amplify the company's successes

in business and in living its core values every day, we produced an animated video celebrating Pendo accomplishments and fun facts. This video was especially meaningful for CKO 2021 because there had been fewer opportunities to highlight employee's collective impact during the pandemic.

3. Level-up engagement of a virtual audience

CKO 2021 was not a typical Zoom experience — far from it! For the event, the main stage built in the lunchroom of Pendo's Raleigh headquarters resulted in a production with the same visual excitement, high-end quality, and audience presence as an in-person event. Our "safe" audience in this case was cardboard cutouts of celebrities and Pendo employees that were continually moved around to catch the attention and appeal to the humor of event participants. In addition to keynotes, the stage was used as the setting for other sessions, lending cohesiveness to the event program and delivering visual variety in combination with sessions not featured on stage. Before the event, we teed up a head start on CKO 2021 engagement by shipping branded swag collections to multiple Pendo locations and employee homes around the globe, so everyone would be guaranteed a hands-on personal experience with what was now a virtual event.



OUR RESULTS

- Reinvented CKO 2021 as a global virtual event for more than 500 employees across five time zones
- Delivered best practices and energy of a high-end in-person production to a virtual audience
- Utilized a virtual platform and client software to maximize employee accessibility to and interaction with event sessions
- Emphasized and reinforced core values with strategic visual support for messaging
- Achieved high-level employee engagement and created a sense of excitement with the main stage set-up, diverse session presentations, and pre-event swag collections
- Produced 20 hours of content, including 14 live-streamed broadcasts
- Secured the opportunity to partner with Pendo on CKO 2022



Want to learn more? Let's chat!
hello@attendedevents.com

