



EXPERIENCE MAKERS LIVE





Launch Virtual Events that Stand Out and Win Big

Louay Bachir, Senior Product Marketing Manager

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As a Senior Product Marketing Manager in Adobe's Digital Experience business, Louay Bachir leads go-to-market strategy and execution for Marketo Engage's commercial business.

Louay has spent 14 years in SaaS Product Marketing, Marketing, and Sales roles across Enterprise and SMB businesses alike. Louay is also focused on growth strategies and best practices by aligning Marketing & Sales teams with the right data, systems & processes.



Taking Adobe Summit virtual...in 8 weeks or less



Taking Adobe Summit virtual...in 8 weeks or less

6

different topical tracks

100

breakouts sessions



Taking Adobe Summit virtual...in 8 weeks or less

500k

attendees

2.6

years of video viewed



Taking Adobe Summit virtual...in 8 weeks or less

Some lessons we learned:

- When you're virtual, everything must be **more** engaging.
- Automation is key.

Today, we're going to hear from three Adobe partners—**Drift, Hootsuite, and Workfront**—about technologies they used to make Adobe Summit a success.



DRAFT





DRIFT



Tricia Gellman is the CMO of Drift



Spreading the word: Same experience, but digital. In 8 weeks.

Updates and helpful resources for our Adobe community during COVID-19. [Learn more >](#)

Adobe | Marketing & Commerce | **Marketo Engage** | Benefits | Industries | Resources & Support | [Request Demo](#) | Search | Sign In

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Marketo Engage

Keep customers engaged. Every step of the way.

Radically transform your customer experience management with Marketo Engage. Use it to align sales and marketing at every touchpoint.

[Get started](#)

AdobeChat

AdobeChat

Did you know that Adobe Summit has gone digital?

Yes. I'm signed up. | No. Tell me more.

I have a product question.

Choose an option above...

Chat ⚡ by Drift

[View our Privacy Policy](#)

Creating a seamless, engaging and human sign-up experience

The image shows a screenshot of the Adobe Experience Cloud website. The top navigation bar includes the Adobe logo, 'Marketing & Commerce', 'Experience Cloud', 'Solutions', 'Products', 'Industries', 'Service and Support', a 'Get started' button, a search icon, and 'Sign In'. Below the navigation, the main content area has a red background. On the left, the Adobe Experience Cloud logo is followed by the headline 'Make experience your business.' and a sub-headline: 'Adobe Experience Cloud brings you everything you need, from AI-driven analytics to content optimization at scale, to bring world-class experiences to every single customer.' A 'Watch overview' button is located below the text. On the right, a chat window titled 'AdobeChat' is overlaid. The chat messages are: 'AdobeChat: Have a question for an expert about Adobe Summit?', 'User: Yes.', 'AdobeChat: Great.', and 'User: I just have a few questions to get you connected to the right person. First, what's your email address?'. The chat window also shows a 'Choose an option above...' prompt and a 'Chat by Drift' logo. At the bottom of the chat window, there is a 'View our Privacy Policy' link. The background of the website features abstract, colorful shapes in red, blue, and yellow.

Adobe

Marketing & Commerce

Experience Cloud

Solutions

Products

Industries

Service and Support

Get started

Sign In

Home / Adobe Experience Cloud

Adobe Experience Cloud

Make experience your business.

Adobe Experience Cloud brings you everything you need, from AI-driven analytics to content optimization at scale, to bring world-class experiences to every single customer.

Watch overview

AdobeChat

AdobeChat

Have a question for an expert about Adobe Summit?

Yes.

AdobeChat

Great.

I just have a few questions to get you connected to the right person. First, what's your email address?

Choose an option above...

Chat ⚡ by Drift

View our Privacy Policy

Explore Adobe Experience Cloud

Creating a seamless, engaging and human sign-up experience

85%

of people do not want to fill out a registration form to attend an event



Delivering on a helpful, conversational event

ADOBE SUMMIT Innovation Tracks CXM Playbook Sponsors FAQ [View breakouts](#)

Adobe SUMMIT

Welcome to our global digital experience. All in your browser and on demand.

