



Intuitive Virtual Event Management From Start to Finish

Discover how Emerson Users Exchange Live 2021, EMEA surpassed their goals and created a personalized virtual experience using RainFocus.

25K**Attended Sessions****8.6K****Number of Registrations***

*With a goal of 5K registrations

5**Niche Sessions**

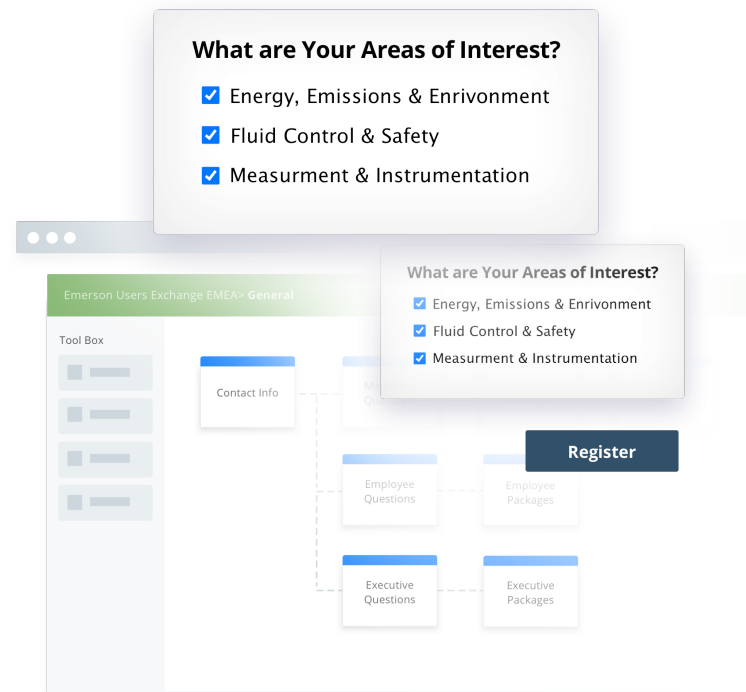
Background

Emerson's Users Exchange team has partnered with RainFocus since 2018 to produce Emerson Users Exchange Live, the company's largest recurring event. In preparation for the March 2021 event, the team relied on RainFocus to pivot Emerson Users Exchange Live 2021, EMEA to virtual for the first time. "It was an absolute delight to work with RainFocus," states Lorena Martinez, Customer Experience Manager. "It's the first time I've ever been involved in the system part, and I was up to speed in no time. I think it really helped that

RainFocus is very intuitive and user-friendly." Referring often to RainFocus Academy, the company's self-paced training program, the Emerson Users Exchange team learned how to configure their entire virtual event from start to finish. Customer Event Manager, Corina Cernaianu explains, "RainFocus Academy is the perfect tool to learn how to use the platform. I always found what I needed there, and also on the Help Center page where I could find simple indications of how to fix and do things."

Tailored Registration

RainFocus' versatile event management platform enabled the Emerson Users Exchange team to promote their virtual content and create a seamless registration process using workflows. "Attendees were targeted in our emails based on the questions they answered and on the area of interest in Emerson technologies they selected," explains Cernaianu. "Compared to other virtual events I've seen, I think we had a nice way of enabling people to personalize their experience."



Presenting Virtual Content

To ensure every attendee had the best experience possible, the Emerson Users Exchange team **translated their attendee dashboard and session catalog** into multiple languages to accommodate the need for Russian content. In addition, the team used RainFocus' catalogs to group related content in a streamlined way to make navigating intuitive for attendees. Cernaianu shared, "We were able to connect the content from presentations to the content from the expo by adding sessions in the exhibitor catalog and bringing the speakers there as well."

"We had absolutely no hiccups or problems which can make or break an event. The content is just there. It works very well."

