



November 2021



Introduction

BMC, regarded as a global leader in software solutions, conducts virtual webinars each quarter to promote their products as well as provide educational best practice sessions. The goal of these meetings is to engage active prospects or clients, promote brand awareness and update the community with latest developments. A major pain point in past events was the low attendance rate that impacted ROI. BMC partnered with eatNgage to conduct an online lunch and learn with the main goal of increased registrations and attendance.

Process

Initial invitations were sent to a list of prospective attendees. Invitations lead to an eatNgage registration form to capture information and guide invitees through eatNgage meal ordering process. This was followed by a series of three follow-up emails as well as a final confirmation 24 hours prior to the event.

Results

By utilizing eatNgage's remote *lunch and learn* technology and practicing proper follow-up and confirmation protocol, 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 95%** making it the most successful event to date.

	With eatNgage	With out
Registration	600	300
Show Up Rate	70-75%	30%
Replied Y	95%	

From BMC's Chief Marketing Officer: "We utilized eatNgage to host one of our recent webinars and the results were simply astounding. The platform streamlined the entire invitation process and attendance rate was nearly triple our average rate for past seminars. I think it's safe to say that we've found one a unique way to connect and build relationships online."

Saar Shwartz Chief Marketing Officer -BMC