

CASE STUDY

How innoVia Productions Successfully Pivoted to Virtual Events Using BlueJeans and Remained Relevant Despite Crisis

The impact of COVID-19 on event company innoVia Productions was sudden. To remain relevant, it had to rethink its business model as quickly as the pandemic had disrupted it.

The Dallas-based company produces live events and meetings for companies, making its business one of the hardest hit by the crisis. Fortunately for innoVia, many of its clients are in life sciences — businesses that have been leading the fight against COVID-19. Many of them needed to bring people from different organizations and locations together to discuss urgent vaccine and drug studies, including those for COVID-19. But with its old in-person events model, how could the company help these businesses?

“innoVia decided to create a virtual event platform, and I came on board to build it from the ground up,” says Wayne Vincent, Chief Operating Officer. “We realized that one of the key things our customers wanted was interactivity. A lot of existing products were great for streaming one or two presenters to 1000 people, but not if you wanted to have 20 breakouts with 30 to 60 or 100 people each.”

Deciding to fill this market gap, innoVia needed to find a video conferencing solution to integrate into its new virtual event platform, called Zenevent.



Industry: Hospitality

Challenge: innoVia Productions wanted to develop a new business model as COVID-19 restrictions made it impossible to organize in-person events and meetings.

Solution: innoVia switched to virtual events by building its own event platform, Zenevent, and integrating BlueJeans Meetings.

Results: The company successfully pivoted from live events to virtual, enabling it to remain relevant.

It grew its number of clients by more than 31% and its internal workforce by almost 40% in 2020.

So far in 2021, it has increased its average event attendance by 157% compared to 2020.

“We considered about a dozen companies. And honestly, most of them didn’t understand what we were trying to do,” says Vincent. “The BlueJeans team got it right away. They knew we wanted to buy a certain number of virtual meeting rooms so we could handle meetings as they came and provide that interactivity to our clients.”

But what stood out to innoVia was the lack of access restrictions and complexity that other platforms often have. With BlueJeans, Zenevent users wouldn’t have to download a separate application and provide credentials to join a general or breakout session.

“We wanted our clients to be able to watch the general session stream, go to an exhibit hall, or join an interactive session in one place without having to give additional credentials,” says Vincent. “And that’s really where BlueJeans shone for us — that ability to embed, and its strong API [Application Programming Interface].”

Implementing BlueJeans on Zenevent

innoVia implemented BlueJeans Meetings in the second half of 2020, integrating it directly into Zenevent. The company has since been using BlueJeans in four ways:

- pairing it with an interactive Q&A, polling, and chat tool so attendees can use all BlueJeans features and other engagement tools
- connecting BlueJeans to a web-based interactive whiteboard system
- using the platform for exhibitors’ live presentations from their virtual booths
- deploying BlueJeans’ test system on Zenevent and help users prepare and take advantage of BlueJeans functionalities before an event.

All these integrations appear in attendees’ browsers, making separate application download unnecessary. Client response has been overwhelmingly positive, and exhibitors are happy that they can run presentations that attract attendees.

“innoVia Productions was an amazing partner as we transitioned our in-person conference to a virtual event on the Zenevent platform,” says client Christine Feenstra, Director, Member Learning & Events at Head Start California. “From the very beginning, it was clear that they were going to not only help me execute a seamless transition but also make my job easier and less stressful.”

In one of the 2020 events innoVia helped produce, a pharmaceutical company sped up its trials of vital vaccines and drugs. “Instead of attendees and presenters spending six weeks to travel to 12 countries, the client used our virtual platform powered by BlueJeans to do simultaneous breakout sessions in 12 languages for three days,” says Vincent. “This helped them achieve dramatic increases in efficiency.”

Growing Its Client Base

The BlueJeans integration was the ‘ultimate problem solver’ for innoVia, according to Vincent. “But above all, BlueJeans allowed our company to pivot from live to virtual events, helping us create a new platform for our team, clients, and in some cases, clients’ clients. It enabled us to continue to be relevant, and to maintain and grow our client base.”

From having 16 clients in 2019, innoVia increased this to 21 in 2020, and has so far added five more in 2021. Its events have also drawn more attendees, growing more

“With BlueJeans, we’ve been able to offer our clients the solutions they were asking for: interactive sessions where all attendees could share their cameras and screens, high-quality video and audio, control via an API, and full integration into our platform.”

– WAYNE VINCENT, CHIEF OPERATING OFFICER, INNOVIA PRODUCTIONS

than 26% on average in 2020 from the previous year. “So far in 2021, we’ve had more attendees than last year or in 2019, with our average event attendance up around 157% from 2020,” says Vincent.

While other event companies were shedding jobs to stay afloat, innoVia grew its workforce by almost 40% in 2020. It has also increased the number of production and technology contractors it works with. “We were able to develop a completely new business model, helping us build a life raft for ourselves, clients, and industry,” says Vincent.

The company has also strengthened its relationships with clients by providing them a vehicle to remain relevant to their stakeholders. More than 80% of its client events now use BlueJeans.

“With BlueJeans, we’ve been able to offer our clients the solutions they were asking for: interactive sessions where all attendees could share their cameras and screens, high-quality video and audio, control via an API, and full integration into our platform,” says Vincent. “By incorporating BlueJeans, we’ve been able to create a 360-degree circle of satisfaction.”

Providing Excellent Support

Vincent was quick to add that innoVia’s success in switching to virtual events was partly due to exceptional support from BlueJeans teams — from presales to post-deployment.

“The support that we got when we were just doing a trial of BlueJeans foreshadowed the kind of support we’ve been receiving since implementing BlueJeans,” he says. “I would say, bar none, BlueJeans has some of the best support of all the companies I’ve worked with. Obviously, we’re working with content delivery networks, with cloud hosting services, and a whole bunch of other technology providers. BlueJeans is way up there. Its service is phenomenal.”

ABOUT INNOVIA PRODUCTIONS

Based in Dallas, Texas, innoVia provides live meeting and event production, creative services, and on-site management of events. It partners with leading meeting management companies and supports corporate event departments. Established in 2012, the company has developed the state-of-the-art event platform Zenevent, and boasts awards from BlueJeans and Eventex.