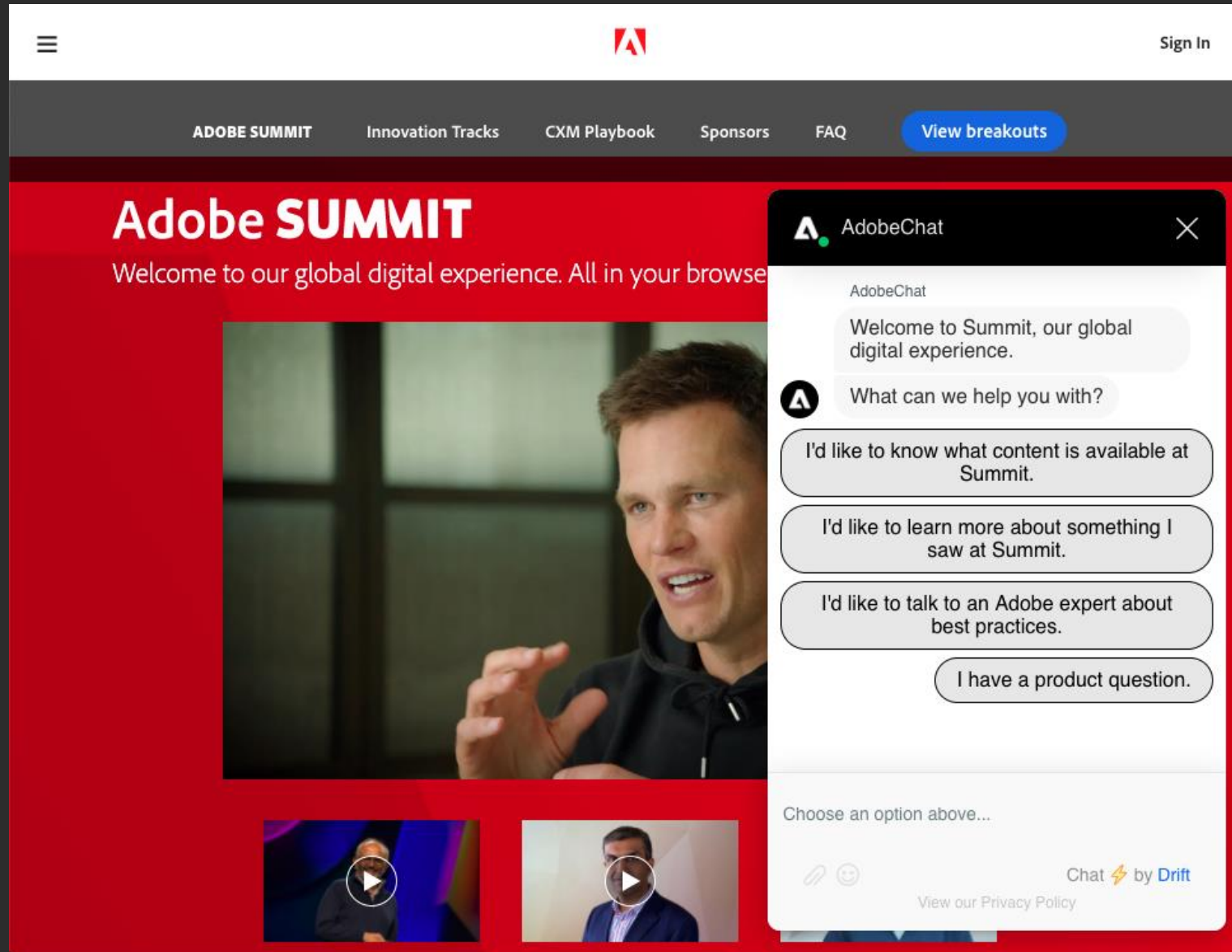
15 mins
Welcome
Shantanu Narayen

10 mins
The CXM Playbook
Anil Chakravarthy

21 mins
Experience Cloud
Strategy
Anil Chakravarthy

What can we help you with?

Engaging with customers and prospects post event



The screenshot shows the Adobe Summit website interface. At the top, there is a navigation bar with a menu icon, the Adobe logo, and a 'Sign In' link. Below this is a secondary navigation bar with links for 'ADOBE SUMMIT', 'Innovation Tracks', 'CXM Playbook', 'Sponsors', 'FAQ', and a blue button labeled 'View breakouts'. The main content area features a large red banner with the text 'Adobe SUMMIT' and 'Welcome to our global digital experience. All in your browser'. Below the banner is a large video player showing a man speaking, with two smaller video thumbnails below it. An AdobeChat chat window is overlaid on the right side of the page. The chat window has a title bar with the Adobe logo and 'AdobeChat' text, and a close button. The chat history shows a message from AdobeChat: 'Welcome to Summit, our global digital experience.' followed by a question from the user: 'What can we help you with?'. Below this are four suggested response options: 'I'd like to know what content is available at Summit.', 'I'd like to learn more about something I saw at Summit.', 'I'd like to talk to an Adobe expert about best practices.', and 'I have a product question.' At the bottom of the chat window, there is a text input field with the placeholder 'Choose an option above...', a 'Chat by Drift' logo, and a link to 'View our Privacy Policy'.

In a nutshell

- A low-touch experience that felt high-touch
- Built in less than 8 weeks
- Thousands of conversations
- A wealth of data for sales and marketing teams
- An experience that continues to spark conversations beyond the event itself



Thank you

For more info/demos:

