

Elevating Engagement: Dreamcast's Seamless Transition to Virtual Events with 6Connex

About Dreamcast:

Dreamcast is a prominent organizer of events tailored for the HR community in Poland. Their flagship event, "Kongres Kadry," is a highly anticipated conference that they will host for the 39th and 40th times this year. Besides this, they organize events such as "Meet Benefit," focused on employee benefits, and tradeshow events like Expo HR. They also run an online portal called www.stronakadry.pl, dedicated to HR professionals, and their main clients are HR professionals seeking to stay updated on industry trends and best practices.

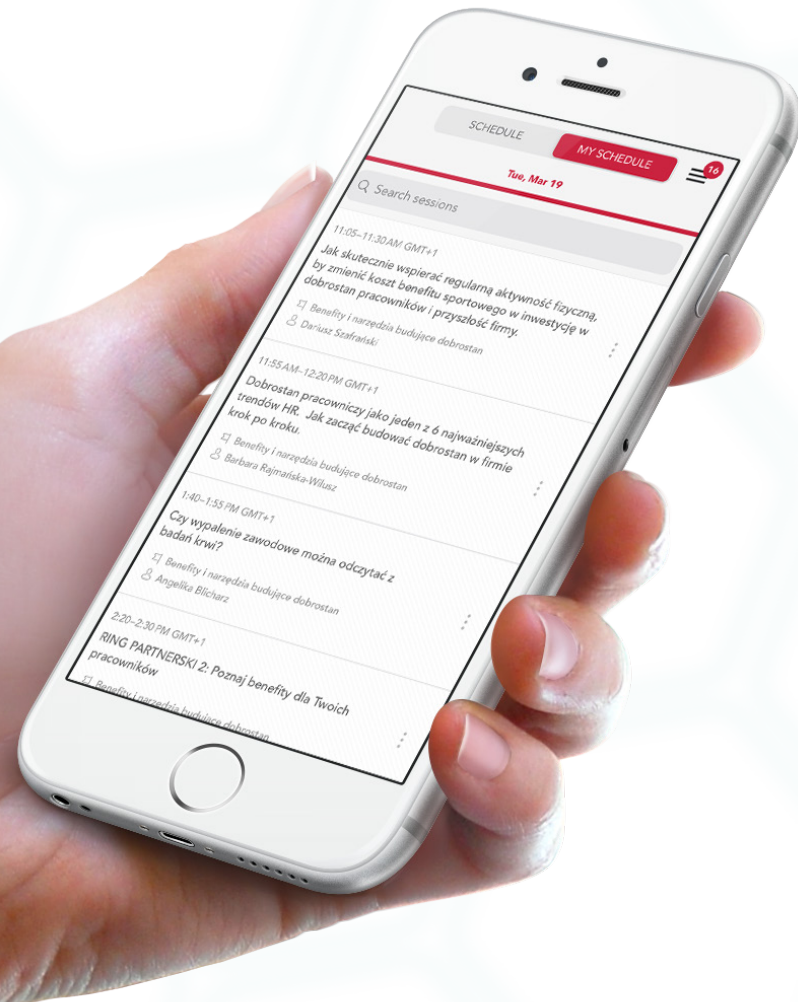
Innovation is key to staying relevant and meeting the evolving needs of clients in the events industry. The transition to online events, spurred by the pandemic, has transformed how organizations host and engage with their audiences. A comprehensive event management platform can streamline processes, enhance engagement, and provide invaluable insights. For Dreamcast, a company focused on organizing events for the HR community in Poland, 6Connex emerged as the ideal solution to navigate this transformation.

The Challenge Dreamcast Faced

Before the pandemic, Dreamcast exclusively organized in-person events without any online components. The

sudden outbreak of COVID-19 necessitated a swift pivot to online events to continue engaging their audience. This transition posed several challenges:

- **Lack of Online Event Experience:** Dreamcast had little prior experience with online events, making the shift daunting.
- **Outsourced Landing Page Creation:** Creating event landing pages on WordPress required outsourcing, adding time and costs.
- **Complex Ticketing Needs:** Their events often involved complicated ticketing strategies that needed efficient management.
- **Attendee Engagement:** Ensuring high levels of attendee engagement in a virtual environment was crucial.
- **Data and Analytics:** Access to robust analytics to measure event success and gain insights was essential.



Finding the Right Solution with 6Connex

Dreamcast's search for an effective online event management platform led them to 6Connex. The decision to choose 6Connex was influenced by several key factors that set the platform apart from its competitors.

