

Direct Connection: How an Agency Enhanced Success with 6Connex

In the dynamic world of marketing, agencies are constantly seeking innovative ways to forge meaningful connections with their target audience. Events have emerged as a powerful marketing tool in this quest, with the potential to amplify results and deliver outstanding client satisfaction. A robust event management tool can increase [staff productivity by 27% and decrease costs by a staggering 30%](#).

Enter 6Connex: Designed for forward-thinking agencies, 6Connex is the perfect tool for hosting any event, whether it's in-person, virtual, or a mix of both. With the help of advanced AI, it offers four unique apps to handle, monitor, and evaluate events. This makes it easy for agencies to manage events from start to finish, ensuring a lasting impact on their audience.

The 6Connex Advantage for Agencies

End-to-end Event Management Capabilities

With 6Connex, agencies are equipped with a comprehensive suite of tools, spanning from event conceptualization to insightful post-event analytics. Whether

it's a webinar, a grand trade show, or a niche product launch, 6Connex's intuitive interface and bespoke features craft memorable experiences.

Expand Reach and Engagement

6Connex empowers agencies to harness the power of virtual events to transcend geographical barriers, enabling them to reach a global audience with finesse. With features like real-time chat, interactive Q&A sessions, and exclusive networking lounges that mimic the in-person experience, it's not just about attendance—it's about engagement and satisfaction.

Data-Driven Decision-Making

With our advanced real-time analytics and reporting capabilities, 6Connex transforms data into actionable insights, enabling agencies to refine their strategies, optimize future events, and ensure captivating sessions for their clients.

Universal Accessibility

We are in a digital era where attendees access content through multiple devices. Therefore 6Connex ensures

consistent, high-quality event experiences across desktops, laptops, tablets, and smartphones, championing inclusivity. It ensures that agencies can expand their reach and promote diversity.

Scalability and Flexibility

Every agency is unique, and so are its needs. 6Connex's platform is designed for adaptability, ensuring every event, whether it's a large trade show or a small webinar, is a resounding success every single time.

Brand Amplification and Sponsorship Opportunities

6Connex amplifies brand presence through virtual booths, branded banners, and interactive engagements, crafting a symbiotic relationship between clients and sponsors.

6Connex in Action: A Direct Connection Success Story

Globally renowned organizations have placed their trust in 6Connex, leveraging its capabilities to craft events that resonate. Direct Connection, a trailblazing advertising and marketing agency from California, stands as a testament to the transformative power of 6Connex.

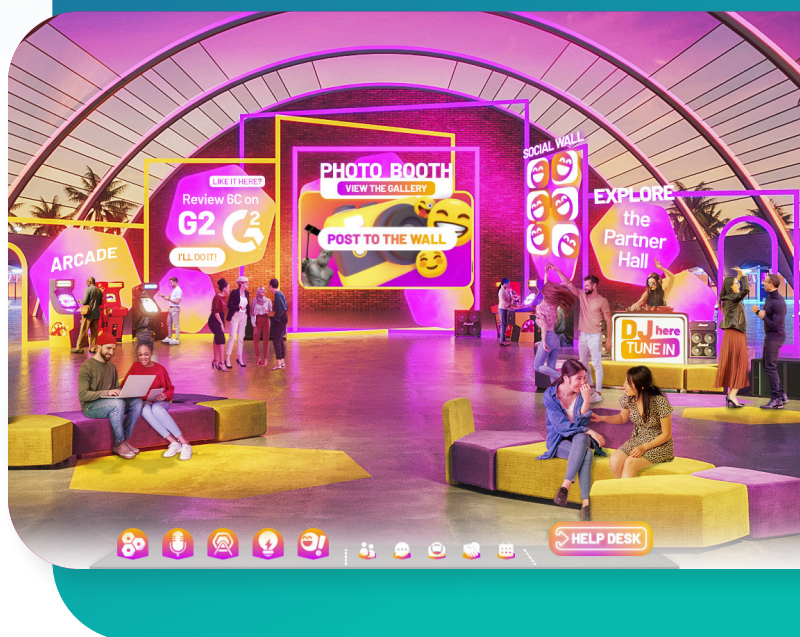
With two decades of industry leadership, Direct Connection has carved a niche in wholesale property and casualty insurance. Their portfolio spans in-person events, virtual events, email campaigns, social media strategies, and holistic client marketing solutions.

For them, events are more than just gatherings—they're strategic tools. Be it tradeshows, webinars, digital career fairs, or online training modules, each event is a mission to enhance client interactions, foster growth, and drive unparalleled success.

Their collaboration with 6Connex was born out of a vision. A vision to harness a platform that was not just versatile but also visionary. And 6Connex, with its multifaceted solutions, was the perfect fit.

Direct Connection embarked on a meticulous journey of discovery, seeking a platform that would not only align with their core mission and vision but also stand out in terms of functionality and adaptability. The ideal platform needed to offer a suite of tools that could:

Direct Connection has been at the forefront of virtual events for nearly 15 years



Alignment with Core Values: Sought a platform that resonated with their fundamental mission and vision.

Enhanced Attendee Engagement: Looked for tools specifically designed to boost interaction and engagement among attendees.

