

ARK Invest partners with Brandlive for innovative “BIS2020” Virtual Event

Company: ARK Invest ([ARK Invest](#))

Industry: Investment Advisers

Headquarters: New York, NY

Size: 26 employees

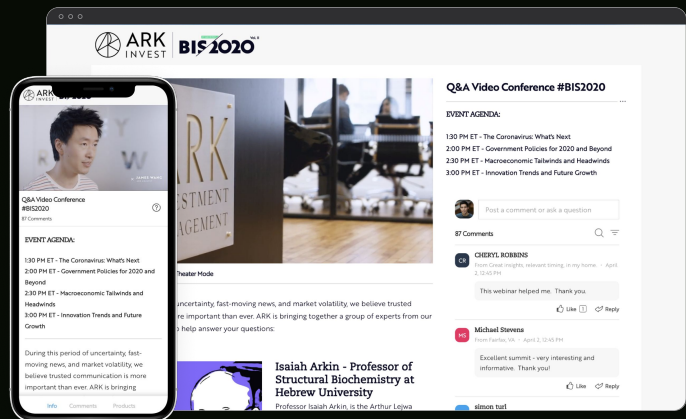
Established: 2014

Event: BIS2020 Big Ideas Summit
([Visit Event](#))

Date: April 2020

Viewers: 13,000+

Brandlive Products Featured: Events,
Greenroom



The event was customized to match ARK's brand identity

By the Numbers, the Innovation Experts

With \$28 billion of assets under management and 40+ years of experience identifying and investing in disruptive innovation, ARK Invest's live events feature top strategists, professors, and economists. ARK CEO and Chief Investment Officer Cathie Wood is joined by keynote speakers across industries at ARK's summits, attracting global attendees. Investment experts share their strategies with guests who are eager to learn and exchange ideas. Instead of cancelling in the face of adversity, ARK partnered with Brandlive and rose to the challenge of a virtual pivot.

- 10 days to pivot from live to virtual event
- **Over 13,000 total event views**
- Over 4,000 BIS2020 guests with custom registration completed; data captured
- Over 6,000 on-demand views (and counting)
- 1 dedicated Brandlive Customer Success Manager
- 5 BIS2020 presenters
- Audience engagement tallying over 200+ total comments
- Over 100 asked and answered audience questions
- 1 platform integration
- 49.5% accessed via desktop
- 50.5% accessed via mobile

“When we decided to move our event from a great location at Columbia University to an online event, we knew we couldn’t just make it a webinar or Zoom meeting event. We wanted to offer a better experience in a branded environment with professional production.”

–Sebastian Benkert, CMO, ARK Invest

The Challenge: Move from Live to Virtual –Fast.

In early 2020, ARK’s leaders recognized the urgent need to move their fast approaching, live, 2,000–person conference, BIS2020, to a virtual format. ARK Invest CMO Sebastian Benkert described his team’s fast decision-making process: “When everyone canceled their live events and conferences in March 2020 because of Covid-19, we decided that our event in early April shouldn’t be canceled. **We understood that this will be the new normal, so better to figure it out early** and take advantage of the situation. My role was to provide a solution within three weeks of the event that allowed us to move it online and avoid cancelation.”

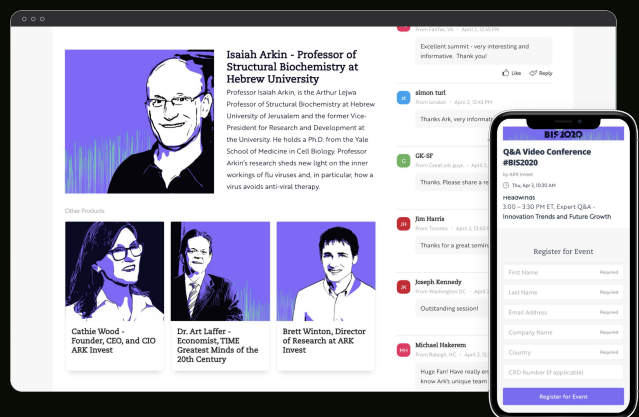
Benkert reached out to Brandlive and together the ARK and Brandlive teams quickly transformed the premier event from live to virtual, incorporating ARK’s needs for platform integration as well as an elevated experience, all on a tight schedule of 10 days total.

Brandlive Delivers: ARK’s technical specs, and... “a better experience”.

