



5 Successful Pivots to Virtual – and What You Can Learn From Them



Learn from your peers

**IN THIS E-BOOK YOU WILL
LEARN FROM THE SUCCESS
OF MEDIASITE CUSTOMERS
WHO SUCCESSFULLY
PIVOTED TO VIRTUAL AMID
THE COVID-19 PANDEMIC.**

As people continue to get themselves remote ready in this new video-first reality, leaders and IT professionals are facing big questions: what's the best way to ramp up a remote work initiative? What's the right mix of technology? How do I take my events virtual?

We're in constant contact with thousands of customers around the world through our active Mediasite Community, local chapters, customer support, and sales team. In the wake of the pandemic — and widespread adoption of virtual meetings and events — we've noticed a few trends among our most successful customers. You can learn a lot from your peers on what remote ready looks like in a COVID reality! Read on for some of the inspiring ways organizations are modifying, scaling up or even pivoting their use of Mediasite to meet their new communications needs.



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LEARNING SUCCESS TREND #1

Keep dispersed teams on the same page... securely

With employees now scattered around the country and maybe even the world, you need to make sure they're all on the same page. **In a video-first world, you want to keep providing engaging content to keep your business running.** The problem is you don't have the same insight into your employees' home networks to make sure that everything is as secure as you want it to be. However, don't overlook security. In the cyber security world, identifying who you want to keep your video content away from is as important as who you want to give access to. That means protecting what and how you capture video, video storage and who can access your video content.



DELL

Dell connects global remote workforce with DellTV

CHALLENGE

- The tech giant needed to unite its 160,000 global employees working remotely, streamlining corporate communications, meetings and internal trainings.

SOLUTION

- Dell created a private, secure repository of videos, DellTV, powered by Mediasite.
- Dell ensures that everyone, no matter where they are in the world, is speaking the same language.
- Employees create and search videos in seconds.

PAYOFF

- Dell saw instantly immeasurable improvement to internal communications, immediately accessible video, and better collaboration and training.
- The company saw growth in video usage since going remote during COVID, with 4,400 videos created in two months.
- Employees can also make their collaborative Zoom calls more useful by importing them into Mediasite, a secure central place for videos.



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Mediasite enables employees from wherever they are, especially right now as we're all working remotely, to continue communicating with video. Our sales team is talking to marketing, engineering is collaborating with the training department, and everyone from individual team leads to company executives are excited to hit record and connect with each other. The silver lining right now is that people are getting comfortable with using video and we expect use to continue to grow.

— Lawrence Grafton, DellTV Creator, Dell



LEARNING SUCCESS TREND #2

Roll out info quickly in a rapidly changing environment

In a COVID world, things change seemingly by the minute. There's no time to waste when it comes to communicating to your stakeholders. Whether it's a company announcement or an important healthcare update the public needs to know about, you need a video technology that can both securely and quickly stream to your employees or reach the masses for public service announcements. Remember, in this video-centric world, real-time, real-life videos have more value than a highly-produced piece that took days or weeks to put together. Just get that information out fast.



ADVOCACY & BENEFITS COUNSELING FOR HEALTH, INC.
(ABC FOR HEALTH)

Law firm shares public health announcements on COVID-19

CHALLENGE

- The public interest law firm serves patients, parents, families, healthcare workers, employers, public health departments, school nurses, etc. and must reach the masses in an affordable and efficient way — especially during the pandemic.

SOLUTION

- ABC for Health uses streaming Mediasite video to create a non-profit subsidiary HealthWatch Wisconsin.
- The organization hosts online videos with information about hot topics in healthcare.
- They created 250 engaging videos in a one-room studio using Mediasite in one year.
- Informative webinars enhance the firm's established in-person educational offerings, reducing travel costs for members and getting the information out in real-time.
- ABC for Health shares several quick overview videos to explain and give updates on the pandemic.
- It hosts a popular robust library of COVID-related webinars that total more than 140,000 views in a few short months.

PAYOFF

- Mediasite makes reaching thousands of members across Wisconsin easy and affordable.
- The organization monetizes content to further expand its footprint by attracting people from around the country to its programming.



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Policies and programs change constantly in the healthcare world, even more rapidly in the national emergency we are currently in. We can instantly do trainings and answer important questions in real-time with Mediasite using our HealthWatch Wisconsin training hub.”

— Bobby Peterson, founder and Executive Director
of ABC for Health

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LEARNING SUCCESS TREND #3

Maintain community connections during social distancing

We may be working and learning from a distance, but we can all be virtually together. Technology, when leveraged to its full potential, can help produce virtual experiences that are personal and effective. The goal is to generate a community for event attendees to create a rich experience regardless of location. Using the right tools creates that sense of community and has the potential to create incredibly engaging virtual experiences that are just as rewarding as if you were in-person.



