

CASE STUDY

SALES KICKOFF

How Stova Partnered with a Leading Data
Company to Create an Engaging Sales
Kickoff Meeting

STOVA

CASE STUDY: SKO

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Sales kickoff meetings as we know them have changed throughout the years in delivery, content, and form. Organizations are no longer held to hosting SKOs in one place and now, can find comfort knowing that their global audiences are still being taken care of and a part of the company's culture. To bring a local team together with a worldwide contingent, content delivery matters. The right technology partner and event ecosystem enhances onsite and virtual attendee journeys. In this success story, find out a real-world example of how a leading data storage company partnered with Stova to create a virtual environment unlike any other.

Mission: A leading data storage company tasked Stova to partner with several top-of-the-line production and events organizations for their 2022 Sales Kick-Off. In 2021, this organization partnered with Stova for their virtual event to extreme success and the mission for the 2022 fully virtual, internal event was building community among a global audience. This SKO was specifically designed to familiarize internal teams to the client's brand, products and services, goals for the new year, celebrate wins from the previous year, and connect their global contingent in one unified space.

The Platform

Stova's flexibility and customization tools for the out-of-the-box gamification ideas enhanced the attendee journey, increased engagement, and brought the attendees into the platform, across the entirety of the platform. In the virtual platform, attendees had many different options to engage. A variety of games, timed tournaments, and scavenger hunts introduced the company's core values, products, and sales tools, and brought a worldwide sales contingent through the brand journey and company's outlook.

In addition to unique gamification, Stova provided networking capabilities, live streaming and simu-live video options, global capabilities, and more.

Stova's relationship with event partners in the industry is strong. This was important for this client – that Stova's event technology ecosystem worked well with their partners', and it would not affect the attendee journey. Stova's flexibility and customization with provided graphics and ease of integration was another plus for this client.

The most impressive aspect of this SKO was the unique gamification that brought sales associates onto and engaging with the entirety of the virtual platform. Timed tournaments ensured the global contingent was able to participate in their own time zones, in real time.



Gamification Re-imagined



Scavenger hunt

Enhance your SKO with a new take on scavenger hunts. For this client, objects were hidden across the virtual platform containing relevant information ranging from sales tips to product notes and sales-specific tools. When the attendee clicked on the appropriate hidden item, the information would be given along with points. The more points the attendee gathered, the closer they'd be to winning a designated prize at the end of the SKO.



Trivia & polling

Using trivia, this client brought the company's Brand to the forefront of their sales organization. With video questions, polling, and an interactive map, the attendee learned more about the history of the organization, company accomplishments, and product highlights.



Location-based gaming

As a global company, it was important to have gamification options for attendees around the world. Location-based gaming allowed attendees to compete live with other participants in their region by using timed gateways and regional graphing.



Bespoke Event Management Solutions

- Main stage and networking break-out rooms
- Exhibitor and sponsor booths
- Simu-live sessions
- Downloads
- About us
- Social wall & photobooth

THE OUTCOME

Inspiring a global audience over a three-day period before, during, and after the event is no easy task, but by creating a new, engaging attendee journey, involving the team before, during, and after the event, and combining forces with top-of-the-line partners, this sales kickoff exceeded expectations by bringing in 2,000+ attendees across 25+ countries.

The sales kickoff is a launching moment for your sales organization entering into a new fiscal year. SKOs generate excitement, build community, and entice sales teams, both local and global, to look ahead. Think bigger. Celebrating wins from the previous year and bringing the sales team together as one builds momentum for the year ahead. Turn to your event management and event technology partner to bring your goals to life, whether a fully virtual SKO or an in-person SKO, your event ecosystem can simplify and streamline the process for this meeting and each subsequent sales meeting after.

If you're interested in learning more about Stova's end-to-end event management and technology solutions, schedule a demo now.

Stova (formerly MeetingPlay + Aventri + eventcore) is an award-winning event management software provider for live, hybrid and virtual events. The company creates transformative experiences that delight event attendees and sponsors. Stova's fully integrated software and capabilities include live, hybrid and virtual event delivery, custom mobile event apps, attendee networking, venue sourcing, registration, marketing, logistics, on-site services, engagement, and data analytics.

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