



How Meltwater Achieved a 25% Efficiency Boost During COVID-19 with Circa

Meltwater is a truly international company, founded in Oslo, Norway in 2001 before expanding throughout Scandinavia, Asia, the UK, Europe and the United States. One of the first companies to offer media monitoring and analytics across online, social and traditional media, Meltwater is uniquely positioned at the forefront of innovation for the fast-paced world of digital marketing.

One of the key marketing strategies for Meltwater includes an extensive array of in-person and digital events and experiences – [a trend that shifted](#) significantly since the start of the COVID-19 pandemic.

With the help of Circa, the [Meltwater](#) team has been able to quickly address this shift in event strategy while reducing the overall time required for event administration by up to 25%. This has allowed the small team of Meltwater event managers to boost their efficiency and drive [additional online events and webinars](#) at a faster pace, allowing them to expand and serve a broader market.



Finding Avenues for Collaboration with Remote Teams

Meltwater's Field Marketing team is distributed between the US and Canada, making remote collaboration critical. The team uses Checklists as a great way to stay on the same page on tasks, and they use publishing features to collaborate with and inform the sales team.

While the price point of a solution was an important component of their decision, another deciding factor was the ability to quickly and easily pull together events based on pre-built templates. These templates could be easily customized, allowing them to function as a starting point for event management. With a small marketing team, events were often led collaboratively and having a single, consolidated source of information helped reduce delays and bring greater clarity to events and their results.

As a platform, Circa checked all the boxes that Meltwater needed:

- Simple for planning only a few or 100+ events per
- One-stop area for all their different events
- Ability to create templates to share event types between individuals
- Option to create a format and then roll it out for different places and different team members

While using Google Sheets, marketing managers would find tactics falling through the cracks such as follow-up emails – simply because it was more difficult to stay organized when using multiple Google Sheets per event. According to Christine, Meltwater's Canada-focused marketing manager, a big benefit of the platform was the ease of use: "Circa allows you to quickly clone an event or duplicate it from a template and you can save a significant amount of time that way".



Christine Nielsen
Field Marketing Manager



The Challenge: Too Many Google Sheets

When the Meltwater team started looking for a solution, they were already actively growing the type and number of events. Local event managers were using multiple Google Sheets for internal and external use, making it difficult to stay organized. Initially, the team was looking for regular project management tools such as Asana and Monday, but quickly realized they would have to create templates and foundation from scratch. Reinventing the event template each time was extremely time-consuming, which ultimately led the team to look for tools that were tailored to the event management space. Other options that the team reviewed were found to be too complex, often built for groups that were hosting a live event that included the need to track scanning devices, registrations and more.

The Meltwater team realized that they needed a lighter version of this type of event management tool that would provide a seamless transition between digital and live events. After searching online for event management software, the team vetted several platforms before making the decision to move forward with Circa. What appealed to the Meltwater marketers was the simplicity and ease of use with Circa, allowing multiple team members to contribute to shared events. The ability to collaborate with individual marketing managers in the geographically distributed team was considered a valuable benefit of using Circa, too.

The Solution: Circa's Hybrid Event Solution

While the coronavirus pandemic has significantly changed the way companies connect with their customers, there is still the need for a consolidated event solution that brings together both virtual and physical events. Circa allowed Meltwater to quickly shift the paradigm and invest in building virtual events that could reach hundreds of prospects instead of a more limited local event that would potentially attract dozens. While the content for the events hasn't changed significantly, the delivery methods, registration requirements and followup strategies have shifted. The Meltwater team particularly appreciated the ability to integrate with current platforms such as their CRM and marketing automation as it allowed a more seamless transition for registrations – as well as extensive process automation.

