

Drive sales excellence while saving millions through virtual worldwide training

Touch solved all of the problems we faced, including several large internal factors that we had no idea were going to crop up. In a word I would say Touch is incredibly resourceful.

Background

The client needed to deliver it's annual training to the field in a cost effective way. Not wanting to spend the millions they normally had spent on this training event, management tasked the team with delivering the training in a virtual environment over the internet.

Business Objective

- Deliver a worldwide virtual training session to the field using internet technologies
- Significantly reduce travel and other training costs
- Reduce staffing requirement to administer and train global field resource
- Maintaining event quality and effectiveness

Capabilities Required From Touch

- Manage content across multiple business owners with differing agendas and priorities
- Provide extensible infrastructure platforms for simultaneous virtual events across worldwide geographies
- Author executive and field communications
- Manage keynote presentations development and delivery
- Measurement, reporting and analysis of attendance and feedback to improve delivery and quality of future events

Benefits Realized

- Reduced training costs by 90% compared to the prior year
- Increased attendance and training participation over the prior year
- Positive participant feedback for both the content and the delivery method
- Excellent worldwide sales force reach to reinforce growth plans.

Touch helps Fortune 500 leaders solve business problems. We make you better.



Quick Success Fact

A key success factor in delivering a virtual event is driving awareness. Attendees and their managers need to know why they are attending and what is expected from them.

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About Touch

Touch helps Fortune 500 leaders solve business problems.

Our communications practice is built on the ability to deliver the right message to the right audience through any medium. Our expertise spans corporate communications, executive communications, brand communications, and marketing communications.

We make you better.