



The Approach

Voelkel ITK is a German company that advises larger organizations how to effectively use online tools to communicate better. The company had previously resold a local German Virtual Event platform when they came to 6Connex. Voelkel ITK took what started out as a client relationship and launched what is now a thriving business endeavor.

The initial discussions focused on how to re-launch the Voelkel ITK's Virtual Events offer. Both sides wanted a solid offering for the German market, and both were prepared to invest resources to adapt to the local market.

Since the launch of the partnership 6Connex and Voelkel ITK together have launched a Virtual Event for the German market that was run by Voelkel ITK. The event was a success and lead generation kicked-in immediately after the event.

“ 6Connex was prepared to listen to what is needed in our local market, and have assisted us with integration of German Software Tools inside of the Virtual Event. ”

-Jürgen Voelkel, CEO Voelkel ITK

The Results

Established Credible Voice

The strategy was to lead by example by creating a Virtual Event where sponsors were invited to participate. Since Jürgen had already presented a successful Virtual Event he was able to clearly showcase the vast benefits and a few of the kinks that he encountered.

Generate Direct Business

By creating his own Virtual Event, Jürgen was able to generate direct business and direct profits.

Strong Lead-flow

Attendees were quickly intrigued by the virtual platform's instant access to various content, webinars, training rooms, and social media / networking tools. Participants from all over the globe were astounded by their capacity to view a live format from the convenience of their desktops, tablets, or smartphones.

Repeat Business

Within 6 months of launching the initial Virtual Events with multiple clients, Voelkel ITK's clients whose initial license expired extended their contracts for a new 12-month period. The ability to effectively communicate product information, training, and education has proven immeasurable to business development. Virtual Events reselling offers these capabilities and more.

“ Working with 6Connex we have been able to listen to the local market and become a strong voice in the German Virtual Events industry. 6Connex has proven to be a partner that delivers the platform, but also assist us on the business side of our partnership to make sure that Voelkel ITK are a competitive player in Germany. ”

-Jürgen Voelkel, CEO Voelkel ITK

“ We knew from the start that we didn't want to go in with a view to implement a US vision in Germany. Working with local partners like Voelkel ITK allows us to be responsive to needs in different markets. ”

-Mike Nelson, CEO 6Connex

The Goal

The partnership with 6Connex set out to re-establish Voelkel ITK in the German market. The strategy was to lead with example and create an event where sponsors were invited to participate. The goal with the initial event was to establish Voelkel ITK as a credible voice for German companies to come to for advice on Virtual Events. The long -term goal with the initial Virtual Event was to create a strong lead-flow for direct business with companies wanting their own Virtual Event.

About Voelkel ITK

Voelkel ITK is a German B2B Communication consultant company that has been building relationships with strong brands in the German B2B market since 2012.

About 6Connex, Inc.

6Connex is a global software and services provider for enterprise online events. Our cloud-based product portfolio includes virtual environments, learning management and webinars. Designed for marketing, sales, recruitment, training and HR communications, we transform big ideas into real-world results. Lead by the most innovative and experienced leaders in online events, the 6Connex platform was built to be the most configurable, secure and reliable product on the market. Our seasoned project managers, who have experience working with companies across all industries, provide hands-on support and strategic guidance. 6Connex has helped many leading brands increase the effectiveness of their online programs by driving revenue growth, saving money and increased employee productivity. Our customers include Salesforce, Blackrock, GE, CDC, Ericsson, CA Technologies and Intuit. For more information, visit www.6connex.com.