Tricia Gellman

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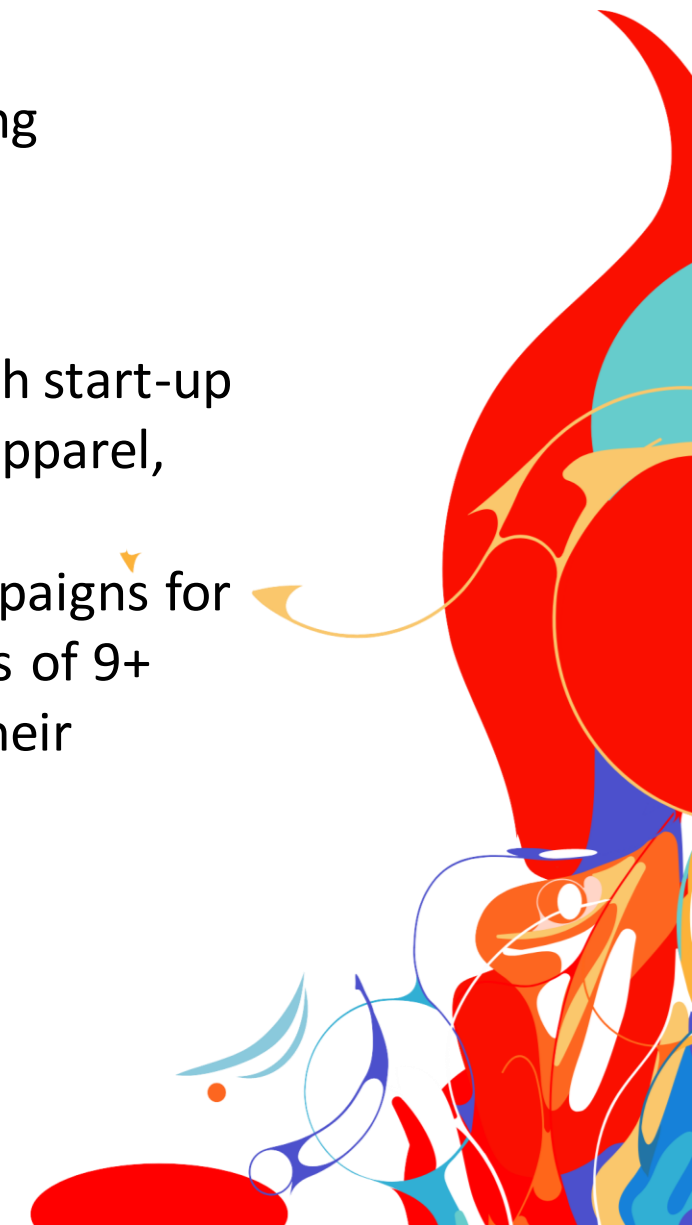






Brayden Cohen is the Social Marketing Specialist at Hootsuite.

Over the past 5 years, he's worked in customer-centric marketing roles with start-up and purpose-driven brands in SaaS, apparel, and transportation. In his current role, Brayden works on strategic campaigns for Hootsuite's social marketing channels of 9+ million users, along with managing their employee advocacy program.



What's employee advocacy?

Employee advocacy can take many forms, but the **most common and effective channel is social media.**



Why employee advocacy?



