KPMG.

Professional Services ▮Web development // User Experience // Integration

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KPMG.

The client.

KPMG is a global network of professional firms providing Audit, Tax and Advisory services.

The challenge.

After the pandemic hit, conferences and events needed to be made virtual, but our client wanted to do more. They wanted a unique digital experience that took advantage of the web and all it has to offer.

The strategy.

Build upon the bespoke event management system we had already built for KPMG for their marketing events. For each event, the current management system allowed users to send delegate invites, manage RSVPS, manage hotels, sessions, track check-ins and provide a mobile app for delegates.

Interview senior-level internal stakeholders to formulate a list of requirements and features. Build a new mission-critical app that can handle live streaming from multiple contributors from around the world and provide a broadcast-quality experience. Ensure the app is robust to cope with thousands of users and the the myriad of technical roadblocks thrown up by large enterprises.

Technology.

We created a ReactJS app powered by a .net core API. This gave the platform a great UX, with smooth animations and transitions, and was robust enough to handle the load of thousands of simultaneous logins and interactions. It is hosted on Amazon AWS.

Live streaming is handled through Vimeo Livestream Studio software and broadcast to the app via two players (as some regions and clients block some tech).

Features.

The app has a number of features:

— **Live stream content**: there is an ongoing agenda of multiple tracks of live content, which is streamed to participants and live mixed

— **Personalised agendas**: participants opt into sessions they want to take part in and sessions can be recommended based on taxonomies. This produces a personalised agenda, creating their own experience

— **Live chat:** participants can chat to each other within sessions and interact with the host. The host can fire question and surveys to the audience. Participants can discuss after the live session is over as well

— **On demand content**: there is a bank of prerecorded video content, which participants can watch anytime

— **Thought leadership content**: there is a bank of thought leadership pieces available on demand and recommended to participants

— **CPE credits**: taking part in sessions counts towards personal development and is tracked in the system

— **Feedback**: the platform gathers feedback from participants and tracks a range of stats

The results.

Over our 10-year working relationship with KPMG we have helped run over 90 events with a total of 47,368 delegates. Our virtual forum has been used for over 17 events and served over 24,000 delegates.
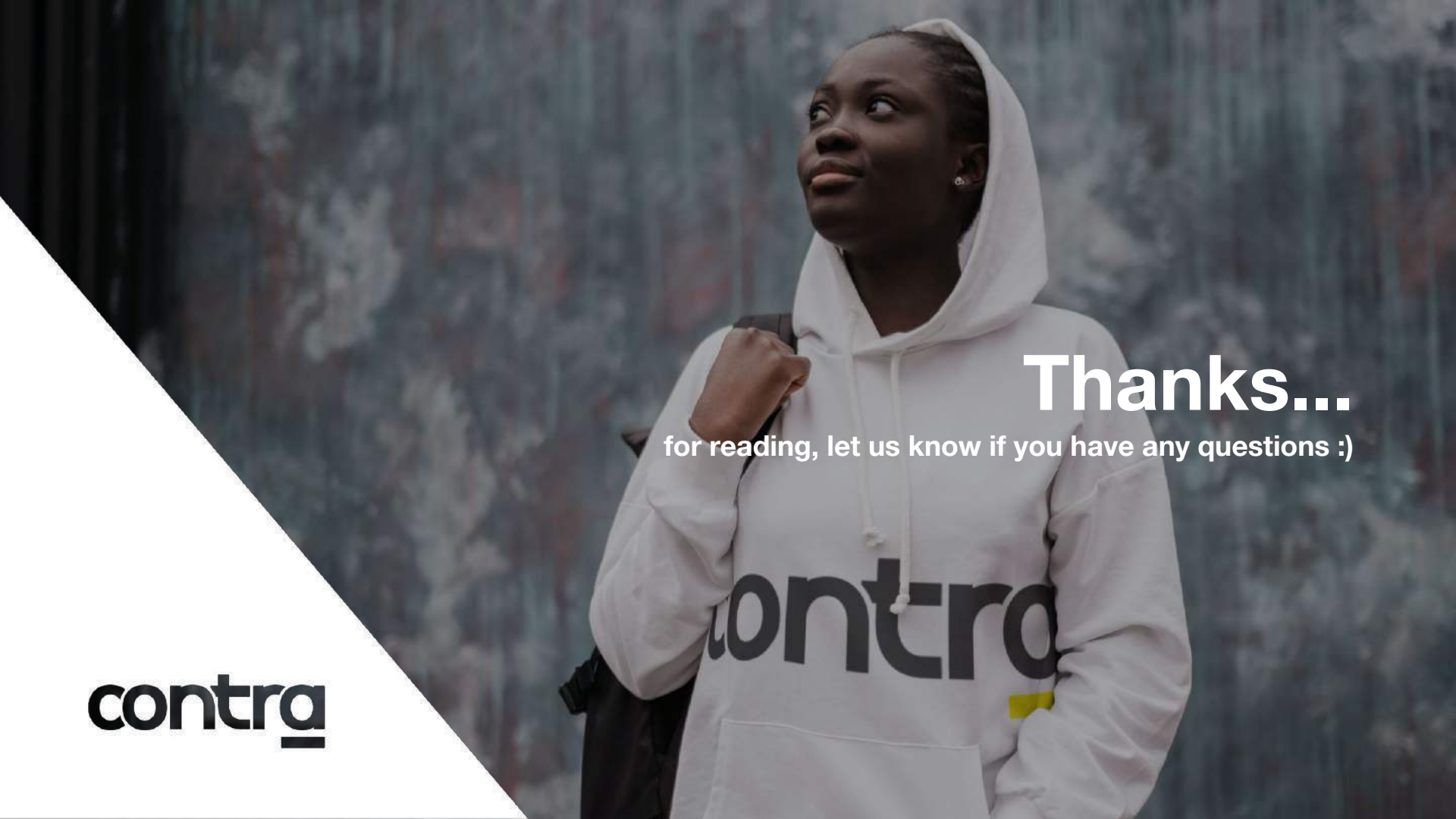
90+
Events

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Delegates

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Contra is simply the best digital agency I have ever worked with, and I count on them, time and time again, to come up with creative digital solutions to all of our marketing problems.

Amy Diaz
Global Marketing & Communications Managing Director, KPMG

Thanks...
for reading, let us know if you have any questions :)

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