



# AHEAD brings 1,100 employees together for company kickoff through 6Connex

Founded in 2007, AHEAD grew up in the data center and retains its deep infrastructure expertise at the core of its business. But as the market has changed, the company has always invested ahead of the curve.

With expansion into strategic consulting and managed services, along with innovation in practices like cloud, security, and automation, AHEAD has become a key partner for countless enterprises in their path to digital business transformation.

Over the past year, AHEAD has additionally completed several significant mergers, acquiring Data Blue and Sovereign Systems in 2019, followed by RoundTower Technologies and Kovarus in 2020, subsequently creating a powerhouse combination with more than \$2.1 billion in annual revenue and a footprint that stretches from coast to coast.

## The Challenge

Like many corporations, the COVID-19 pandemic disrupted AHEAD's company events. With the obstacle of not being able to come together in-person, AHEAD was looking to host their annual company kickoff. Usually, these meetings have been held in Chicago, at the beginning of the calendar year and although there was hope of meeting in-person, they decided to opt for an alternative method. After all, AHEAD was looking for this company kickoff to not just demonstrate good content, but also a polished virtual experience to demonstrate their employees who were coming together due to two parallel acquisitions that the company remained committed to employee development, and fun.

The question was initially met with some skepticism. The company wanted to keep the spirit of their annual company kickoff alive, and audience engagement was their top priority. After almost a year of being "zoomed out" with virtual meetings, AHEAD was unsure on how to keep their employ-

ees interested and immersed in the annual kickoff. Their goals: To not overwhelm their employees with content, or pump them with information, rather create excitement for 2021. At the end of the conference, they wanted to know, “Are our employees happy to be a part of AHEAD?” Do our employees know what our goals are for the year?”

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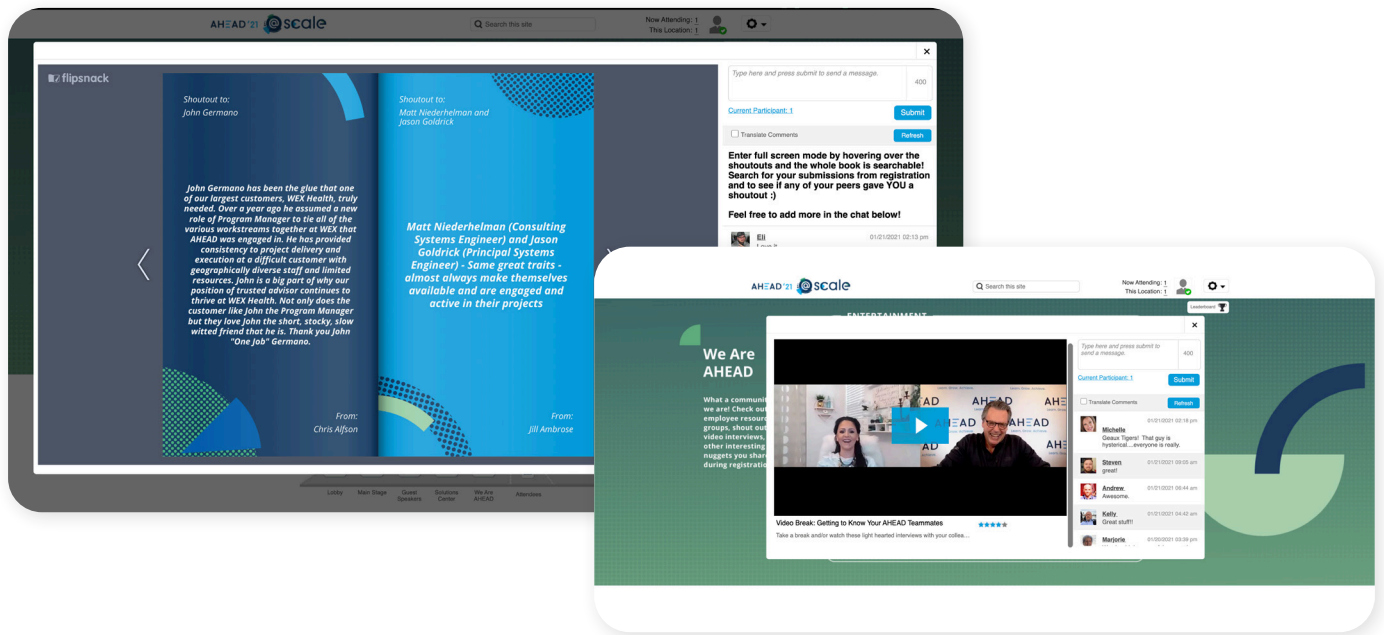
## The Solution

Ready to find the best solution to provide an excellent employee experience, AHEAD leveraged a connection within the 6Connex organization and decided they were the best choice. 6Connex rose to the occasion and provided the AHEAD team with a knowledgeable and attentive project manager who guided them through every step as they were making the shift without sacrificing the quality of the experience.

Wondering how to host a seamless virtual event, the AHEAD leadership opted to pre-record their sessions. “Although we knew we could host our event live, we chose to pre-record and err on the side of caution,” said AHEAD President, Stephen Ayoub. “We wanted the presentations to feel as normal as possible but with no errors.”

And so the team carried on with their vision. With three days of an agenda to fill, AHEAD familiarized themselves with 6Connex in order to get a clear and comprehensive playbook for executions, and best practice sharing from previous engagements.





## The Results

From January 19 to January 21, 2021, 6Connex provided a unique, branded media experience where AHEAD employees, guest speakers and partners could visit on demand. The event exceeded both AHEAD and event attendee expectations, augmenting the company's vision and messaging sharing, facilitating one-to-one interactions, and ultimately increasing the excitement of the internal teams as they embarked on a new year. A sense of community was still accomplished through the exclusive engagement features 6Connex provides.

Said Stephen Ayoub, AHEAD President, "We were pleasantly surprised by the overwhelming positive feedback from our employees. The conversations and sense of community surpassed anything we imagined, and the data we gleaned about our attendees and their interests was unprecedented. I don't think our employees expected to have custom rooms and entertainment in the evenings. Not only that, but they were thankful with how simple the user experience was set up."

Audience participation and engagement is a key indicator of the performance value of an event. Concluded Stephen Ayoub, "We judge the success of the event based on our employees' feedback. We can now claim that the event was successful, especially because we used the 6Connex platform."

# 6CONNEX

## About 6Connex

6Connex is the leading provider of virtual event solutions. Our secure, cloud-based platform expands audience reach and drives in-depth content engagement for marketing, sales, recruitment, training, and HR communities.

Our product portfolio includes virtual environments, learning management, and webinars.

For more information visit [www.6connex.com](http://www.6connex.com), or call 1-800-395-4702.