Extend your reach



Keep people engaged



Control your content



Hootsuite®

UNLOCKING THE VALUE OF SOCIAL

OUR THEME

How to
#SucceedWithSocial
at an event

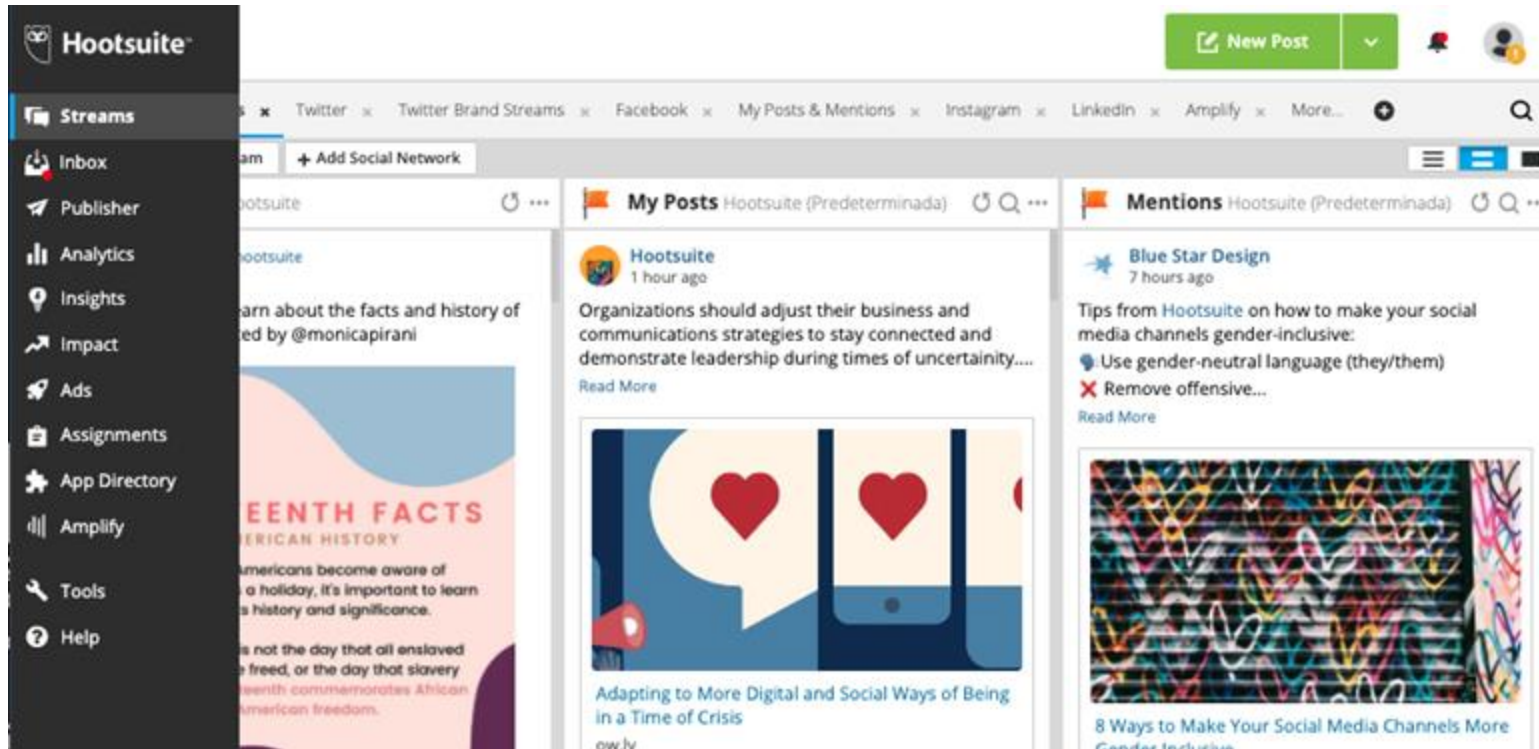


#SucceedWithSocial at Adobe Summit

Social media and employee advocacy elevated Hootsuite's event strategy at Adobe Summit.



What tools did we use?



Streams

Publisher

Analytics + Impact

Amplify

Objectives: Pre-Adobe Summit

Build and manage
our brand

Enable our social
organization



Pre-Adobe Summit examples

Adobe Summit



"54% of customers want companies to actively..."



Hootsuite's partnership with @Adobe brings..."



Exciting news! 🤖
Hootsuite's new integrati..."



I've just landed in Las Vegas for #AdobeSummit..."



We couldn't be more excited for #AdobeSummit next week! Are you going to be there? Download our Social Media Trends report to make sure that you understand where is social going in 2019: ow.ly/gYyZ50mObHQ #AdobeSummit



TIME	OBJECTIVE	CHANNEL	HANDLE	COPY + CTA
9:30 AM	Pre-Promotion. CTA Follow Insta	Twitter	@Hootsuite	We're heading to #AdobeSummit this week and we'll be sharing our BEST tips for how to manage social media at a conference. Follow along on our Instagram Stories (https://www.instagram.com/stories/hootsuite) to learn how to #SucceedWithSocial!
9:30 AM	Pre-Promotion. CTA Follow Insta	Facebook	Hootsuite	We're heading to #AdobeSummit this week and we'll be sharing our BEST tips for how to manage social media at a conference. Follow along on our Instagram Stories (https://www.instagram.com/stories/hootsuite) to learn how to #SucceedWithSocial!
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11:15 AM	Pre-Promotion Fireside Chat	Twitter	@HootBusiness	Have a question for our CMO @hootpenney or guest speaker Courtney Fischbach from @leggmason during their session at #AdobeSummit? Let us know by tweeting at @HootBusiness ☺️ http://ow.ly/N5gMS0o7Me1 #AdobeSummit
1:15 PM	Pre-Promotion. CTA go watch Penny	Twitter	@HootBusiness	Want to learn how to achieve ROI beyond marketing? Don't miss our CMO @hootpenney who will be discussing how to unlock the value of social at #AdobeSummit in Las Vegas on March 27 at 8:30 am (5944) ☺️ http://ow.ly/j1qZ30nVc8R
1:15 PM	Pre-Promotion. CTA go watch Penny	LinkedIn	Hootsuite	Want to learn how to achieve ROI beyond marketing? Don't miss our CMO @hootpenney who will be discussing how to unlock the value of social at #AdobeSummit in Las Vegas on March 27 at 8:30 am (5944) ☺️ http://ow.ly/j1qZ30nVc8R