Comprehensive Features

6Connex provided a broad array of features that addressed Dreamcast's diverse event management needs. These included:

- **Advanced Analytics:** The platform's robust analytics system was a standout feature. It offered real-time data and insights into attendee behavior, engagement levels, and overall event performance. This allowed Dreamcast to make data-driven decisions and continuously improve their event strategies. The team especially valued that 6Connex provided the most comprehensive analytics available, according to their research. Unlike other solutions that rely on integrations with external providers, 6Connex's analytics is a native technology, setting it apart in the market.
- **Robust Ticketing Management:** 6Connex's ticketing system was sophisticated and flexible, capable of handling complex ticketing strategies that Dreamcast often implemented. This feature streamlined the registration process and ensured smooth access management for various event sessions.
- **Attendee Profile Management:** Dreamcast's ability to create and manage detailed attendee profiles was crucial. This feature allowed them to personalize the event experience, segment attendees, and provide tailored content and sessions based on individual preferences and profiles.

Ease of Use

One of the most significant advantages of 6Connex was its user-friendly interface. The platform's intuitive design ensured that the Dreamcast team could easily

navigate and utilize its features without requiring extensive external help or technical expertise. This ease of use translated to faster setup times, reduced training costs, and a more efficient event management process overall.

Engagement Tools

Ensuring high levels of attendee engagement in a virtual environment was a top priority for Dreamcast. 6Connex offered a variety of interactive tools designed to keep participants engaged and actively involved throughout the event. These included:

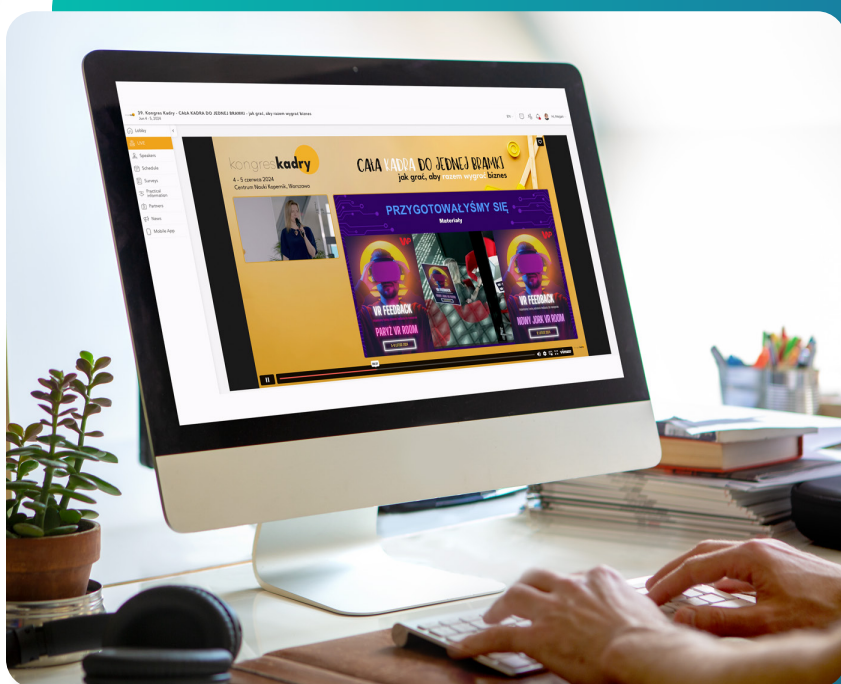
- **Live Q&A:** This feature enabled real-time interaction between attendees and speakers, fostering a dynamic and engaging environment.
- **Session Ratings:** Attendees could rate sessions they attended, providing immediate feedback and valuable insights for Dreamcast to assess the success of their content.
- **Interactive Tools:** Features such as live polls, surveys, and chat functions allowed for continuous engagement and interaction, making virtual events as interactive and lively as in-person ones.

Positive Past Experiences

Dreamcast's previous interactions with the 6Connex team had been highly positive. These experiences highlighted the platform's potential to meet their needs effectively. The Dreamcast team was particularly impressed with:

- **Responsive Support:** The 6Connex support team demonstrated exceptional responsiveness and willingness to assist during past interactions. This gave Dreamcast confidence in the level of support they could expect.
- **Collaborative Approach:** 6Connex's collaborative ethos was a major draw. The platform developers were open to feedback and suggestions, ensuring that Dreamcast's specific needs and preferences were considered in future updates and feature enhancements.
- **Proven Track Record:** 6Connex has a proven track record of successfully supporting similar organizations in transitioning to and excelling in the virtual event space. This assured Dreamcast that they were partnering with a reliable and experienced provider.

