



# EcoVadis Migrates Annual Event to 6Connex Virtual Event Platform and Attracts Thousands of Attendees Worldwide

Founded in 2007, EcoVadis's vision is to create a global marketplace where sustainability intelligence influences every business decision – improving economies, people's lives, and the planet. Now a trusted partner to more than 450 leading multinational organizations, EcoVadis' business sustainability solutions have helped procurement teams worldwide reduce risk and drive innovation in sustainable procurement. EcoVadis solutions span the full spectrum of sustainability risk and performance management with broad-scale supply chain risk screening and mapping, reliable scorecards with actionable ratings on over 65,000 companies in 160+ countries, and complete audit and improvement management.

## The Challenge

Over the past decade, EcoVadis has held an annual, on-site event in Paris: EcoVadis Sustain. Consistently attracting hundreds of sustainability experts and procurement professionals worldwide, Sustain is a unique opportunity for companies to discuss corporate responsibility and sustainability trends, share insights into sustainable procurement, and explore new initiatives.

In early 2020, the EcoVadis event team was finalizing plans for their largest event to date, with 700+ attendees and a packed agenda including presentations from the CEOs and CPOs of HSBC, Mars, and Thermo Fisher, to name a few. Three weeks prior to

the event, however, the COVID-19 outbreak made headlines worldwide, preventing travel for many. While it was a difficult decision for EcoVadis to move Sustain to a virtual format on such short notice, they decided to undertake the challenge rather than cancel the event altogether.

**The first step was to identify potential partners capable of meeting their requirements:**

- ▶ Enterprise-level security
- ▶ Event flexibility and configurability: exhibit halls, booths, lounges, live presentations, and content downloads
- ▶ Custom branding and communication, including live broadcast messages
- ▶ Peer interactions: social networking and real-time Q&As
- ▶ Global reach
- ▶ Best-in-class professional services and support

Summarizes Emily Rakowski, Chief Marketing Officer at EcoVadis, "Platform flexibility was critical. EcoVadis Sustain has a full agenda, with numerous presentations from industry thought leaders, all of which include graphics, videos, and real-time Q&As. In addition, we host an awards program, where we celebrate companies and professionals who have created impactful sustainability initiatives. And of course we wanted to ensure our sponsoring partners had meaningful opportunities to showcase their products and services, and there were plenty of occasions for attendees to network, just as they would at an on-site event."

## The Solution

With no time for an RFP, EcoVadis placed calls to several vendors and quickly selected 6Connex. In addition to 6Connex's ability to fulfill EcoVadis's basic requirements, the team was impressed with the breadth of 6Connex's event platform features and functionality, enabling EcoVadis to easily recreate the Sustain agenda in its entirety in a virtual format – and on short notice.

Once 6Connex was selected, the EcoVadis and 6Connex teams worked closely together to pivot Sustain to a virtual format. States Rakowski, "6Connex's support and

guidance, their professionalism, and their attention to timeline were second-to-none. In tandem with our technology team and our designers, we actually built the virtual Sustain environment with time to spare. Our internal team could experiment with the environment prior to the show, making everyone feel comfortable and confident of the event's success."

## Results

The 2020 EcoVadis Sustain event attracted 2,700 registrants and logged 1,800 unique views. Average attendance time was approximately seven hours, and attendee feedback gave high marks to the content quality, opportunities for peer-to-peer interaction, and broad audience reach. Event sponsors were also pleased with the virtual format, and applauded EcoVadis for not only showcasing sponsors' products and services, but for providing detailed reports on attendee visits, behaviors, and interests. Said Rakowski, "The partnership between EcoVadis and 6Connex allowed us to deliver a virtual event that we felt was our own. We were able to provide our keynote speakers with a platform to share ideas and our attendees with an easy way to interact, network, and participate in a truly global event. Our teams worked together to build a virtual event that represented our values and facilitated the free exchange of ideas, supporting our goal to drive innovation in sustainable procurement programs globally."



## 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).**