

### Objectives:

- Use virtual events as a key component of online communities
- Generate qualified leads
- Demonstrate technology leadership

### Results:

- Implemented 4 online communities and event platforms in 12 months
- Executed 60+ events
- Complete self service for events and environments
- Easy customization and branding
- Higher monetization of online communities

“*InterCall’s Virtual Engagement Center provides a full service event platform for our online communities, allowing us to track attendees seamlessly over time and providing highly qualified leads to our sponsors.*”

Tom Burton  
CEO

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## Situation

Businesses are struggling with implementing **effective online strategies** that leverage social media and inbound marketing techniques that can deliver more than just placing them on the first page of a Google search. Companies are also looking to create a competitive advantage by establishing themselves as thought leaders in their market space.

Spark interactive enables leading businesses to address both of these critical challenges through the implementation of **perpetual, event-driven online communities** that act as a living, dynamic hub for potential prospects, customers and advocates. Spark has found that a key component of a thriving perpetual community is regular online events in an engaging and interactive virtual environment.

## Solution

Spark co-founder and CTO Patrick Egan had launched his first online community in 2004 and initially utilized InterCall for holding online events. The following year he decided to try out On24, a vendor focused on webcasting but found they did not provide the features necessary to support the types of online events that were needed within the communities.

Patrick then decided to standardize on the InterCall platform. InterCall allowed Spark Interactive to run any number of virtual events in one Virtual Engagement Center. InterCall’s **ease of use** and its capability to **engage customers** with booths, video, chat, networking and social media tools made it the ideal platform to manage events for Spark’s online communities and satisfy the need of their sponsors and members.

Spark CEO Tom Burton, who spearheads the expansion of Spark’s online community initiative, said “the capability to **easily roll out new communities** and event capabilities for our customers is critical to our strategy. We are using InterCall in **full self service mode**, customizing the environment and uploading content for our customers. This makes the launch of new communities fast and efficient.”

## Results

In 2010 Spark Interactive ran over 60 events on their Virtual Engagement Center all of which were linked to Spark’s perpetual, online communities. Tom mentioned “the InterCall platform provides **great stickiness** and user interaction, which is key to a thriving online community.” One of the key features for Spark is the **Engagement Index**, which helps enable the communities to be better monetized. “Community sponsors are not just looking for more lead volume, but also for leads that can turn into revenue. **Measurable lead quality** is a competitive differentiator for us” said Tom.