After carefully considering these factors, Dreamcast chose 6Connex as its event management platform, confident that it would not only meet but exceed its ex-



We greatly appreciate our Customer Experience Manager, Agnieszka. Her smooth communication, supportive approach, and readiness to help are essential components of a successful partnership for us. This exemplary approach was one of the key reasons we chose to work with 6Connex.

– Monika Nowacka-Şahin, CEO at Dreamcast.



expectations. It would help Dreamcast navigate the shift to virtual events and enhance its overall event management capabilities.

Implementing 6Connex

The implementation of 6Connex into Dreamcast's existing systems was straightforward and efficient. The Dreamcast team received comprehensive onboarding training from 6Connex, covering all aspects of the platform and ensuring they were well-equipped to use it effectively. Additionally, a dedicated Customer Experience Manager (CEM) provided continuous assistance, addressing any questions and ensuring smooth integration.

The flexibility of the 6Connex platform allowed Dreamcast to customize it to fit their specific event requirements, streamlining the planning and execution process. The intuitive design made it easy to set up events, manage registrations, and create engaging content without extensive technical expertise or external assistance. This ensured a seamless transition to 6Connex, enhancing Dreamcast's event management capabilities.

The Results

The adoption of 6Connex brought significant benefits to Dreamcast, transforming their event management process and delivering impressive outcomes:

Seamless Transition to Online Events: During the pandemic, Dreamcast successfully transitioned to hosting online events. The intuitive design and comprehensive features of 6Connex enabled them to maintain strong engagement with the HR community despite the shift from in-person to virtual formats.

- Enhanced Efficiency:** The platform streamlined Dreamcast's event management processes, allowing them to create event landing pages, manage registrations, and set up events internally. This reduced reliance on external services and lowered costs by consolidating all event-related activities within 6Connex.
- Improved Attendee Engagement:** 6Connex provided interactive tools that enhanced attendee engagement, such as live Q&A sessions, session ratings, and surveys. Features like polls, chat functions, and virtual networking lounges enriched the attendee experience, making virtual events as engaging as in-person ones.
- Data-Driven Insights:** The advanced analytics and reporting capabilities of 6Connex provided Dreamcast with detailed insights into attendee behavior and event performance. Real-time data allowed Dreamcast to adjust strategies and plan future events with a data-driven approach, demonstrating the success of their events to stakeholders.
- Positive Feedback:** Both Dreamcast and their partners praised the platform for its ease of use and customizability. The user-friendly interface made it accessible to all team members, while customizable features allowed Dreamcast to tailor the platform to meet specific event requirements. The support from the 6Connex team, including the dedicated Customer Experience Manager, was consistently exceptional.

6Connex enabled Dreamcast to effectively navigate the challenges of the pandemic, ensuring continuity in their

The 6Connex Eventory Scanner mobile app has become an indispensable tool for us, frequently used at our events and highly appreciated by our partners. They particularly enjoy the data export feature and the ability to add notes during lead retrieval. This app enables us to deliver an enhanced experience for our partners.

- *Karolina Skowrońska-Słowikowska, Project Manager at Dreamcast.*

event operations and enhancing their overall event management capabilities. The platform's comprehensive features and exceptional support resulted in improved efficiency, higher attendee engagement, and valuable data-driven insights, solidifying Dreamcast's position as a leader in HR event management.

Success Stories

Events like Expo HR and Kongres Kadry exemplify Dreamcast's successful use of 6Connex. These events featured a combination of in-person and streaming components, showcasing the platform's versatility and ability to deliver high-quality, engaging experiences. Expo HR, their first trade show hosted using 6Connex, seamlessly integrated virtual elements with the in-person event, expanding their reach and engagement. Similarly, Kongres Kadry utilized 6Connex's advanced features to provide live streaming of sessions, interac-

tive Q&A, and real-time attendee feedback, enhancing the overall experience. The successful execution of these events highlighted 6Connex's capability to support complex event formats and deliver exceptional results, reinforcing Dreamcast's decision to continue leveraging the platform for future events.

Conclusion

For Dreamcast, the partnership with 6Connex has been transformative. It has enabled them to navigate the challenges of the pandemic and emerge stronger with a robust, scalable event management solution. As they continue to host successful events, 6Connex remains a cornerstone of their strategy, driving engagement, efficiency, and satisfaction.

Are you prepared for the future? Elevate your 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.