



# LAZ Parking's Virtual Benefits Fair & Open Enrollment With 6Connex

At LAZ Parking, the mantra is, "It's not what we do, it's the way we do it." LAZ Parking is more than just the fastest growing and second largest parking company in the country, they believe the work they do and how they treat people can really make a difference. For more information, visit [www.lazparking.com](http://www.lazparking.com).

## The Challenge

With healthcare programs becoming more complex and workplaces becoming more abstract, open enrollment can be a confusing time for some employees. How effectively employers communicate employee benefit plan intricacies can have a significant impact on overall employee loyalty, satisfaction, and production. Open enrollment events, where employees have the opportunity to ask questions,

can be instrumental when it comes to clarifying confusing human resource lingo, introducing a new plan option, or making modifications to existing networks or benefits.

## The Solution

LAZ Parking, one of the nation's largest parking companies, decided to help their employees make informed benefits selection decisions by bringing their annual open enrollment process online. With most of the employees only having a mobile phone - because they are not at their desks due to the type of work they perform- the virtual environment provided an ideal platform to communicate the benefit options for the year. Hosted on the 100% HTML5 6Connex virtual event platform, LAZ Parking's Open Enrollment conference was accessible to employees twice a day for three weeks. Presentations were recorded live for on-demand viewing. This made the annual open en-

“With over 4,000 employees geographically dispersed across the U.S. eligible for health benefits every year, it just made more sense to take open enrollment virtual.”

-Catherine Carney,  
LAZ Parking Wellness Coach

rollment process very convenient, especially for those employees who were constantly on the go.

Because the 6Connex virtual online conference platform was easy to access and intuitive to navigate, all employees were able to fully participate and engage in discussions. In fact, the event allowed LAZ Parking to go virtually paperless, as their enrollment, medical, and claim forms were directly linked to their human resources portal from the online conference site.

## The Results

- ▶ **Attendees** 721
- ▶ **Total Content Views** 1,325
- ▶ **Total Booth Entries** 1,441
- ▶ **Devices used**
  - **Computer** 622
  - **Phone** 88
  - **Tablet** 11
- ▶ **Average Duration** 02:13:32

The virtual environment housed a lobby area, where employees entered and were then steered towards the auditorium for live sessions. Employees were able to chat with human resources personnel during live sessions. Booths were also available to showcase different healthcare plans and options, such as medical, dental, and vision and help employees navigate through the decision-making process.

With the 6Connex virtual platform in place, LAZ Parking was able to send a consistent message to their employees regardless of location. This eliminated redundant inquiries when it came to weighing health benefit preferences.

The logo for 6Connex, featuring a large, bold, white number '6' followed by the word 'CONNEX' in a bold, white, sans-serif font, all set against a dark blue background.

## 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.