

WEBINAR CASE STUDY



U.K. VIRTUAL TEAM BUILDING
COMPANY CHOOSES
WEBATTRACT TO HELP RAISE
BRAND AWARENESS BY OPENING
UP NEW BUSINESS
OPPORTUNITIES IN THE US
MARKET.

TYPE OF WEBINAR PRODUCED:
✓ CASE STUDY

WEBINAR HOSTING PLATFORM:
GoToWebinar™

RESULTS:

- ✓ 548 REGISTERED
- ✓ 274 ATTENDEES
- ✓ 84% OF ATTENDEES RESPONDED
THAT THE WEBINARS MET OR
EXCEEDED THEIR EXPECTATIONS

*"AS A UK BASED ORGANISATION,
ONE OF OUR TOP GOALS WAS TO
PENETRATE THE LUCRATIVE US
MARKET. WEBATTRACT
PASSIONATELY COACHED US TO
ATTRACT AN EXECUTIVE AUDIENCE
OF OVER 500 PEOPLE. WE
COULDN'T HAVE ACCOMPLISHED
THIS WITHOUT THEM."*

- ALAN HUNT,
FOUNDER AND CEO,
SANDSTONE GLOBAL TEAM BUILDING



COMPANY BACKGROUND

Global Team Building is the online brand of one of the UK's leading specialist team building companies, Sandstone Limited. They believe they are the only people in the world to offer professional team building activities that are delivered online and designed for global teams.

These activities are used to bond and improve the performance of geographically-spread teams. Virtual teams are a fact of life in most large organizations, and yet are very difficult to turn into high performing teams. One reason for that is a lack of relevant and effective mechanisms to allow teams to develop as virtual teams.

Sandstone Limited has the expertise and methodology to help enable organizations to attain higher performance and saw doing this webinar as a way to use its thought leadership to attract fresh new sales leads.

DEMAND GENERATION CHALLENGES

Global Team Building partnered with WebAttract to produce a webinar to raise awareness of their brand and methodology with organizations in the United States.

Global Team Building's primary webinar objectives were to:

1. Use a Case Study format with delivery by one of its more well-known clients (the Chief of Staff for the Merck Global Supplier Management) to demonstrate proof points for how they built a virtual global team, engaged them, and brought out the best in them.
2. Raise brand awareness with senior level and budget holding executives in the United States responsible for managing geographically dispersed teams across 10 key industries who could also use the lessons learned from the Case Study to also build a world class leadership bench for their organizations.
3. Inspire attendees to want to have a 1:1 sales conversation post-webinar to learn how Sandstone can partner with them to create happier teams that will have a positive effect on the bottom line.

THE WEBATTRACT SOLUTION

With the webinar objectives established, WebAttract first focused their efforts on attracting the right audience. In order to tap into and open up the new and lucrative U.S. market, an important tactic for Sandstone was to educate senior level decision makers that, not only does such a

capability exist, it has a proven track record to help leaders create more effective, happier teams that have a positive effect on the bottom line. To this end, WebAttract sourced approximately 60,000 executive-level contacts, including C-Suite, VPs, Directors, and Managers at global companies.

The webinar was titled, *“How Merck is Using Virtual Team Building to Increase Performance”* and featured Caroline Maravel, Chief of Staff for the Merck Global Supplier Management Group, who leads a global team of 20 individuals. Caroline discussed her challenges of running a team across several countries, which included how to keep her people engaged, how to bring the best out of them, and how to create trust and happiness all while not seeing them face-to-face.

Caroline was eager to find a solution and found one in Sandstone Global Team Building. She shared how Global Team Building’s activities were not only fun, but beneficial for team members, helping them create deeper relationships with each other. As proof points, Caroline shared how the analysis of certain key metrics, as collected by Sandstone, helped her learn more about both the teams and individuals, including differences unique to each region.

Following Caroline’s talk, Nikki Lyon, Client Services Director for Sandstone, expanded on Caroline’s case study to share global team trends as well as more specifics on how organizations can best use Global Team Building’s various activities to engage team members.

RESULTS

- **Registration:** A total of 548 people registered across 40 states and 17 countries
- **Attendance:** Total attendance of 274 was achieved
- **Attendance Ratio:** 50% (exceeded minimum goal of 40% attendance)
- **Audience Expectations:** Greater than 84% of attendees responded that the webinar met or exceeded their expectations
- **New Customers:** Won a significant order for a global team building event for 250 people

LESSONS LEARNED

- Using a credible third party speaker that also represents a well-known global brand helps to educate the audience by sharing real life outcomes and lessons learned.
- Authenticity of case studies tells a powerful story with demonstrable outcomes which adds credibility and builds trust in the brand and eliminates the burden of trying to use the webinar to sell because rather it educates.
- Harvesting the life cycle intelligence (key email marketing and webinar metrics) gathered before, during and after the webinar provided Sandstone with valuable insights as well as market research to develop profiles on which industries, types of organizations, and job functions would become an adopter of their unique offering.
- Taking the time to plan upfront paid off with a very well received webinar.



WebAttract helps B2B marketers produce webinars that attract, educate & convert audiences into customers. Their **Full-Service “Done-for-you” Webinars** handle every operational phase before, during, and after the webinar. For those that prefer to do it themselves, their Certified **Master Webinar Producer Training Course** teaches you all the steps you need across the entire webinar lifecycle to plan, deliver, and optimize your next webinar.

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