Content Calendar

Objectives during Adobe Summit

Leads and pipeline generations

Strengthen relationships with our audience



During Adobe Summit examples

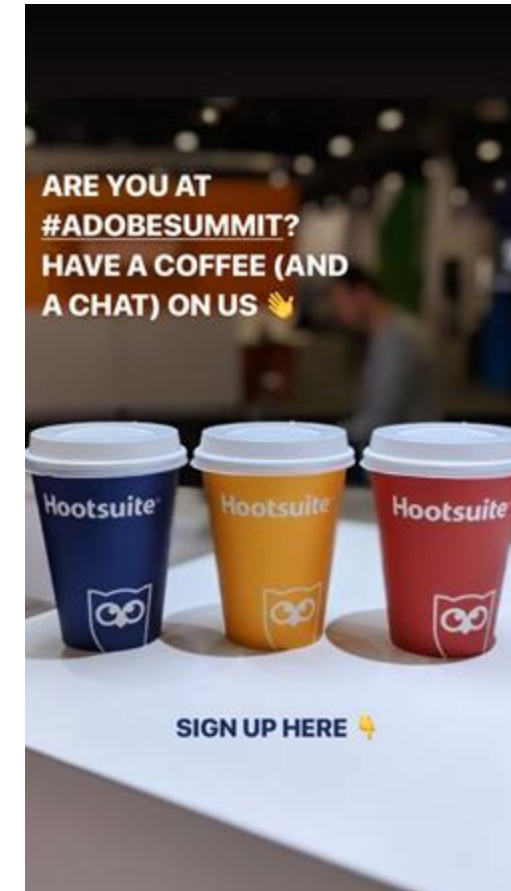
Can't wait to see your [#HootsuiteRandomCoffee](#) matches at our [#AdobeSummit](#) booth (#845)! ☕ Don't forget to share a selfie with your new friend and you might win some swag! 📸 Sign up here if you haven't already: [ow.ly/DZa550nzK6h](#)



Exciting news! 📢 Hootsuite's new integration with [@Adobe](#) Experience Platform delivers social insights to help create personalized content and messaging on your most relevant channels: [ow.ly/CuJw50ocyBW](#)



Want to learn more about how to [#SucceedWithSocial](#)? Our CMO [@hootpenny](#) will be discussing how to unlock the value of social at [#AdobeSummit](#) in Las Vegas on March 27 at 8:30 am. Don't miss this session (S944) 🖱️ [ow.ly/j1qZ30nVc8R](#)



How we measured success

Brand Building	Drive awareness IMPRESSIONS	Educate on IG VIEWS	Educate on IG ACTIONS TAKEN	Promote presence AMPLIFY SHARES	Promote presence AMPLIFY REACH
Lead Generation	Form Fills # of leads	Promote Random Coffee # of impressions	Promote Booth # of impressions	Promote Speaker Sessions # of impressions	
Partner Relationships	Partner program Attended Influencer Summit	Partner program #AdobeChat	Hootsuite AND #AdobeSummit # OF MENTIONS		

Thank you

For more info/demos:

Brayden Cohen

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workfront®





With over 20 years' experience in the software industry, Richard Whitehead has worked in a variety of global roles, including Engineering, Marketing, Business Development, Sales and Product Management. He has worked in many technology areas, including software as a service (SaaS), cloud computing, identity and access management, operating systems, and systems management.

He has held senior positions for NetIQ, Novell, Citrix, Franklin Covey, and is currently the Director of Product Marketing for the Platform at Workfront.



Workfront helps enterprises keep running efficiently, even with the most unpredictable market changes.



Adapt to market changes.

Iteratively plan and prioritize.

As the market shifts, you need to re-plan programs and initiatives on the fly. Welcome to the new normal.



Chart a new course.

Connect strategy to delivery.

Companies and teams are being asked to look at budgets and make reductions. How do you know what work can be reduced and how to best apply your limited resources?



Keep teams productive.

Personalize and automate work.

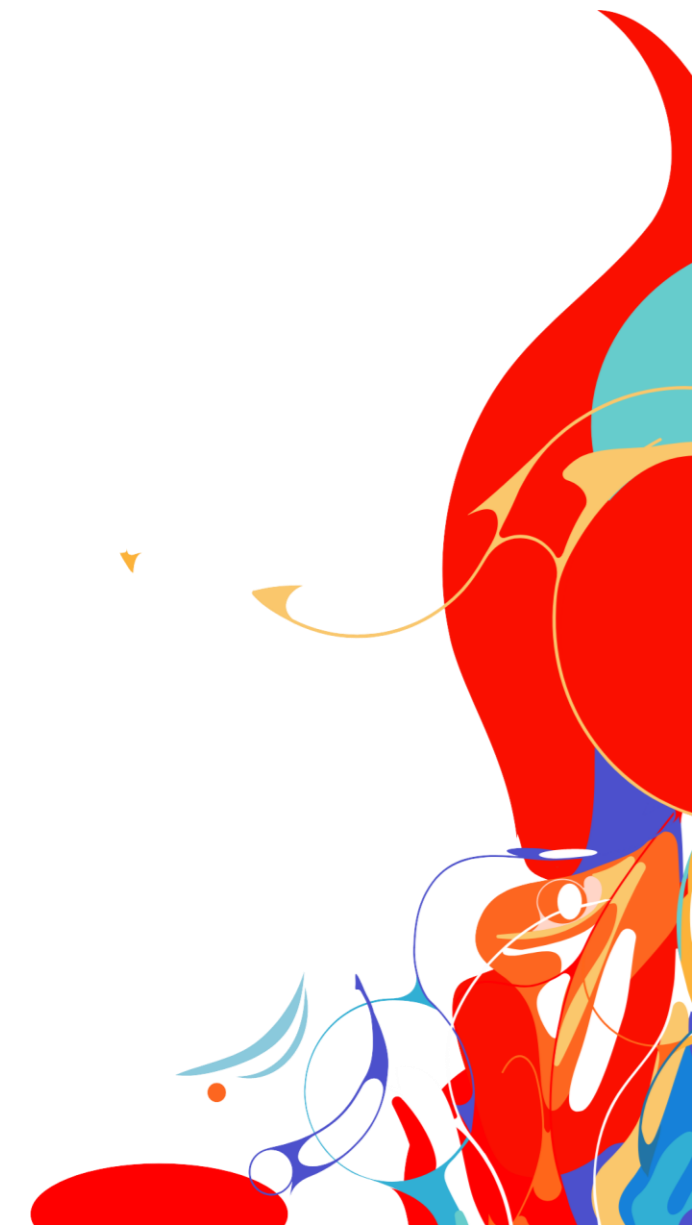
Given current events, companies are shifting to a virtual workforce. Make a rapid transformation to working remotely without disrupting business continuity.

