



Blue Sky Broadcast and large-scale webinars.

eLearning and virtual event organizer uses Adobe Connect to build Path™, a proprietary webinar and online learning solution that enriches technical training for audiences worldwide.



“Adobe Connect Managed Services helps to ensure all of our customers enjoy the same quality learning experiences and that we can scale to meet their needs sustainably and reliably.”

Jeremiah Kendall, Chief Technology Officer, Blue Sky Broadcast



SOLUTION

Adobe Connect, MeetingOne integrated audio conferencing, and Adobe Connect Managed Services

RESULTS



COST SAVINGS

Reduced costs by over 75% for a single event



QUALITY

Achieved 97% approval rating on customer survey with customers stating that virtual experience supported learning



REACH

Increased participation in customer events while sustaining participation at in-person events



COMPLIANCE

Met high web meeting and information-sharing standards for heavily regulated industries, including healthcare and life sciences

Blue Sky Broadcast

Established in 2002

Annual webinars: More than 2,000

San Diego, California

www.blueskybroadcast.com

MeetingOne

www.meetingone.com

CHALLENGES

- Complementing live, in-person events with a virtual platform to increase event participation
- Creating a flexible and interactive platform to encourage learning and enhance experiences
- Achieving compliance with stringent regulatory and customer standards

Certified, high-quality training

Each year, Blue Sky Broadcast facilitates over 2,000 virtual events for companies and associations across technical and highly regulated industries, including life sciences and clinical research. Since 2002, the company has electronically issued more than one million certificates to learners and manages a library of over 40,000 learning modules.

Blue Sky estimates that the event market is approximately a \$300 billion industry and that corporate learning and training is a \$200 billion market. Within these markets, the company has differentiated itself not only by delivering engaging learning opportunities through onsite and virtual events, but also by delivering learning materials that a company's contract and remote workers can easily access on corporate intranets.

The diverse training activities managed by Blue Sky share some common challenges, including meeting the security, compliance, and technology requirements of each client, regardless of their industry. Blue Sky also has to support various devices and mobile workers all with consistent experiences. With the company often running training events for up to 1,000 concurrent users—including event registration, testing, and hosting recorded post-webinar materials—client demands can be extremely high.

"We've made a name for ourselves in the industry for event-based learning and as a strategic partner-vendor for large-scale eLearning," says Philip G. Forte, Founder and CEO at Blue Sky Broadcast. "To further differentiate our proprietary solution, the Path™ Event Learning Platform, we only wanted to integrate the best video and webinar capabilities into our platform." Forte added that the company also needed the solution backed by a trusted solutions provider to help ensure the long-term sustainability of Path™.

Focused on learning, not technology

For Blue Sky, Adobe Connect and partnering with MeetingOne hit on every criteria for integrating video, audio, and eLearning-webinar capabilities into its Path™ platform. At the highest level, the company saw Adobe and MeetingOne as enterprise-grade partners with track records of excellence. This confidence accelerated the initial integration and customization of the Path™ platform and accelerated time to market and customer adoption.

The dynamic cloud infrastructure provided by Adobe Connect Managed Services also helped the company scale Path™ to serve small organizations in the same way it serves its largest clients. "On any day, we can have dozens of events with organizations of all sizes," says Jeremiah Kendall, Chief Technology Officer at Blue Sky Broadcast. "Adobe Connect Managed Services helps to ensure all of our customers enjoy the same quality learning experience and that we can scale to meet their needs sustainably and reliably."

“If association members are close and can attend in person, they still will. However, for members that generally can’t attend, Adobe Connect offers a valuable avenue for them to participate.”

Philip G. Forte, Founder and Chief Executive Officer, Blue Sky Broadcast

SOLUTION AT A GLANCE

- Adobe Connect
- Adobe Connect Managed Services
- MeetingOne integrated audio conferencing

For more information
www.adobeconnect.com



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Adobe Connect Managed Services offers always-ready support for Blue Sky, helping it innovate, offer new services, and grow its business. The company can add more participants or create new experiences with additional integrations—all without sacrificing quality or systems stability.

Blue Sky can also leverage all of the rich functionality in Adobe Connect to support learning events with quality video, audio, and collaborative experiences, such as breakout sessions. At the same time, it can integrate its Path™ learning management system and event management capabilities to create a seamless experience before, during, and after an event.

The flexibility of the platform and rich experience are also key. As more members of its customer associations work daily using mobile and tablet devices, Path™ and Adobe Connect enable those users to attend virtual events and have the same optimized learning experiences. “Having tablet- and mobile-optimized experiences is a priority, especially with our healthcare and life sciences customers,” says Kendall. “Adobe Connect helps ensure participants can join, regardless of where they are.” For example, when working with customers conducting clinical trials in remote locations, participants can join events using the virtual platform.

Quality experiences at lower costs

During the last recession, Blue Sky saw a rapid trend among clients to abandon large-scale conferences and deliver more cost-effective virtual learning events. Seeing the trend continue and refusing to settle on less than stellar experiences, the company continues to deliver cost savings. For example, one Blue Sky Broadcast customer had achieved over 75% cost savings using the new platform compared to organizing a one-day, in-person training session.

Equally important, Blue Sky hasn’t sacrificed the quality of experiences. Out of more than 1,000 respondents to a recent global survey, 97% indicated they were able to adequately learn and understand using the Path™ platform built using Adobe Connect.

For association clients that rely heavily on in-person participation to drive their businesses, having access to a new virtual offering hasn’t detracted from participation at live events; instead it has expanded participants’ ability to attend more events and for association clients to tap into new revenue streams. “If association members are close and can attend in person, they still will,” says Forte. “However, for members that generally can’t attend, Adobe Connect offers a valuable avenue for them to participate.”

For Blue Sky and its clients, the quality online experiences haven’t cut corners for compliance or regulatory standards. With clinical trials, the platform helps to ensure various regulatory standards are met when discussing patients and clinical trials. At the same time, information can be recorded and shared with approved audiences for further learning.