



WE ARE HOSTING THIS CONFERENCE VIRTUALLY FOR A NUMBER OF REASONS. IT WILL SAVE YOU TIME AND TRAVEL COSTS. AND ALLOW MANY MORE PEOPLE TO ATTEND AND IT REDUCES OUR CARBON EMISSIONS, WHICH WE HOLD VERY DEAR. AND TECHNOLOGY GIVES US THE OPPORTUNITY TO ENGAGE WITH YOU IN DIFFERENT WAYS

Eric van Steen (VP Supply Chain)



BRIDGESTONE APAC SUPPLIER CONFERENCE - CO-CREATING OUR FUTURE

CHALLENGE

Much had changed since Bridgestone hosted a face-to-face conference with its APAC suppliers in 2018, pre-pandemic. In 2022 the time was right for Bridgestone to come together with suppliers to collaborate on a number of new and evolving topics. Top of the agenda was the launch of Bridgestone's E8 Commitments and the vital role suppliers and stakeholders would play in realising the goal of becoming a sustainable services company.

SOLUTION

Supplier Day worked with Bridgestone to design, produce and host the Bridgestone Supplier Conference 2022 - Co-Creating Our Future. The virtual event consisted of 9 sessions delivered by Bridgestone's leadership team, covering topics from Market and Technology Trends to Procurement Strategy to Product Life-cycle Assessments.

IMPACT

Bridgestone launched its E8 Commitments to an engaged, informed and motivated APAC audience. Suppliers were able to quickly and easily align their plans with Bridgestone's long term strategy and vision. Most notably, 96% of attendees reported being able to identify more opportunities for working with Bridgestone as a result of this accessible and intimate virtual experience.

FAR-REACHING & SUSTAINABLE IMPACT

70%
COST SAVING

VS. PHYSICAL EVENT PRODUCTION

111.5
TONNES CO2

SAVED THROUGH VIRTUAL EXPERIENCE

80%
ATTENDANCE

OF ALL THOSE WHO REGISTERED

END-TO-END VIRTUAL EVENT MANAGEMENT



DESIGNED

APAC AUDIENCE
CEO ADDRESS
SUSTAINABILITY, INNOVATION AND QUALITY ASSURANCE THEME CURATION
OUTCOMES-BASED AGENDA DESIGN



PRODUCED

264 ATTENDEES
15 COUNTRIES
PARTICIPANTS ATTENDED 77% OF THE TOTAL EVENT (185 MINUTES) ON AVERAGE



HOSTED

PRE & POST EVENT ENGAGEMENT
EXPERT FACILITATION
CHAT, Q&A AND SURVEY INTEGRATION
BEST OF BREED VIRTUAL EVENT PLATFORM

MEANINGFUL & MEASUREABLE ROI

96%

WERE BETTER ABLE TO IDENTIFY STRATEGY COLLABORATION OPPORTUNITIES

98%

WERE MORE CONNECTED TO BRIDGESTONE'S VISION AND BUSINESS STRATEGY

97%

ALIGNED TO BRIDGESTONE'S E8 COMMITMENT