"It's tempting to think that conferencing and messaging tools can bear the brunt of remote working, but the reality is that prolonged and mass remote working changes the dynamics around work that remote conversation doesn't solve. Instead, tools keeping employees focused, aligned and engaged around goals should be at the heart of keeping the workforce productive."

-451 Research: March 2020; Coronavirus will disrupt your workforce: Ensure you have the right tooling strategy for remote workers



Adapt to market changes.
Iteratively plan and prioritize.



We looked at our plan...and got ready to change it.

Marketing 2020 - Q1 P1 Initi... / Adobe Summit

20Q1 03.31 Adobe Summit VIRTUAL/ Workfront Live 04.01 Project ☆ ○○○

Percent Complete: 100% | Project Owner: Trachelle Tanner | Planned Completion: Apr 20, 2020 | Condition: On Target | Status: Complete

Tasks

# ↑	Task Name	Assignments	Duration	Pln Hrs	Predecessors	Start On	Due On	% Complete
1	Plan		22 Days	3.25 Hours		1/6/20	2/4/20	100%
5	Execute		71 Days	114.1 Hours	1	1/6/20	4/13/20	100%
125	Review		0 Days	0 Hours		4/10/20	4/10/20	100%
127	Deliver	...	0 Days	0 Hours		4/1/20	4/1/20	100%
129	After Action Review		73 Days	31.75 Hours		1/6/20	4/15/20	100%
143	Executive Updates		37 Days	2.5 Hours		2/28/20	4/20/20	100%

Showing All (148) tasks | 1 - 148 of 148 tasks

We looked at our plan...and got ready to change it.

