

How a Top Video Production Agency Upgraded Client Events



About the Event

Main Point of Contact

Dominick Fitzgerald,
Director, Virtual & Hybrid

Company

Vidionix

Industry

Events Industry

Favorite Features

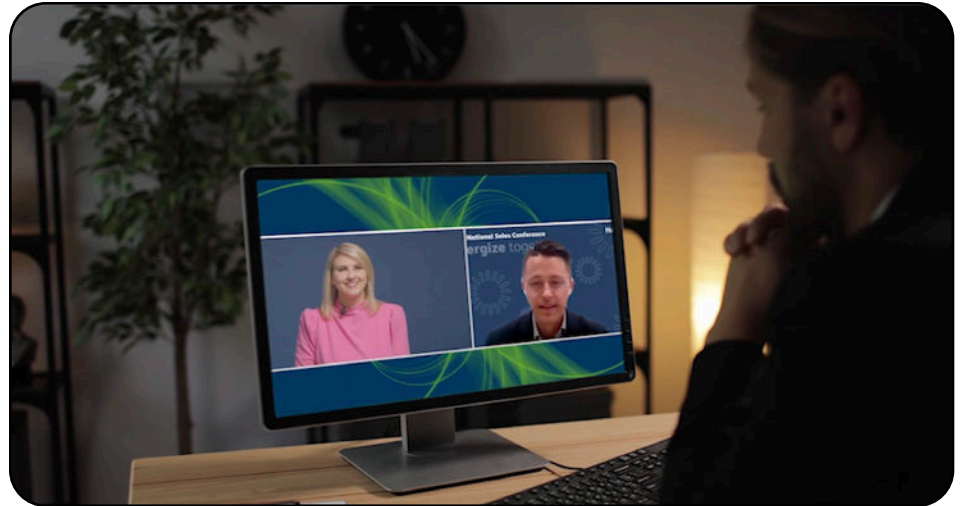
Data & Analytics,
Engagement Tools,
Brandability

Overview

Learn how video production and strategy agency Vidionix helps its clients deliver next-level, data-driven events of all sizes and formats by consolidating its event tech stack with Bizzabo.

Background

Founded in 2015, Vidionix is a specialized video production and strategy company that provides an innovative video content solution to businesses and advertising agencies, including those in the healthcare and manufacturing industries. Vidionix offers video, virtual, and hybrid event production with turnkey solutions for meetings and conferences.



The Challenge

Finding a Flexible, Easy-to-use All-in-one Event Management Solution

Vidionix primarily supports large conferences with multi-track agendas for large clients – in one case, 30,000 employees/attendees. The specialized agency spent years working with many different types of event management software, supplied by their clients, but as they heard more clients sharing frustrations about the tech, Vidionix started searching for an all-in-one, scalable event management platform to provide for their clients.

“Clients would come directly to us about shortcomings in other platforms – even though we were providing a perfect broadcast feed,” Fitzgerald said. “Our quality of work was impacted negatively by suboptimal event solutions.

Vidionix is an expert in video production, but still needed a way to consolidate the following in a single event management solution.

- Easy, no-code, no-development event software with powerful integrations and customizations
- Deep analytics and attendee engagement data
- An event software pricing model built for agencies
- A reliable, flexible platform that all clients would be happy and excited to use
- Software for internal and external events of all sizes across geographies

The Solution and Results

Going From Multiple Tools to a Consolidated Event Tech Stack

After exploring and demoing dozens of different event management platforms, Vidionix chose Bizzabo because the platform checked all the right boxes. Vidionix can engage with clients across use cases and event goals by leveraging Bizzabo's deep experience across industries and event sizes, formats, and use cases, including internal and external events.

"Bizzabo moved us into a position where we could confidently go to market holistically," said Fitzgerald.

"We wanted the easiest platform to use. We're not coders. Our customers aren't coders. Although many (EMS platforms we evaluated) did a lot of different things well, only Bizzabo did almost all of them."

Dominick Fitzgerald
Director, Virtual & Hybrid

Needing to have an all-in-one solution that offered everything from registration to chat features, Bizzabo delivered. With a single event software partner, Vidionix can also ensure consistent, quality experiences for clients and attendees, making it easier to scale business and grow the roster of clients.

"Clients have said they're very impressed with the look and feel of the platform, as well as the ease to set it up," he said. "The ability for us to be able to go in and make changes rather than sending it to some tech guru has been one of the best things about working with Bizzabo."

The best part? Vidionix's clients are finally getting the performance analytics they need to make data-informed decisions.

Fitzgerald said that the most frequently used Bizzabo feature is data and analytics, which was a real pain point for Vidionix's clients. Fitzgerald said his team was surprised at how few of the agency's clients had data from past events to work with.

"We're actually establishing a data baseline for our clients. It's been interesting because it proves that many clients – who were using multiple platforms – weren't getting any data," he said. "As a company, it's allowed us to increase our billing while still saving clients money."

Dominick also noted that Bizzabo's unique pricing model is a "custom fit" for agencies. Overall, Bizzabo's easy-to-use, all-in-one, fully customizable platform empowers Vidionix and its clients to focus on planning and executing high-impact, experiential events rather than the technical details of event execution.



The Future

A Continued and Mutually Successful Event Agency Partnership

Fitzgerald said Vidionix is focused on expansion and that the agency has large virtual and hybrid events on the calendar, and he's excited for Bizzabo and Vidionix to work together in a partnership for mutual growth and success.

"Our customer service manager, Nicole Oliveira, has been phenomenal. She always gets us to the right answers," he said. "We really enjoy being an agency partner."

Fitzgerald also acknowledges that there isn't one perfect platform that will fit everyone's needs but that anyone looking for event management software should take the time and explore Bizzabo.

"I don't think you're going to find a better partner than Bizzabo," he said. "Just from a pricing structure standpoint – particularly for agencies – Bizzabo doesn't have any competition."

Dominick Fitzgerald
Director, Virtual & Hybrid