

4.0 Maintains Engagement and Creates Highly Participatory Virtual Educational Experience

Based in New Orleans, Louisiana, there is an organization dedicated to investing in diverse education innovators to meet the equity challenges of families in their own communities across the country. 4.0 invests in new, community-centered models of education, and provides coaching, curriculum, community and cash to those with the imagination to create a more equitable education ecosystem. Their vision is a future where our education system meets the needs of every family and improves life outcomes for all. In a little over a decade, 4.0 has worked with more than 1,600 diverse leaders in 44 states, ultimately impacting more than nine million students across the U.S.

We had the pleasure of speaking with Keaton Wadzinski, eLearning Coordinator, to learn more about how 4.0 leveraged the 6Connex virtual event platform to create an engaging educational experience for their students.

The Challenge: Maintaining Engagement and Creating Highly Participatory Sessions Within the Essentials Fellowship Program

The *Essentials* Fellowship is the longest-running program at 4.0, and the first entry point into the intersection in education. This fellowship is a four-month virtual program that takes attendees from

the idea phases to creating an initial concept of their ideas. By the end of the fellowship, attendees run a small-scale pop-up experience for the families, educators, and students that they want to work with, which is the first step into testing and exploring their new ideas. The program and events in Essentials are designed for fellows with early-stage ideas, who don't yet have organizations or programs. The primary purpose of Essentials is to provide a greater understanding of the education landscape so fellows can be positioned to grow into the ideas of education and eventually run their own educational programs.

To host the curriculum events and experiences, 4.0 has worked within the virtual space prior to leveraging 6Connex, dabbling in different virtual elements such as webinars and virtual panels. However, they knew there was more to a virtual experience than a live stream here and a live stream there.

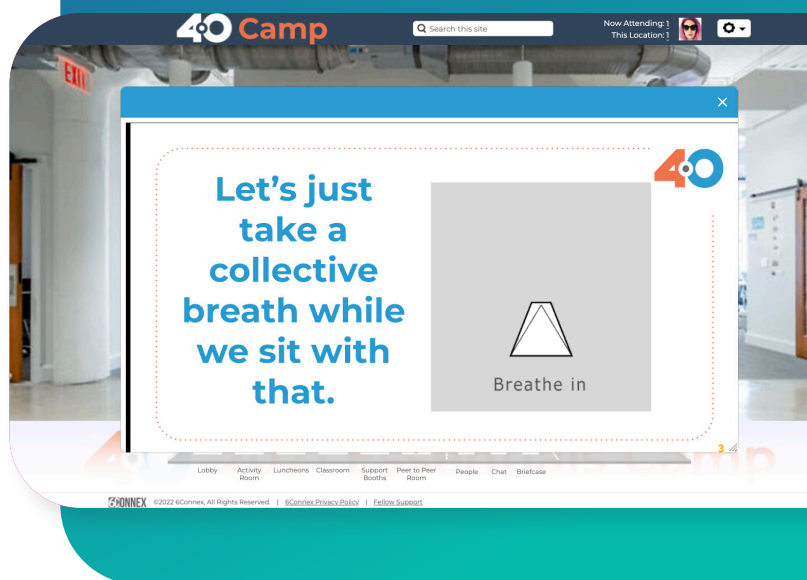
Fellows and educators associated with 4.0 are very hands-on, as they're education professionals who love to engage with one another and engulf themselves in meaningful discussions that can impact the world. The decision-makers at 4.0 had to figure out where engagement and discussions could live together in a virtual environment, and how to get maximum participation from attendees on a daily basis.

Leaders in the organization desired:

- A powerful experience
- Quality engagement tools
- Maximum attendee participation
- The ability for fellows to interact with one another
- Accessibility

The Solution: Creating Virtual Spaces to Empower One Another

The goal was to be as intentional as possible with their programs by leveraging a virtual platform that will allow them to design spaces that support their mission. Typically, virtual settings consist of digestible content; however, 4.0 wanted to provide greater value within their



virtual environment, where it's more than just attendees and content – this includes props, direction, guidance, and amongst all else, accessibility and functionality.

After researching different event technology platforms, **4.0 found that 6Connex stood out from competitors when it came down to the:**

- Engagement factors in the booths
- Breakout rooms
- Visual elements of the platform
- Budget
- Positive reviews
- Customer Support team

"One of the most appealing features was the booth functionality," says Wadzinski. "While virtual events typically

have sponsor booths, we utilized the booth function as more of a 'meeting room' type of space, where attendees could grab some time to speak with the coaches, who were assigned as the 'booth reps'."

4.0 + 6Connex Case Study Results

4.0 used 6Connex's features to create a visually captivating and highly engaging virtual environment for their community to grow. The goal was to maintain the participants interested and deliver an exceptional experience for everyone. It was fully accomplished.

The initiative was very well received by the participants, who loved the sessions and the virtual environment as well.

I'm appreciative of this space for connection, community, growth, and development.

I think all the constant tech reminders were useful in helping to get acclimated to the platform.

The format was great! I appreciated this platform over other group platforms I have used. Thank you!

I was completely blown away by the kickoff event and I am excited to get started on this journey with 4.0.



About 6Connex Virtual Event Solutions & Event Tech Our Digital Experience

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.