THE FOUNDATION FOR RESEARCH & EDUCATION
IN DERMATOLOGY (FRED)

Healthcare organization goes virtual to keep MDs informed during COVID-19

CHALLENGE

- The education group serves dermatologists to become board-certified.
- The organization needed a failure-proof option for streaming timely updates and information to doctors about COVID-19, especially around concerns that some drugs used to treat psoriasis may make patients more prone to contracting the virus.

SOLUTION

- FRED is working with Mediasite Events to stream weekly COVID-19 informational videos to dermatologists.
- FRED hosted a live event with an expert in psoriasis. Attendees and presenters dialed in to an interactive presentation via Mediasite.

PAYOFF

- At peak viewership, 20 percent of U.S. dermatologists watched live and an additional 15 percent watched in the next few days on demand.
- Mediasite Events offered much more than an online audience — viewers submitted hundreds of questions via Mediasite. The event's popularity promoted future online events.



fred FOUNDATION for
RESEARCH and
EDUCATION in
DERMATOLOGY

“

The world is changing, and the technology is out there. We've been very pleased with Mediasite Events, and our virtual attendees have been even more pleased to have the opportunity to stay connected.”

— Darrell Rigel, Clinical Professor of Dermatology at
NYU Medical Center and a FRED scientific co-director

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LEARNING SUCCESS TREND #4

Drive revenue by increasing attendance and cutting costs

Instead of looking at the negative aspects of not being able to meet in-person, why don't you focus on the positive? Have you considered the places you might be able to save some money in your event planning? For example, think about the savings from dining costs alone. And what about the event venue costs? Now, think about how this new digital format will allow you to reach brand new audiences worldwide. There's some real potential to drive your revenue in new and exciting ways while still creating an immersive online experience for your attendees.



DISTANCE TEACHING & LEARNING

University triples virtual attendance, cuts costs in half with Mediasite Events

CHALLENGE

- The University of Wisconsin-Madison Continuing Studies department needed to make sure its 36th annual Distance Teaching & Learning Conference could still go on in the face of COVID-19.
- Hundreds of educators from the U.S. planned to attend.

SOLUTION

- Organizers pivoted to a fully virtual conference with 100+ sessions with Mediasite Events.
- Mediasite Events technicians captured keynotes and sessions by connecting speakers via a virtual speaker ready room.
- Speakers presented from anywhere via Zoom while attendees watched and interacted with the stream in a secure and robust Mediasite player.
- Mediasite Events created a customizable event website, content catalogue, e-commerce options, virtual expo hall, e-poster sessions and more.

PAYOFF

- Virtual registration tripled, and conference costs were cut in half.
- Mediasite Events created the largest virtual conference in DT&L's history.



“

We have a really small team planning the conference, and we'd never be able to do this on our own without Mediasite Events' expertise. We know we can rely on them and trust that they will create an excellent experience for your attendees.”

—Wendy Fritz, Director, Learning Design, Development & Innovation, UW-Madison Division of Continuing Studies

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LEARNING SUCCESS TREND #5

Relieve stress and leave the technical to the experts

Pivoting to a virtual event might seem daunting. Let someone else handle the technical so you can focus on creating the most engaging experience for your attendees. With the most experienced project managers and rock-solid technology in the industry, Mediasite Events has everything you need to take an event online. Tell the team your big picture and they will fill in the rest.



PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN

Annual conference goes virtual – sees 40% attendance increase

CHALLENGE

- The coronavirus threatened PDPW's annual conference, more than a year in the making.
- The organization needed to keep the conference going in the face of travel limitations and event restrictions.

SOLUTION

- PDPW pivoted to a 100 percent online event powered by Mediasite Events, streaming two days of sessions from 7 a.m. to 9 p.m.
- Mediasite Events technicians supported remote speakers to ensure the best quality videos.

PAYOFF

- PDPW saw 2,300 live viewers over the two days, nearly doubling its expected attendance.
- Speakers engaged with attendees with live chat, polling and Q&A within Mediasite.
- Attendees now have access to an on-demand video library of valuable content they can reference year-round.
- PDPW has expanded its use of virtual meetings and will continue to offer them for the foreseeable future.



“

This is just the beginning of the PDPW/Mediasite Events relationship. We're thinking down the road of ways we can continue to work together because we were very impressed with the team and the virtual event experience.”

