

BRANDLIVE featuring:



Surf Park Central Chooses Brandlive for First Virtual Surf Park Summit

Company: Surf Park Central ([SPC](#))

Headquarters: Encinitas, CA

Size: 5 employees

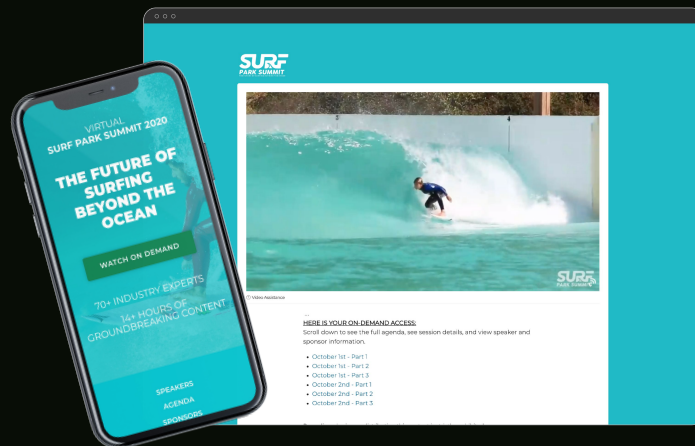
Established: 2012

Event: Surf Park Summit 2020

([Visit Event](#))

Date: October 1-2, 2020

Brandlive Products Featured: Events



Surf Park Summit, by the numbers

- 2-day event made up of 20 panels
- **87 Surf Park Central presenters**
- 26 featured partners and sponsors – each with their own page
- 1,500+ page views, and counting
- 1,578 product clicks
- 434 unique registrations
- 1 integration: Youtube simulcast – [Fuel TV](#)
- 1 dedicated Brandlive Customer Success manager
- 73% of guests attended via desktop, 27% of guests attended via mobile

The event was customized to match SPC's brand identity

What is the Surf Park Summit?

The purpose of the annual Surf Park Summit is to build authentic, sustainable and profitable surf experiences to grow the surf industry. The Summit gathers top industry minds to discuss all aspects of man-made surf destinations.

Who is Surf Park Central?

Surf Park Central, founded in 2012, is the comprehensive hub for news, information and resources about surf parks, surf pools and wave tech around the world. A surf park is a recreational water sports facility with ideal surfing for all ages.

Making Waves, Virtually

In October 2020, Surf Park Summit moved to virtual for the first time since its 2013 start. After reviewing 25 competitors, the SPC team decided to partner with Brandlive for a 2-day event made up of 20 panels, featuring former Chief Evangelist at Apple Guy Kawasaki, the first millennial elected to California State Legislature [Ian Calderone](#), and pro surfers from around the globe.

How did Brandlive solve SPC's unique challenge? A Real Summit, only Digital

The Surf Park Central Summit's key differentiating factor as a virtual event was how well it digitally mimicked the layout of a live summit.

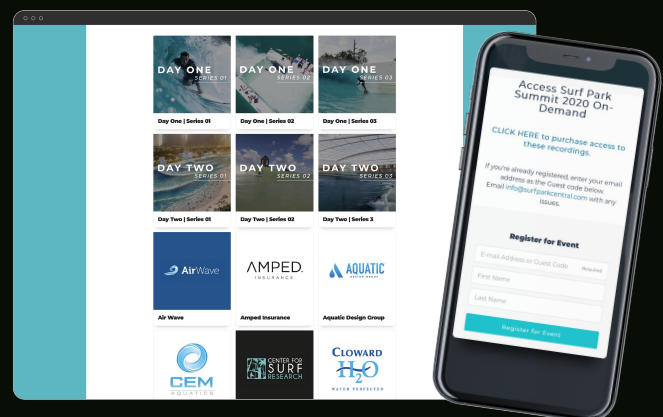
The Brandlive team put 26 virtual vendor booths on a single "library page" – the event's home page. Then, each of the 26 "booths" got their own event page. Click on a logo, "visit a booth".

Each "booth" page has its own branding, video, feature set, and product links. **When guests visited a booth, partners got product click-throughs and collected audience feedback from the chat feature.**

As a result, partners got rich post-event analytics. Chris Kluesener, Partner at Surf Park Central explains, "We've spent a lot of time reviewing the data on the virtual 'booths' set up by our sponsors. This helps us understand how guests participated in a virtual conference."

What did Surf Park Central love about the event?

Streaming Vibe – and SPC Branding – Achieved. SPC wanted something that didn't feel like "another online meeting" for their guests. Kluesener explains, "A key consideration for us was to make the event feel less like a "virtual conference" and more like Netflix. **We really wanted to move away from a pure conference experience and instead create more of a live-stream content series. We were able to execute that on Brandlive seamlessly. We also wanted to brand the entire experience to look just like us, which Brandlive delivered on."**



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

A True Partnership. On partnering with the Brandlive team, Kluesener said, "The Brandlive support team helped us hash out the technical details. This was a key element for us, to have a true partner who would lean in and help, instead of just a platform. We also loved the user interface and seamless experience throughout the event."

Getting those Viewers. Kluesener says, “We wanted to ensure as many people participated after the live event as during – that’s been the case with the Brandlive platform. **It made our live event, the pre-work, and the on-demand recording access all seamless.** We did a “Simulcast” on [FuelTV’s YouTube](#) page to boost total views, and we found a 120% increase in total number of views with that – which was totally seamless, again using Brandlive. ” On-demand views continue to climb due to the [Surf Park Summit commercial](#), shared widely among surf enthusiasts.

Getting that data. The SPC team appreciated the data from Brandlive dash, with Kluesener saying, “The analytics, especially regarding on-demand views are interesting to watch. For example, lunchtime drop off, or times of day people watch.”

Tell me about Event Highlights!

The 26 total agenda items over 2 days made for one of the most entertaining summits since 2013. World champion surfer Shaun Tomson opened with [Welcome Remarks](#), describing how he met Guy Kawasaki, former Chief Evangelist at Apple and current author and marketing specialist, at an Apple store. After this chance meeting, Shaun gave him surf lessons and Kawasaki was hooked.

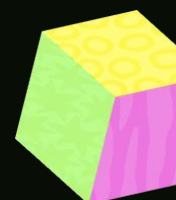
With that introduction, Kawasaki shared his wisdom: [How to Evangelize Surf Parks](#), saying “Besides being Shaun Tomson’s friend, which is– that’s good enough! But besides that, I worked in the Macintosh division of Apple and became Apple’s Chief Evangelist.”

What’s next?

Kluesener says that 2021 will feature a higher frequency of virtual events. “We expect several of next year’s events to be virtual. It’s become a huge part of our toolkit now.”

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–Chris Kluesener, Partner, Surf Park Central



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 @brandlive on LinkedIn, Instagram, and Facebook.

Get in Touch: sales@brandlive.com

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