Marketing 2020 - Q1 P1 Initi... / Adobe Summit

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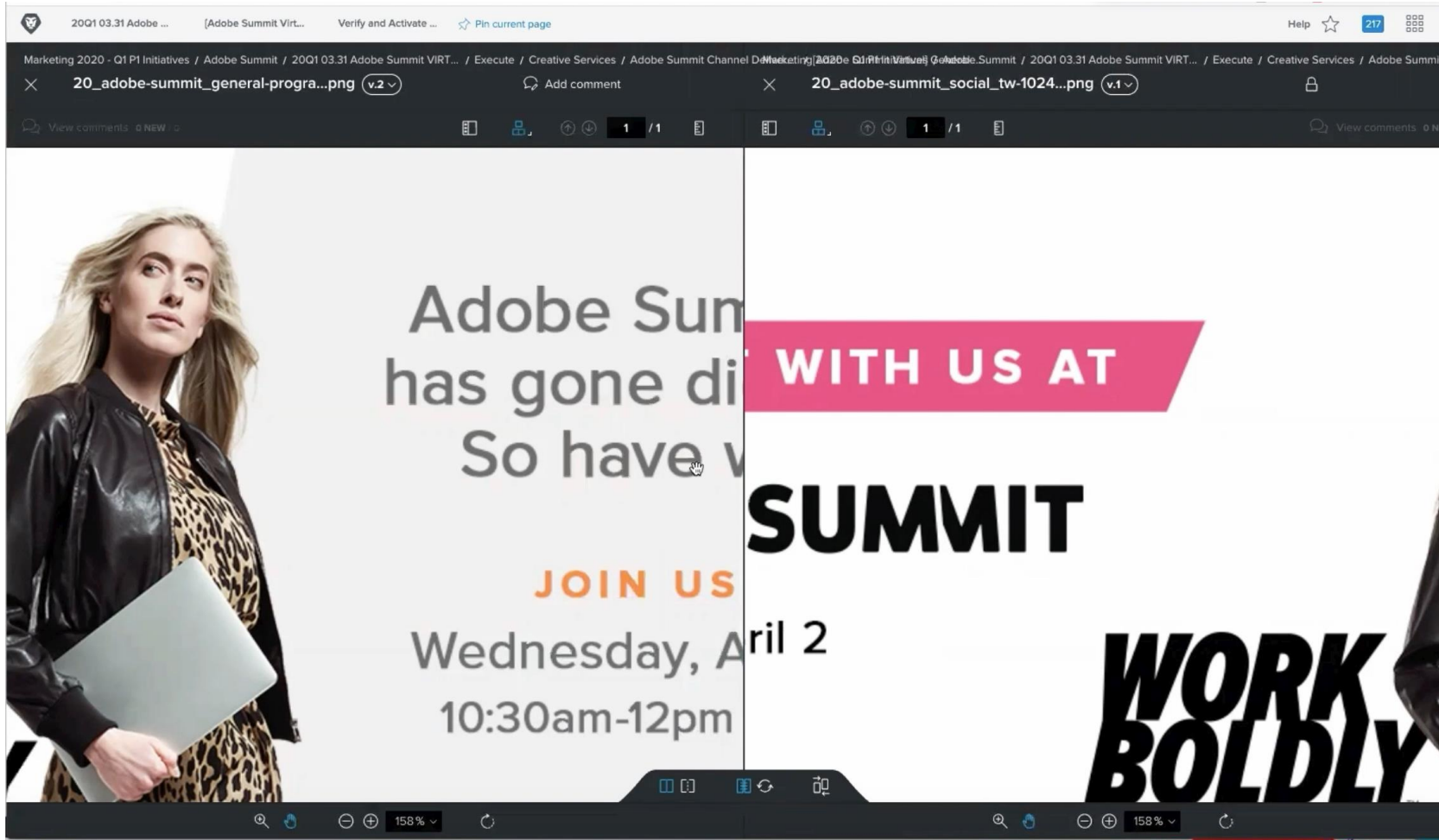
# ↑	Task Name	Assignments	Duration	Pln Hrs	Predecessors	Start On	Due On	% Comp
1	Plan		22 Days	3.25 Hours		1/6/20	2/4/20	100%
2	Kick Off Meeting	Shay Myers	1 Day	0.25 Hours	3	1/6/20	1/6/20	100%
3	Schedule Channel Meetings	Trachelle Tanner	1 Day	2 Hours		1/8/20	1/8/20	100%
4	Bi-Weekly Syncs	Shay Myers	1 Day	1 Hour		2/4/20	2/4/20	100%
5	Execute		71 Days	114.1 Hours	1	1/6/20	4/13/20	100%
6	Marketing Ops/Campaign Creation	Trachelle Tanner	60 Days	29 Hours		1/6/20	3/27/20	100%
7	Create SFDC Content Asset and Campaigns	Marketing Campaign Manager	448 Hours	24 Hours		1/6/20	2/28/20	100%
8	03/29: Event Name: Marketo/Integrate Set Up	Marketing Technology Team	42 Days	5 Hours		1/30/20	3/27/20	100%
9	Marketo Program and SFDC Campaigns		42 Days	5 Hours		1/30/20	3/27/20	100%
10	[Adobe Summit] Campaign Central		0.12 Days	1 Hour		2/28/20	2/28/20	100%
11	[Adobe Summit] Campaign Central - Viewed Demo	Alexi Hatch	0.12 Days	1 Hour		2/28/20	2/28/20	100%



Chart a new course.
Connect strategy to delivery.

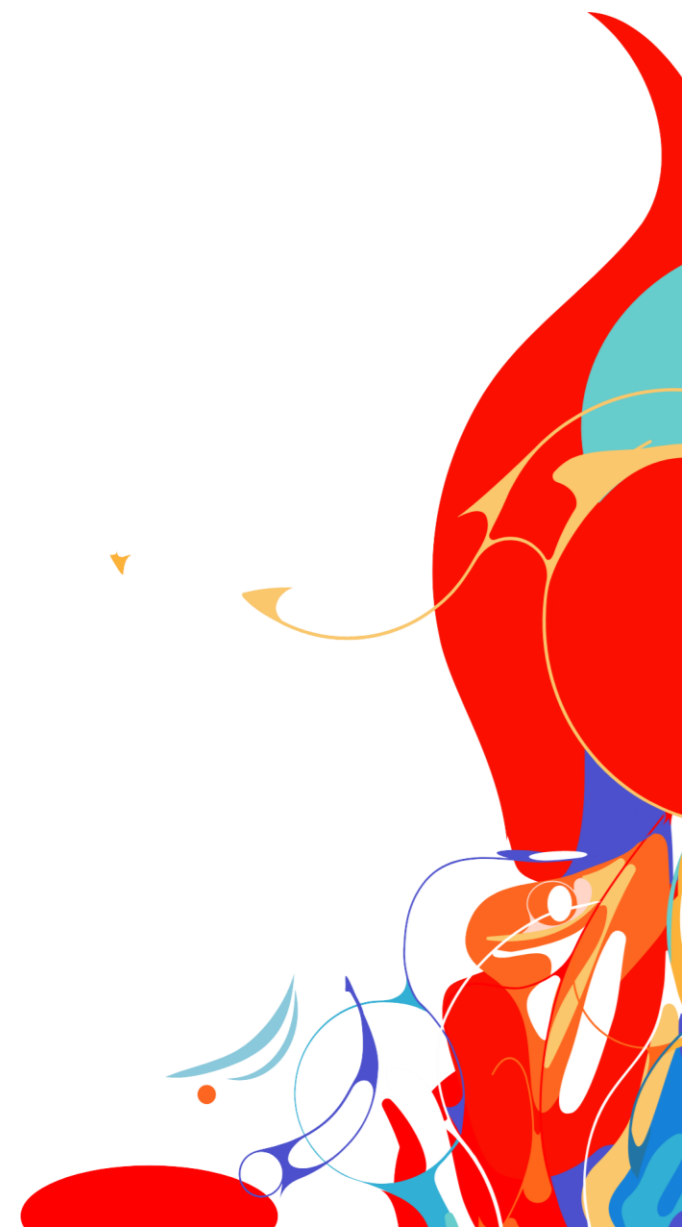


We changed our messaging, content, and our creative.

