

CASE STUDY

Adobe Brings the Magic of Its MAX Conference to Creatives Around the World with the Help of BlueJeans

After assembling a stellar line-up of speakers in 2019, including director M. Night Shyamalan, artist Takashi Murakami, and graphic designer Paula Sher, Adobe was prepared to make the 2020 run of its Adobe MAX Creativity Conference just as amazing. Every October, more than 20,000 graphic and web designers, art directors, photographers, and other creatives trooped to the conference where Adobe has traditionally unveiled exciting updates for its Creative Cloud applications, and the company expected MAX 2020 to be no different.

But as COVID-19 spread, Adobe had to make the difficult but right decision to cancel the in-person conference and make it an entirely virtual experience. And it turned to BlueJeans to help deliver interactive experiences to attendees all over the world.

Going All Virtual

Fortunately for the MAX 2020 team, Adobe had already been using BlueJeans for internal meetings and some larger event gatherings. This included all-hands meetings across its more than 50 offices.

This experience guided Adobe's Senior Marketing Technology Architect, Thomas Finet, and his team in putting together the necessary infrastructure to run MAX 2020. The decision was made easy by the fact that everyone at Adobe were quite satisfied with their BlueJeans experiences. "We knew BlueJeans as a product, and we had experience using it," says Thomas Finet. "Since it worked well, it made sense for us to use it."



Industry: Technology

Challenge: Adobe needed a virtual event platform that would give attendees a truly engaging, immersive, and unified experience for its first all-digital Adobe MAX Creativity Conference.

Solutions: The company used BlueJeans Events and BlueJeans Meetings to host parts of the MAX experience, delivering interactive digital activities to ensure a seamless and engaging virtual event.

It delivered 'Birds of a Feather,' a peer-to-peer networking experience using BlueJeans Meetings.

BlueJeans Events was used for sessions with product teams for solutions such as Photoshop and Illustrator.

Results: Adobe drew in 30,000 participants to its 'Meet the Team' sessions and 4,000 attendees to its 'Birds of a Feather' chatroom sessions — all held on BlueJeans.

Overall, the event attracted 21 million views globally.

Enabling Customization and Branding

Using BlueJeans technology, Thomas Finet's team customized content and experiences for MAX attendees. They embedded streaming options onto the MAX site and other event pages. By doing so, they kept event participants in the same virtual environment and immersed them in a single experience, just as they would have at an in-person event. The ability to embed the BlueJeans widget in MAX pages also enabled Adobe to brand experiences consistently from beginning to end. Regardless of where the company embedded and streamed sessions, it could customize everything — from the background and event logo to colors and banners. As a result, the event reflected the look and character of the Adobe brand.

“It was important to have the ability to embed the BlueJeans experience in our website, because we didn't want our attendees to go from one website to another,” says Thomas Finet. “We also wanted them to be able to join any sessions or activities with just one login and without downloading any app. As an attendee, everything looked like it was part of Adobe, and that was very important for the attendees.”

Providing Engaging Experiences

BlueJeans' interactive tools such as Q&A, chat, and polls allowed attendees to connect with presenters, moderators, and other participants, giving them an engaging experience.

“These features provided attendees a sense of connection and community with other participants,” says Thomas Finet. “Their ability to communicate made their experiences richer.”

Offering a Single Solution for Various Needs

With BlueJeans, Thomas Finet and his team had a single solution for multiple uses. They used BlueJeans Meetings for 'Birds of a Feather' activities, where participants could go into chatrooms and connect with people with shared interests. And they ran 'Meet the Team' sessions, which let attendees meet and interact with Adobe product teams on BlueJeans Events.

In total, MAX 2020 drew in 30,000 participants to 19 Meet the Team sessions using BlueJeans Events, and 4,000 attendees to 39 Birds of a Feather sessions on BlueJeans Meetings. Overall, MAX 2020 attracted 21 million views. Because it was virtual — and completely free — anyone could join from anywhere in the world.

According to Thomas Finet, attendees loved the Meet the Team sessions. They had a great time interacting with the teams that built the Adobe products they love. “The support BlueJeans provided during MAX 2020 was phenomenal,” adds Thomas Finet. “Before MAX, we had some worries about what might happen during the event, but everything went smoothly. It was great for us and for the attendees.”

ABOUT ADOBE

Adobe is a global leader in digital media and digital marketing solutions. Its creative, marketing, and document solutions empower users — from emerging artists to global brands — to bring digital creations to life and deliver immersive, compelling experiences to the right person at the right moment for the best results. Founded in 1982, Adobe is based in San Jose, California and has more than 22,000 employees around the world.