

# Amadeus Back to Basics Virtual Event

*How a travel technology company utilized a custom branded virtual event to syndicate their sales message and generate leads and opportunities.*

## SITUATION

Amadeus was looking for a way to replicate and syndicate their content from their 19 road shows they put on every year. Their VP of Sales was going on Maternity Leave and sales were tasked with the responsibility to reduce the number of physical shows they had to produce. Amadeus was looking for a way to utilize their existing content and syndicate their messaging to the agents they were not able to reach due to the reduction of shows. Additionally, they were looking to reach the 95% of agents who never make it to a physical show.

## STRATEGY

Amadeus needed to utilize the virtual event platform to:  
Syndicate their roadshow content to promote their technology solutions and:

- Generate new leads
- Develop existing leads
- Strengthen agent relationships

Virtual Travel Events produced a unique custom designed virtual event and environment that mimicked the branding and content similar to that of the road show. Extensive pre-show marketing and heavy editorial coverage drove awareness and registration prior to the event. The virtual environment created a social community where agents were able to visit 6 fully customized and Amadeus branded booths, watch dynamic product presentations, download materials, and chat one-on-one with sales representatives. The General Session held two video presentations by two Amadeus executives welcoming agents to the event and discussing industry trends. Finally, the Networking Lounge allowed for interaction with fellow colleagues and additional Amadeus representatives.



Amadeus has already planned to repurpose this expo for an additional event in December



## RESULTS

The Amadeus Expo was a success. 844 agents registered for the expo and 506 agents attended the LIVE expo. 1,491 individual brochures were downloaded amongst the six booths in the LIVE portion of the expo.

The On Demand period which is still taking place included additional promotions through emails and social media promotion and resulted in 167 additional leads and opportunities (and growing!)

Amadeus received the robust database of the live attendees and continues to receive weekly databases of the On Demand attendees. This database tracks attendee's activities and allows for the appropriate product follow up.



**844** registered agents



**506** attended the LIVE expo



**411**

Average number of visitors to the 6 booths

*“Thank you, this event was VERY informative and answered quite a few questions”*

—Tre'la, True Travel Augusta

*“Great video, thanks for the information and download”*

—Sulean, Ready Pack Go Travel



**1,491**

1,491 brochures were downloaded amongst the six booths during the LIVE event