— Cassandra Strupp, Program Manager for PDPW

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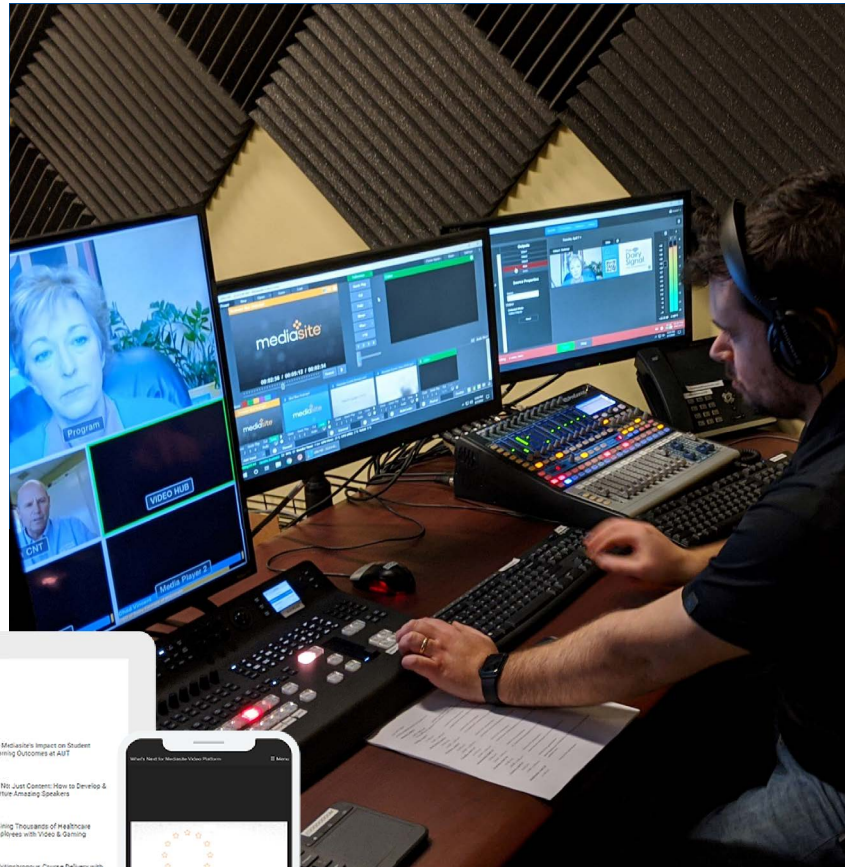
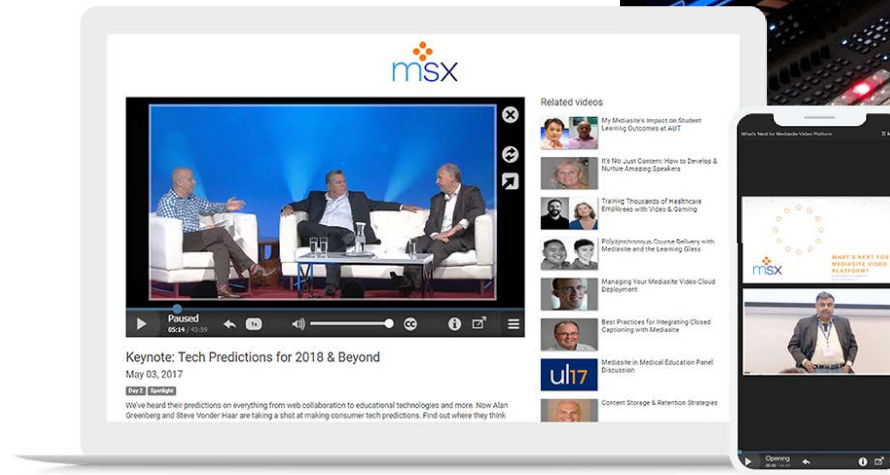
Reimagine Your Next Event

No two events are the same, and the Mediasite Events team is custom-building virtual worlds for organizations and schools of all sizes for a flexible, scalable and engaging experience, despite distance.

The team, which has more than 15 years of experience creating dynamic online events all over the world, is building these virtual events from its headquarters in Madison, Wis., without the need for travel.

Picture customizable event websites with live or simulated live session streaming, a content catalogue, e-commerce options for sponsors, a virtual expo hall, e-poster sessions, interactive features like live chat, and more.

SEE HOW A VIRTUAL EVENT WORKS »



Ready to go virtual?

Need more tips and insight into how to combat this pandemic with your organization, healthcare initiative, or educational staff? Head to our [coronavirus page](#) for all kinds of resources, products, and advice for taking meetings, classes, and events online.



**GET COVID-19
QUICK START
RESOURCES »**