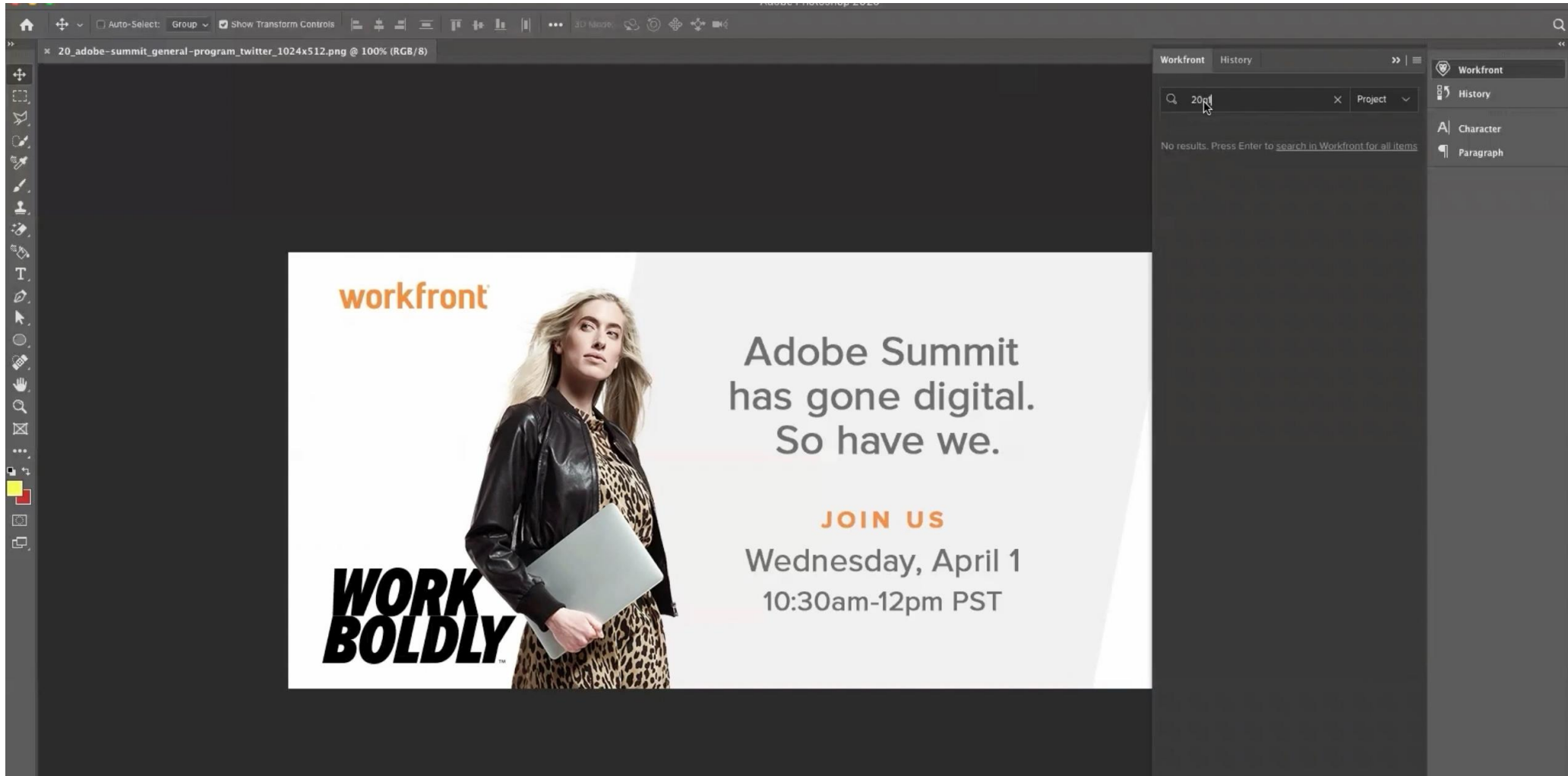




Keep teams productive.
Personalize and automate work.



We automated reviews, approvals, and other critical workflows.



Thank you

For more info/demos:

Richard Whitehead

richardwhitehead@workfront.com

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Closing thoughts

- Automation can help you bring everyone together and scale your virtual event program.
- All the technologies we reviewed today integrate with **Marketo Engage:**
 - **Drift**
 - **Hootsuite**
 - **Workfront**



Thank you

For more information:

Read our eBook on virtual events:

<https://engage.marketo.com/virtual-events.html>

Take a tour of Marketo Engage:

<https://www.marketo.com/product-tour/>

