



Case Study

BDO RSVP Page and Interactivity



The Backstory

The BDO Budget Speech 2021 Live Event

BDO's roots go as far back as 1910 when the USA founding firm, Seidman and Seidman was founded. At this stage there were only 2 000 certified public accountants practicing in the USA. From 2010 the brand continued to develop, all with the objective of becoming the true powerhouse of the mid-tier. To achieve our growth ambitions and a turnover to match, they took an acquisition approach.

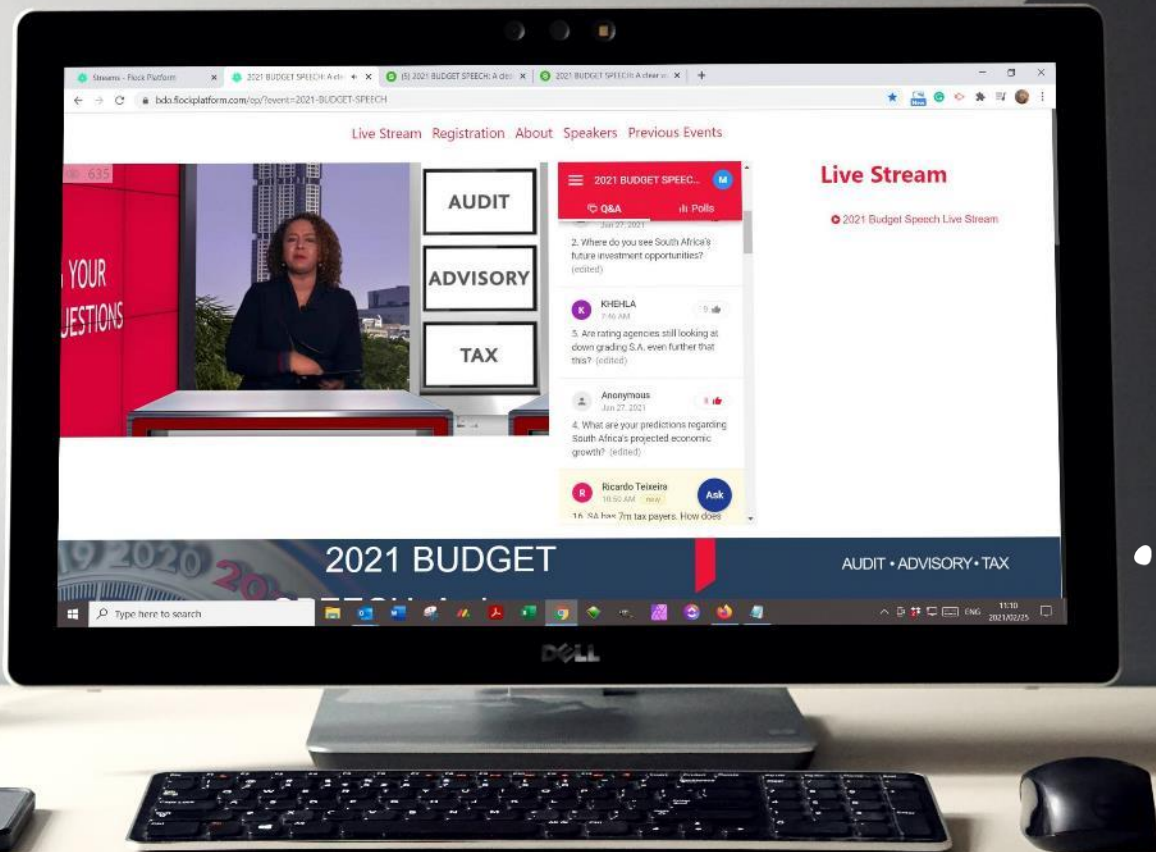
They approached Flock Platform to host a virtual event for their organisation on a platform that will allow attendees from all around the world to give feedback about the 2021 National Budget Speech.

Solution

The Flock Team stepped in to offer BDO a virtual event offering which will allow BDO the privilege to host the event online, track engagement and reach a bigger audience.

Flock's team set up a landing page for guests to register, watch the live event, a chat box for guests to network and ask the speakers question, Post event surveys, Live Polling and Q&A for the event.

All the feedback from guests with engagement was tracked and sent to client after the event. A virtual event allowed BDO to reach 80% of their goal with a total 800 attendees online.



Online Event Analytics

Confirmed Attendees– **1455**

Online Event Attendees- **800**

Live Polling Analytics

Total Live Poll Votes - **1002**

Q&A Analytics

Total Questions Asked - **50**





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