— Lorena Martinez
Customer Experience Manager

Seamless Event Management

Having RainFocus' powerful event management platform at their disposal enabled the Emerson Users Exchange team to make changes rapidly. Marketing Director, Nick Taylor stated, "The dashboards are brilliant! I'm so impressed that it's just really that easy." Taylor further explained that any time he would get an email or chat from an attendee requesting a change he could easily update their profile and it would be reflected in real-time across all event pages.

Maintaining Exhibitor Value

Along with personalizing their attendee experience, Emerson's Users Exchange team leveraged RainFocus to enhance their exhibitor experience. Each exhibitor had a unique virtual booth which gave them a hub for all of their event activities. Martinez stated, "With RainFocus, you can see videos, PDFs, send an email to a person without having all the clutter. We received a lot of comments about how it was easy, intuitive, self-service. We saw lots of interaction. We've never had this amount of data ever."

Although the team is anxious to get back to the interpersonal nature of an in-person expo hall, they were grateful to have been able to provide exhibitors with plenty of leads and insights to meet their expectations.

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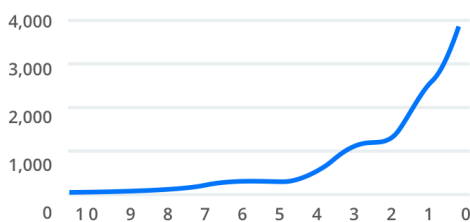
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Components of a Fisher Control Valve

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Registered by Weeks Out

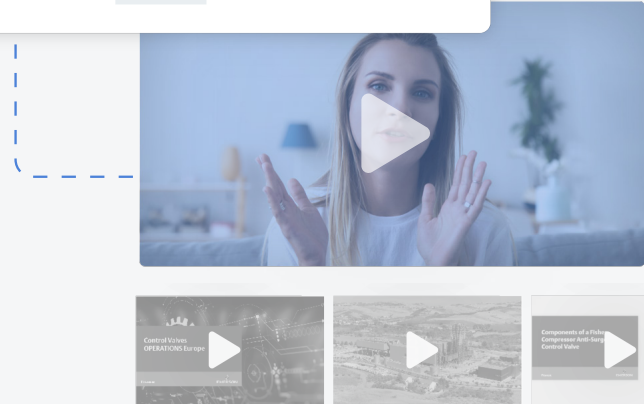
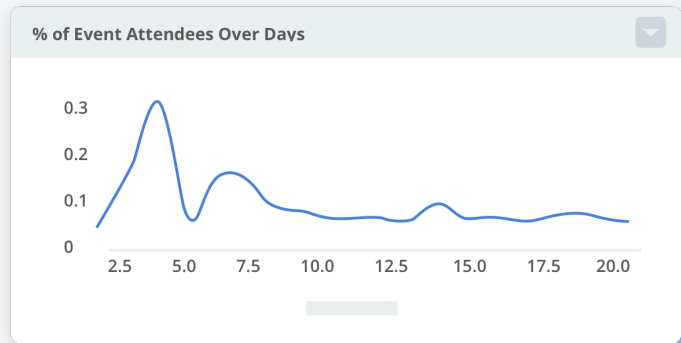


Measuring for Success

With RainFocus' dashboards and reporting tools, Emerson's Users Exchange team was able to measure the number and types of attendees they had, make changes in real-time to their schedules, and gauge the effectiveness of their email campaigns. RainFocus helped the team demonstrate value to key stakeholders by enabling the team to build forms, pages, and widgets that were easily customized based on their requirements as well as on customers' needs and expectations.

Virtual Learnings

Having experienced a 400% increase in attendance from their 2019 event, the Emerson Users Exchange team saw first-hand the reach of virtual events in drawing a broader audience. The team found that their keynote sessions had the highest amount of engagement, and exhibitors had gained more attendee insights than ever before. Attendees praised Emerson Users Exchange Live 2021, EMEA for its extended content availability, and many took advantage of the ability to watch sessions on-demand.



**Reached More
Junior & Senior
Attendees**



**Keynotes Have
Highest
Attendance**



**Attendees
Appreciate the
Ability to Replay
Sessions**



**Exhibitors Have
More Insights Than
Ever Before**

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