

Objectives:

- Align employees with corporate direction
- Innovation training
- Source new ideas
- Energize employees
- 1500 global Attendees

Results:

- 6000 registrants
- Over 2000 simultaneous attendees
- Successfully trained employees
- Received spot award

“InterCall is a great training platform. The scope and quality of the background data provided by the virtual environment is truly breathtaking.”

Phil Antonelli, Senior Instructional Designer
Learning Services,
ACS

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Situation

There were no misplaced bags, cancelled flights, or lost hotel reservations; it was a global conference without the problems of international travel. Instead of lining up for their airplane seats, attendees sat in front of computers at their office or even their home. This was what the Enterprise Services & Solutions Group (ESS) of ACS, A Xerox Company wanted – a worldwide audience brought together virtually, using just a few clicks of a mouse.

A year earlier, leaders of the ESS group decided to create an **innovation initiative** to change the culture of ACS and engage all employees in the process of innovation. The first step included training employees in basic ideas, the process of developing innovate ideas and the use of its new *Idea Management System*. Phil Antonelli of ESS Learning Services was tasked with organizing a training event. “With employees in dozens of countries, it was impossible to bring them together physically, because of **financial and time constraints**,” Phil said. However, after receiving a coworker recommendation, Phil chose InterCall to host his first virtual training conference.

Solution

“We were launching an innovation program and the pressure was on to do something that looked and felt innovative. InterCall provided a **gorgeous interface** with locations that looked really good” recalled Phil. The red-trimmed conference venue was exactly as he and his design team had imagined it: **crisp, spotless and effective**, and it easily aligned with **branding requirements**. Upon entering the conference, visitors were greeted by ESS CIO Ed Fenton. Ed explained the event goal, as well as the features and courses available within the virtual environment.

Employees were free to navigate between six ESS booths and one training booth. Learners could **launch courses** hosted on the enterprise LMS to supplement symposia offered within the conference. They could also link to, the ESS *Idea Management System*, where they would **directly submit ideas** from the event. At different locations senior executives appeared as **virtual hosts**. Attendee questions were fielded in real time by “**iGurus**” on topics ranging from the innovation process, to the technological features of the Idea Management System.

All attendees found the conference easy and fun, “No one had any problems navigating through the environment” Phil reported, “it was very easy to use.”

Results

The official launch day of the innovation program saw more than **2000 participants** from 31 different countries come together to learn and network with one another. “The attendance exceeded our goals, and both, employees and management were extremely happy with the results” Phil said, “all of the feedback we received was positive.”

The event went off without a hitch, no guest speaker missed a flight or got caught in traffic; whenever an employee wanted to view a training session, it was available at the click of a button. After the live event ended it was placed on-demand so that any employee could **access all content** whenever it was convenient for them.

“Doing the training virtually was great, it would have been too expensive and time consuming to bring everyone together any other way,” Phil said. The event was so successful that Phil and his team received a **Spot Award** from management for their efforts. The site continues to be the first stop for innovation for ESS, and the team is now using it to launch and train employees on new products and tools being developed. Currently, ACS is working on a Virtual Engagement Center (**VEC**) in order to host **multiple virtual events** in the future.