When planning the event with Brandlive, Benkert explains that there were specific needs to address. “We required a solution that would support at least 2,000 live attendees and remote panelists speakers across the globe.” The Brandlive Events platform supports over 1 million attendees across locations.

Another need for ARK was Brandlive’s ability to integrate to ARK’s internal systems. Benkert said, “Our marketing workflows are automated, and being able to integrate with our CRM is a critical aspect for ARK. Initially this wasn’t a key factor, as we had to find a solution quickly. However, now it’s a benefit we wouldn’t want to miss.”

Beyond technical needs, and perhaps most importantly, Benkert wanted **a memorable experience for ARK Invest’s guests.** “When we decided to [move to] an online event...we wanted to offer a better experience in a branded environment with professional production.” To that end, the Brandlive team partnered with ARK to create a design strategy that perfectly aligned the events with the ARK Invest brand.



The event features renowned investment strategists, professors, and economists

ARK also configured custom registration fields in order to build a complete profile of every event attendee

The Main Event: BIS2020.

Using Brandlive **Events**, Brandlive **Greenroom**, and the (remote) Brandlive Production team, ARK's BIS2020 Summit was a success, featuring multiple speakers, agendas, and ways to interact with people and content.

ARK utilized many of Brandlive Events' native features including: chat, Q&A with presenters, links to ARK's website, presenter bios, and more. The use of Brandlive Greenroom allowed ARK Invest's presenters to speak with ease, knowing exactly when they would be going live, and who was in their audience.

Regarding partnership with Brandlive, Benkert said, "Working with the professional and experienced Brandlive production team took the edge off for the ARK team. It allowed us to focus on speakers, branding, and promotion, rather than worrying about the technical side and execution."

BIS2020 guests shared positive reviews from locations across the globe. Michael Stevens of Fairfax, VA was not alone when he commented to the event's audience feed, "Excellent summit - very interesting and informative. Thank you!"

Dedicated: Brandlive support.

Like every event, BIS2020 was assigned a dedicated Brandlive support team. About them, Benkert said, "The Brandlive team was very supportive, friendly, and knowledgeable, making it fun to collaborate. They offered end-to-end support and a customer success manager."

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"Easy to understand" new brand platform

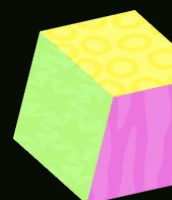
On top of moving from live to virtual, Benkert acknowledged a second challenge: the ARK team was learning the Brandlive platform. "In the middle of Covid-19, Brandlive support helped us with our decision-making, when our platform experience was still limited. **The Brandlive platform itself was easy to understand and offered the level of customization and branding we desired.**"

"Seamless Production"

From a production perspective, the ARK team was pleased with its partnership with Brandlive. Benkert says, "Looking back, the seamless production and professional team at Brandlive was key and made us come back. **Within a span of six months, we are planning our third event.** This one will be produced globally for three time zones."

What's next?

A month after BIS2020, ARK Invest chose Brandlive Events and Brandlive Greenroom once again for its next large-scale conference: BIS2020, Volume II. Discussion topics included market volatility due to COVID-19, fintech innovation, and the genomic revolution.



BRANDLIVE

100+

Teammates

27,000+

Events hosted

37,000+

Hours streamed

16,000,000+

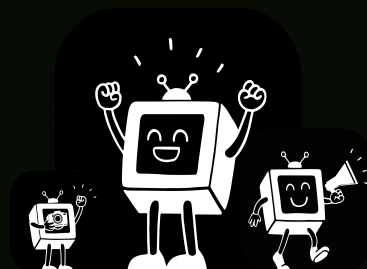
Viewers reached*

Since 2010, Brandlive, headquartered in Portland, OR, has been the leader in the end-to-end hosting, production, and support of the world's largest and most memorable virtual events. Fortune 100 companies choose Brandlive to create branded, customizable events with the help of Brandlive's dedicated support teams.

The user-friendly Brandlive product suite - Events, Showrooms, Greenroom, and Studios and Productions - enables anyone to host their most important communication moments in 30+ languages, for audiences over 1M, with features including advanced registration and best-in-class audience analytics.

Find out why so many of the top 100 global companies work with and trust us on brandlive.com. Follow us on Twitter, LinkedIn, and Facebook.

*Excludes simulcasted viewers to YouTube and social channels, which are often multiples higher.



BRANDLIVE