

## The Problem

BMC, a global leader in software solutions, conducts virtual webinars each quarter to promote their products as well as provide educational best practice sessions. However, recently these events have seen a low attendance rate that directly impacts their ROI.



The average attendance rate for BMC **before** using eatNgage.



The average attendance rate for BMC **after** using eatNgage.

## The Solution

BMC Partnered with eatNgage to add an online lunch and learn program with the goal of increasing attendance.

Webinar guest were lead to an eatNgage registration form to capture information and guide them through the meal ordering process.

### 3 Simple Steps



Select your meal



Provide delivery information

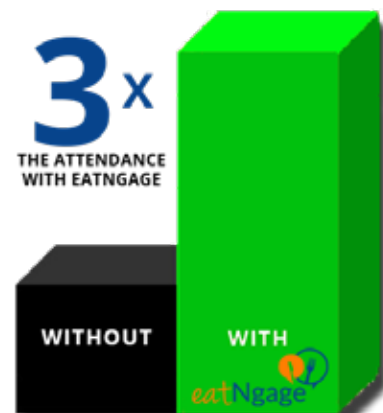


Enjoy your meal during the presentation

## The Result

By utilizing eatNgage's remote lunch and learn technology, BMC was able to **almost triple attendance**. It was also noted that with eatNgage attendees remained connected throughout the entire event.

This joint webinar with eatNgage, maximized attendance to 78% making it BMC's most successful event to date.



*The results were simply astounding! The platform nearly tripled our average attendance rate. I think it's safe to say that we've found one of the best-kept secrets in the webinar industry.*

Saar Shwartz  
Chief Marketing Officer at BMC