

Adobe Systems Incorporated

Adobe Partners with Corvent to Successfully Manage Expanding eSeminar Program

BACKGROUND

Founded in 1982, San Jose, California-based Adobe Systems Incorporated has grown from a fledgling company to a ubiquitous leader in the computer software industry. Their revolutionary Portable Document Format (PDF) technology transformed information sharing by allowing companies and individuals to deliver digital documents exactly as intended across computing platforms and applications. Everyday programs such as Adobe® Acrobat® Connect™ Pro, Adobe® Photoshop®, Adobe® ColdFusion® and more are used by millions worldwide and have established Adobe's reputation as an organization at the forefront of modern computer technology. The company now employs over 7,000 people worldwide and serves many customers such as Yahoo!, Wal-Mart, SAP and Nokia, in a range of industries, including publishing, government, financial services and more.

In 2005, Adobe acquired Macromedia, Inc., developer of Flash® technology. With that, Adobe expanded their market offerings with the Breeze web conferencing platform, now known as Adobe Acrobat Connect Pro.

CHALLENGE

With an extensive portfolio of available products, Adobe relies on a variety of mediums and strategies to attract prospects. The company had experienced success with online seminar campaigns, hosting eSeminars in order to further lead generation.

"eSeminars are great because they engage a larger audience, and are extremely flexible in terms of timing and location," said Sandra Schofield, Manager of the eSeminars Program at Adobe. "Unfortunately, our eSeminars team found themselves spread too thin, trying to divide 150 events per quarter between three people."

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- Sandra Schofield, Adobe eSeminars Program Manager

Adobe's eSeminars typically see 300+ attendees from a mixed range of locations and backgrounds. With such a high volume of eSeminars and high attendance, the Adobe eSeminars team simply could not manage the live eSeminar while providing complete technical support behind the scenes.

"With the number of events we were doing, we needed a team that could hit the ground running," Schofield stated. "More importantly, we needed to partner with a vendor who had extensive knowledge of our Connect platform."

SOLUTION

Corvent had been recommended to Schofield by a colleague, and she was put in touch with an Event Manager who could personally and professionally handle all of her eSeminar needs. The Corvent team was able to engage in cross-training by the eSeminars team at Adobe, incorporating Adobe's evolving processes and needs.

"We were developing new processes for our eSeminar program, and the Event Managers at Corvent had the flexibility and skills to quickly incorporate all of our needs into a customized solution," explained Sandra.

RESULT

Since coming to Corvent for assistance with their eSeminars, Adobe has been able to continue offering the same high quality eSeminars that their audience has come to rely upon. And with the additional resources that Corvent offers, that audience is sure to receive a seamless user experience and superior presenter and attendee support.

Schofield concluded, "I've been very impressed by Corvent's responsiveness and adaptability. Corvent's event management team has been an invaluable extension of our own internal eSeminars team."