



Customer:

BGL Group discovers an all-digital conference helps people work better together

Industry:

Insurance

The Story:

With more and more of its business moving online, BGL Group saw that the best way to understand the digital revolution would be to live it. The company planned a senior management conference in New York that would be all-digital. Delegates received iPads loaded with all the conference information they would need – travel plans, hotel information, conference agenda, voting capabilities, feedback opportunities and more.

“We wouldn’t go back now” says Peter Abel, Associate Director of Business Development. “Delegates said they got much more out of the conference, felt more engaged and made better connections than they ever had before. It’s had a lasting effect.”

in a nutshell

Digital



BGL Group

Discovers an all-digital conference
helps people work better together

About BGL:

Founded in 1992, BGL Group is now a major financial services business specialising in price comparison, consumer insurance and legal services.

BGL Group's UK-based businesses include comparethemarket.com; Junction, which offers insurance services for partner brands including M&S Bank, RAC Insurance, Post Office, HSBC, Lloyds Bank, Halifax, and Santander; and recently launched life insurance business, Beagle Street. BGL Group also owns French price comparison website, LesFurets.com, and Netherlands price comparison business Hoyhoy.nl.

in depth
Dive

The Challenge:

BGL Group understands the importance of internal conferences for its leadership team to bring the business together and as a way to encourage new ideas to foster innovation.

The company planned a conference in New York for 270 senior management and, recognising that much of their own business is digital, decided to make the conference entirely digital.

Peter Abel, Associate Director Business Development at BGL Group, says “We always strive to make sure that our conferences are directly relevant to our business goals and will provide lasting insights to help people serve our customers better once they are back in their daily work.

“Using digital technology is – or should be – at the top of everyone’s agenda. How do we use it best? How do we not get left behind? How do we make the right choices? The company’s first fully digital conference would be an ideal testing ground.”



The Solution:

"We were worried the all-digital format would be impersonal but in fact it was quite the opposite. People found new ways to connect quickly to each other and spend time with the people they wanted to meet. There was a real sense of community and purpose that has continued long after everyone got back."

"O₂ has always been good at helping us translate our technology ideas into practice. We explained what we wanted to do and what we hoped to achieve and left the rest to them."

BGL provided an Apple iPad to each of the 270 delegates before they travelled. O₂ configured the iPad especially for the conference, with a bespoke app providing travel information such as flight details, maps to the hotel and personal tours. For the conference itself, the app provided a message from the CEO, videos to watch before the presentations, and an agenda with all the accompanying materials.

"Normally we would provide a brochure for the conference but this time it was all there on the iPad, easy to navigate and find what you needed."

Internal directories and Yammer helped people connect with each other. Peter says "There was a concern we would lose the networking value of the conference but actually the iPads encouraged networking.

"The all-digital format was so successful it's normal for us now. We're very much at home in the digital space and the momentum we built up in New York has continued."

I was able to look down and see who I wanted to connect with and message them. People were sharing their experiences away from the conference too – sightseeing and restaurants, for example – which promotes networking in a more natural way."

Many of the sessions invited delegates to take part in instant polls, voting on questions on the screen in front of them. "It was lively and interesting for everyone to be able to give instant feedback and see other people's views. It made the conference useful and relevant."

After the event, BGL Group's communications team was able to send a "cascade" pack for those not attending the conference for delegates to forward to their teams immediately.

"It was much faster and therefore much more interesting for those who didn't attend."

in depth

DIV





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