Customization Capabilities: Required a platform that offered customization to cater to the varied needs of different clients.

User-Friendly Design: Prioritized a platform that provided an intuitive, user-friendly experience to accommodate all users.

Continuous Innovation: Desired a platform that showcased a commitment to innovation and adaptability, ensuring it could meet evolving needs.

Balancing Needs and Wants: Aimed to differentiate and balance fundamental needs against additional wants, ensuring a focus on priority functionalities.

The Challenge Direct Connection Faced

Direct Connection has been at the forefront of virtual events for nearly 15 years, championing digital connectivity and engagement long before it became a widespread industry practice. Their Founder/CEO, a visionary in the virtual space, launched and trademarked the Virtual Insurance Marketplace in the early 2000s, solidifying the company's innovative approach to digital interaction and commerce.

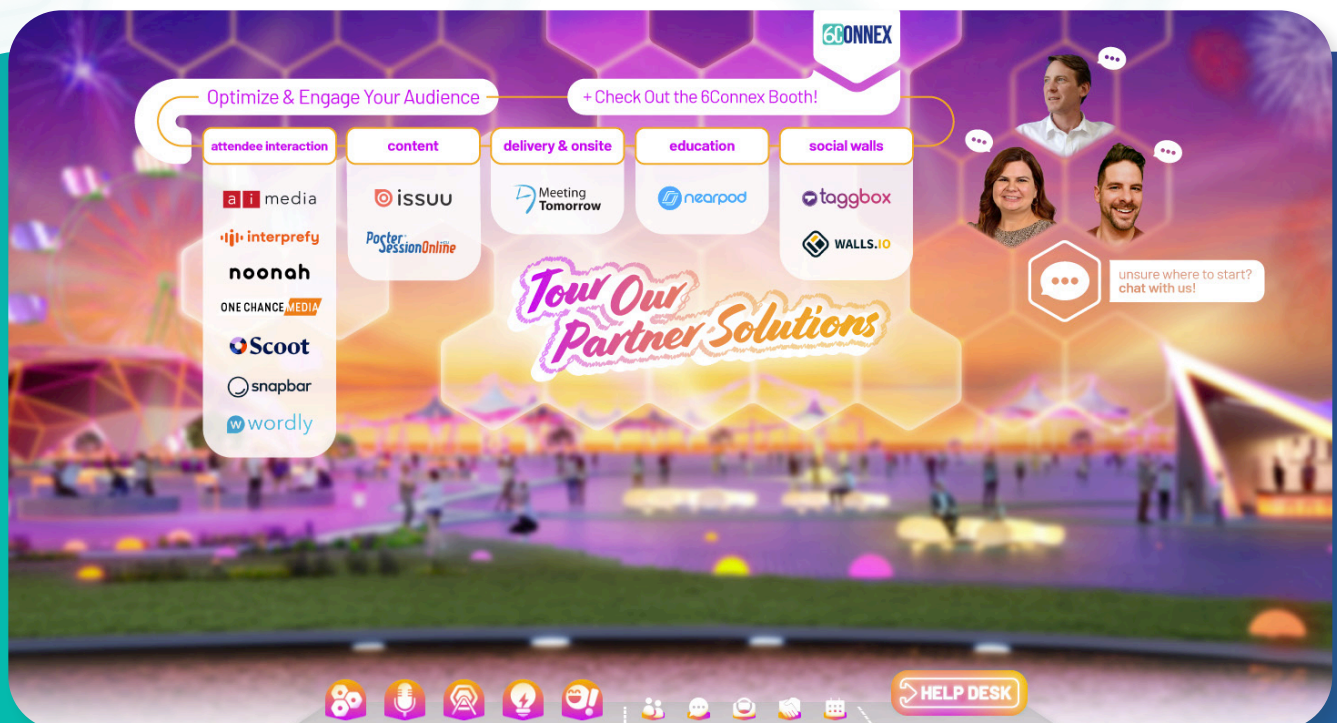
In the face of a growing virtual event platform market, Direct Connection sought a reliable platform that would not only keep pace with but also shape the evolution of the virtual event industry.

The goal was to find a solution that would uphold the company's legacy of virtual engagement and ensure its strategies were future-proof and aligned with ongoing industry advancements. Strategically seeking a virtual event management platform with effortless navigation and seamless integration for hosting online events was a pivotal step in sustaining Direct Connection's legacy of innovation in the virtual space.

Why 6Connex?

Direct Connection sought a platform capable of delivering extraordinary virtual events to their customers. The need for a change was driven by previous experiences with platforms that lacked innovation and presented recurring issues year after year. They were in search of a platform that not only resolved those issues but also empowered them to build their virtual environment independently. After thorough research, 6Connex emerged as their ideal partner, aligning with their need for a problem-free, innovative, and customizable platform.

- ◆ **Tailored Virtual Environments:** 6Connex stands out with its unparalleled customizability, allowing Direct Connection to mold the platform to fit specific client needs and visions. This adaptability ensures that every virtual event resonates with its intended audience, creating a truly personalized experience.
- ◆ **Diverse Engagement Tools:** 6Connex offers a plethora of engagement features, from customizable environments to interactive tools like music, quizzes, and Easter eggs. Each event can be given a unique personality, ensuring versatile and immersive experiences for attendees.