In a COVID world where events are virtual, Meltwater was able to reach many more people. "The content of our events hasn't changed, but the format has," shared Christine. "We no longer limit ourselves to having 30 people in a room – we can have hundreds of attendees online. The ability to integrate other solutions has also been a key element. Previously, our team would conduct each task manually as we simply didn't have many attendees to manage, but now we're able to streamline the process through the integrations with our CRM system or marketing software. This is key as we can have registrations come directly through from Circa. Instead of running one event every two months, we're now able to host two virtual events per month with the same staff."

Christine went on to explain that for in-person events that Meltwater switched to online formats – such as a round table or a master class – she and the team leaned on Circa as they wanted to ensure that all elements that could be converted into a virtual format were correctly transferred. "I leaned on the records of our in-person events to make sure I wasn't missing anything when we went virtual," she explained.

The Results: 25% Increase in Event Efficiency Since Adopting Circa

How easily did the team adapt to Circa? "We put a lot of time, effort and dollars towards finding a tool so we were determined to hold ourselves accountable to using the solution", notes Christine. She continued by sharing that onboarding was a "great experience, with ongoing opportunities to touch base and ask questions". The ability to add vendors, budgets and create information sheets for sales teams allowed Christine and the other regional marketing managers to provide consistent and reliable information to the relevant teams. The platform allowed Meltwater to send a direct link to RSVPs and landing pages, providing valuable information for sales teams. "Circa is a very intuitive and user-friendly platform, so it didn't take us long at all to be productive", according to Christine.

From putting in the time to create detailed and customized event templates to helping onboard new team members and share information, the Meltwater team is well on the way to making Circa an integral component of their event management strategy. The ability to maintain consistent and centralized information and share it quickly with colleagues has not only improved event ROI for Meltwater, but also provided the team with a competitive advantage.

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Vision for the Future: A Hyper-Focus on Content

The event world right now is like a crazy, crazy sea of invites and it's easy for yours to drown in someone's inbox," said Christine.

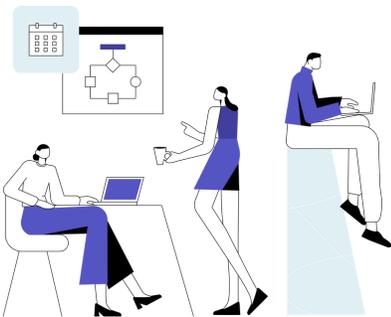
Today, people are inundated with event notices. It can be a challenge to stand out. Virtual webinar fatigue has become a real thing. Christine believes the future is for event planners to move from large, mass-audience events to more niche or personalized content. Instead of one-way communication – speaker to audience – she sees a need to create more two-way opportunities to create engagement. Otherwise, people can just decide to skip an event and plan to watch the video later. And, they may never watch it.

They can also get distracted in one-way communication. They might have the video playing but really be checking email or doing other work. The future, Christine believes, will be too narrow in and hyper-focus the content. It might mean more sessions or events and smaller groups but be significantly more engaging for groups to be successful.

“You may have to create more events but it can be more impactful,” she said. “They’re accountable to attend.” You’ll also need to be even more organized.

Circa allows you to organize every deal and scale quickly. Whether you’re hosting a virtual, in-person, or hybrid event, Circa allows you to manage all of your virtual events and webinars at an enterprise scale.

Christine's final thoughts: "I'm really impressed with the development and engineering side of things. It's amazing to see everything that has been accomplished since Meltwater came on board when you're working with such a lean team".



About Circa

Circa is the first event management platform built to help enterprise marketing teams succeed in the new world of hybrid events. No other platform enables enterprises to adjust existing field marketing programs to virtual and hybrid formats as quickly or effectively. Circa's cloud-based solution helps enterprises with dozens to thousands of events reset their strategy with customizable virtual event plans and data-rich insights, powered by integrations with Zoom, GoTo, Webex, On24, Hopin and other leading videoconference, marketing and CRM solutions. Circa customers include world-class enterprises such as Salesforce, Okta, Honda, Farmers Insurance and Elsevier. **Learn more at www.circa.co**