



Find the right fit: managed or self-service webinars

Webcasting is a vital and effective tool for teams involved in corporate communications, marketing and training. However, should you go for fully managed webinars or do it yourself with a self-service solution? Take a look at the two scenarios below to see which would be the best fit for your organization.



EARTHWORKS MANUFACTURING

EarthWorks is a global leader in designing and manufacturing heavy machinery used in construction and demolition projects.

The corporate communications team at EarthWorks needs to put on 'Launch Day,' a virtual gathering of customers, prospects and industry media to preview new products.

Launch Day is a very high profile event featuring multiple C-level speakers and multimedia presentations. Management expects and is willing to pay for a flawless and highly polished event to help reinforce the company brand of excellence and reliability.

Since Launch Day happens only once a year, the members of the Corporate Communications team are not digital events experts. They know the basics of running webinars but are less comfortable working with multimedia feeds, bringing together multiple video feeds with onsite and remote speakers and pre-packaged video content to deliver a fully branded online experience.

With an abundance of speakers, presentations, and products to manage, the corporate communications team already has too much to do leading up to Launch Day. They don't have the time or resources to manage the technical aspects of their digital event build and run.



Company



Business challenge



Event profile



Internal capabilities



Other factors



PurpleBarn Consulting

PurpleBarn is a consulting firm that advises small to medium sized enterprises on current and upcoming internet security threats.

The PurpleBarn marketing team wants to bolster the firm's position as a thought leader for customers, prospects and industry analysts. They think that bi-weekly 'threat briefings' digital events could help accomplish this goal.

Threat Briefings are focused on sharing constantly changing details about new internet hacks and scams. The events will focus on communicating facts and data rather than glitz and glamour. Since the events happen twice a month and will generally follow a similar format and be pulled together quickly, they need to be flexible to adapt to internal needs and presenters' calendars.

PurpleBarn has some tech savvy marketers who are comfortable running their own MarTech stack. They prefer to learn how to do things themselves rather than having to pay and wait for an outside professional, and they are generally quick to adopt new technologies.

In the past, PurpleBarn used a variety of digital events platforms for thought leadership events, as chosen by the featured speaker. This resulted in duplicate platform costs and incompatibility of event analytics. The PurpleBarn CIO has asked the company to consolidate to a single events platform going forward.

Managed webinar

A managed webinar is the perfect choice for EarthWorks. It allows the communications team focus on the content and other aspects of the business while professional and experienced event producers manage and deliver a flawless and polished event.



The right fit

Self-service webinar

A self-service webinar platform is the right fit for PurpleBarn. It will allow them to produce high-quality, frequent events at their own pace without the costs or complexity associated with a managed event.

Whether your company needs managed or self-service events, we can help. Visit our [Digital Events resource center](#) to learn more about our expertise or [contact us](#) today to set up a meeting with a solutions consultant.