The 6Connex team has been an invaluable partner, consistently exceeding expectations. Their Customer Experience Managers (CEMs) are brilliant collaborators, always ready for brainstorming sessions.

Kristen Tener, Lead Product Manager for Virtual Events at Direct Connection

- **Agile and Responsive Solutions:** 6Connex's proactive features, such as real-time notifications for booth representatives, highlighted their unwavering focus on client satisfaction. Their nimbleness in adapting to feedback and implementing timely updates set them apart.
- **Collaborative Platform Development:** Direct Connection appreciated the collaborative ethos of 6Connex, where they could provide feedback and co-shape the platform. This ensured a tailored solution, primed to serve their clientele in the ever-evolving virtual event landscape.

Direct Connection recognized the event management platform's unwavering commitment to meeting even the smallest of client needs. This dedication was a deciding factor, leading the agency to forge a partnership with 6Connex.

Implementing the Product

Direct Connection found it easy to implement the product in their existing systems with all the support of the 6Connex team. Before getting started with producing events with 6Connex, Direct Connection went through the Partner Certification program first. This program is set up for 6Connex customers and partners to provide detailed and practical step-by-step content, key items to consider, and exclusive insights to ensure you can successfully plan and execute your virtual or hybrid events.

It helped the team understand the product, create a solid foundation for a great beginning, and to further develop the partnership. After the contract was signed, the 6Connex Sales Executive constantly stayed in touch with Direct Connection to answer questions and erase all concerns.

Direct Connection was also assigned a dedicated Customer Experience Manager from the 6Connex team. The CEM helps the agency with event build, product updates, available services, and overall account maintenance. The CEM also worked on specific events and provided all-around support for the team at Direct Connection.

The Result

Direct Connection, with a decade-long tradition of hosting annual virtual events, faced the challenge of creating virtual experiences that would stand out amidst widespread "virtual fatigue." They innovatively crafted alternatives to traditional in-person events, introducing internal virtual showcases, perpetual events, corporate announcements, and virtual hiring platforms, all of which resonated with their audience and were a huge success.

What set 6Connex apart from competitors was:

- **Unparalleled Customizability:** Every element of the 6Connex platform could be tailored to their clients' liking, enabling the creation of any desired feature or environment.
- **Dynamic Engagement Tools:** 6Connex offered Direct Connection several ways to infuse engagement and individuality into each virtual

event. Whether it was integrating music for a casual vibe, embedding easter eggs for a fun interactive scavenger hunt, or incorporating surveys and Q&A sessions for interactive formal sessions to gauge the audience involvement, the platform had it all.

- **Insightful Analytics:** Post-event data that was collected provided invaluable insights into the audience's engagement and experience that is crucial for facilitating continuous improvements. This data also served as a testament to the event's success, validating the investment and ROI for their clients.
- **Stellar Support and Cutting Edge AI:** While 6Connex's advanced AI Content Hub technology features were a major draw, the personalized touch behind it truly made a difference. The proactive support, open communication, and exceptional customer service from the 6Connex team consistently exceeded Direct Connection's expectations.

One standout event hosted by Direct Connection via 6Connex was an annual gathering for a prominent national company. This event became a center for retail insurance agents to network and connect, offering them invaluable resources and insights all in one place.

A live session with the company's leadership team provided updates and facilitated direct interactions through an engaging Q&A session. A feedback survey collected post-event data consistently indicated its soaring success.

Valuing Consistent Connections with 6Connex

Direct Connection, in partnership with 6Connex, continues to host its client's annual virtual event, recognizing the unparalleled opportunity it provides to connect with a substantial, global, audience in a single day. The event remains a cornerstone in their engagement strategy, affirming the belief that the engagement, depth, and quality of interactions fostered during the event are irreplaceable.

Celebrating Success with Confidence

Direct Connection's collaboration with 6Connex has been nothing short of transformative. Kristen Tener, Lead Product Manager for Virtual Events at Direct Connection, praises, "The 6Connex team has been an invaluable partner, consistently exceeding expectations. Their Customer Experience Managers (CEMs) are brilliant collaborators, always ready for brainstorming sessions."

Direct Connection is confident that 6Connex will elevate many agencies, just as it did for them. The platform's versatility, engagement features, and unparalleled support from the Customer Experience Manager left a lasting impression.

Are you prepared for the future? Elevate your clients' events with 6Connex. [Schedule a demo today and witness the difference firsthand.](#)



About 6Connex Event Technology Solutions

6Connex is the leading provider of in-person, hybrid, and virtual event technology for enterprises worldwide. Our cloud-based product portfolio includes in-person event apps, virtual venues, webinars, learning management, and more. Designed for corporations in need of engaging with communities in-person, virtually, or in a hybrid fashion.

From marketing, sales, recruitment, training, and HR communications, to event planning, non-profits, remote offices, and more, we allow you to engage and transform big ideas into real-world results.

Have Questions?

Please call 1.800.395.4702 or email us at sales@6connex.com.