



A COLLECTIVE HUMAN EXPERIENCE THAT CREATES ENERGY, UNLOCKS OPPORTUNITY AND ACCELERATES ACTION.

CHALLENGE
SIEMENS invited Supplier Day, global specialists in accelerating action through 'empowering ecosystem experiences', to engage the supply chain in Siemens' public commitment to be carbon neutral by 2030.

SOLUTION
The 6 hour event was built on Supplier Day's 'Freedom and Focus' blueprint, where a variety of collaborative virtual experiences stimulated the richest responses to Siemens' clearly defined sustainability goals.

IMPACT
Pre-event priming, unexpected energising events, surprise C-suite drop-ins and purposefully designed interactive labs all played their part in an experience where virtual technology supercharged the realisation of Siemens' Untapped Supplier Value™.

SUPPLIER DAY CONFIRMED OUR BELIEF IN THE POWERFUL RESULTS THAT CAN BE ACHIEVED WITH A VIRTUAL EXPERIENCE, IF YOU DO IT WITH THE RIGHT PEOPLE, AT THE RIGHT TIME, IN THE RIGHT WAY.

Carl Ennis (CEO, Siemens GB&I)

"THIS IS THE EPITOME OF FORWARD THINKING"



FAR-REACHING & SUSTAINABLE IMPACT

- £1.8m COST SAVING** VS. PHYSICAL EVENT PRODUCTION
- 124.5 TONNES CO2** SAVED THROUGH VIRTUAL EXPERIENCE
- 76% ATTENDANCE** VS. 30% INDUSTRY AVERAGE FOR FACE-TO-FACE EVENTS

END-TO-END VIRTUAL EVENT MANAGEMENT

- DESIGNED**: SUSTAINABILITY THEME, KEYNOTE GUIDANCE, AUDIENCE INTERACTION TOOLS, OUTCOMES-BASED AGENDA DESIGN
- PRODUCED**: 308 ATTENDEES, 26 COUNTRIES, 50 SPEAKERS, 12 BREAKOUTS
- HOSTED**: PRE & POST EVENT ENGAGEMENT, EXPERT FACILITATION, CHAT, Q&A AND SURVEY INTEGRATION, BEST OF BREED VIRTUAL EVENT PLATFORM

MEANINGFUL & MEASUREABLE ROI

- 92.3%** FELT MORE ALIGNED WITH SIEMENS' SUSTAINABILITY ROADMAP
- 94%** BUILT STRONGER RELATIONSHIPS IN THE SUPPLY CHAIN
- 94.2%** IDENTIFIED THE CRUCIAL NEXT STEPS TO TAKE ON SIEMENS' SUSTAINABILITY JOURNEY