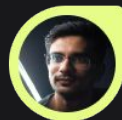
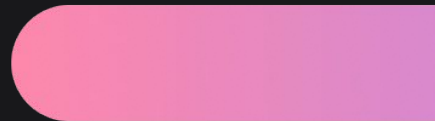
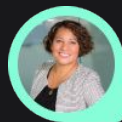


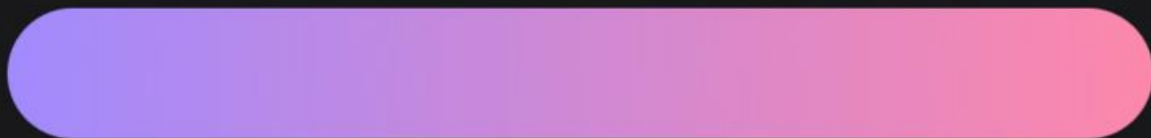
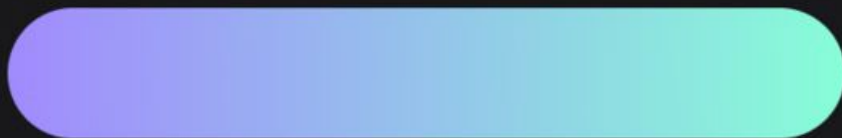


Zapnito x simplycommunicate

How simplyIC Live
doubled their event
audience when they
moved to an online
community



simply



simplycommunicate is an exclusive community for passionate internal communications professionals to connect and share knowledge, and to unite them with the tools to engage with their staff. The network recognizes that managing internal communications is a challenge. Organizations are becoming more complex and the pace of change is accelerating.

Key highlights

- Tailored expert content delivery
- Centralized collaboration hub
- Rapid community growth and engagement
- Data-driven insights for optimization
- Scalable, self-sustaining platform

The Community Challenge

simplycommunicate is a network of over 300 internal communication professionals. They hold two conferences, simplyIC, and the simply summit. The largest events in the UK for internal communicators interested in the digital workplace. In response to the Covid-19 lockdown, simplycommunicate turned to Zapnito to help run their event, simplyIC, in a virtual format and create an online community around it.

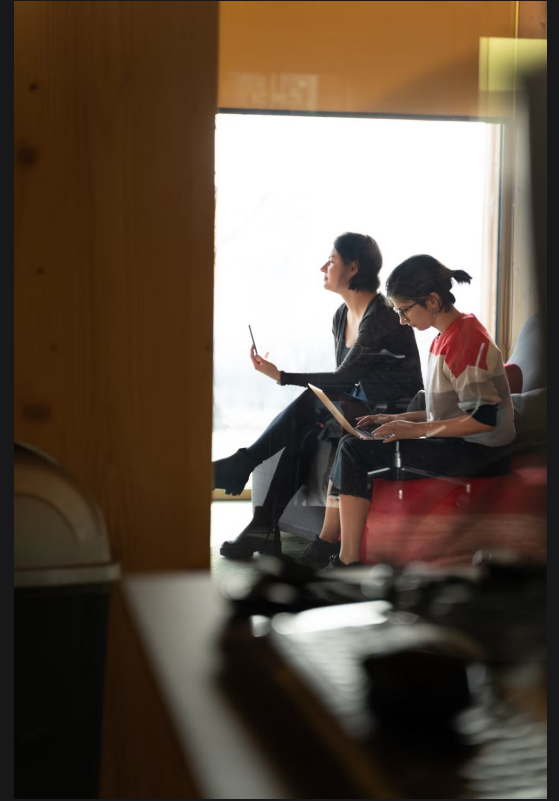
The event usually has 300 attendees in-person, but had to pivot to a digital alternative with the impact of social distancing. The company wanted to invest in a community platform to build its network further. They had already explored some community building options, however, the pandemic caused this timeline to shift.

Self sustaining community

Create a self-sustaining, engaging platform that delivered tangible value to all members

Expert resources

This platform needed to provide expert resources, promote collaboration, and align the varied goals and expertise of its stakeholders



The Zapnito Solution

The simplycommunicate team wanted to consolidate its sites and communication channels into one user-friendly place that members could easily access. Zapnito's platform was able to do this, uniting the company's events, members, and networking on one central solution.

Expert content delivery

simplycommunicate leveraged Zapnito to deliver curated resources and tools, helping members access high-value, goal-aligned content.

Facilitated collaboration

The platform offered a central hub for members to connect, share knowledge, and collaborate across industries.

Scalable community engagement:

Zapnito equipped simplycommunicate with tools to encourage ongoing participation, helping to build a self-sustaining, engaged community.

Data-driven Insights

Advanced analytics enabled simplycommunicate to track engagement, identify trends, and optimize content delivery to better meet member needs.

Results

560+

simplyIC event attendees



3320

poll votes on discussions and content



2 hrs

average view time during the online event



87%

increase in attendees to online event compared to in-person event

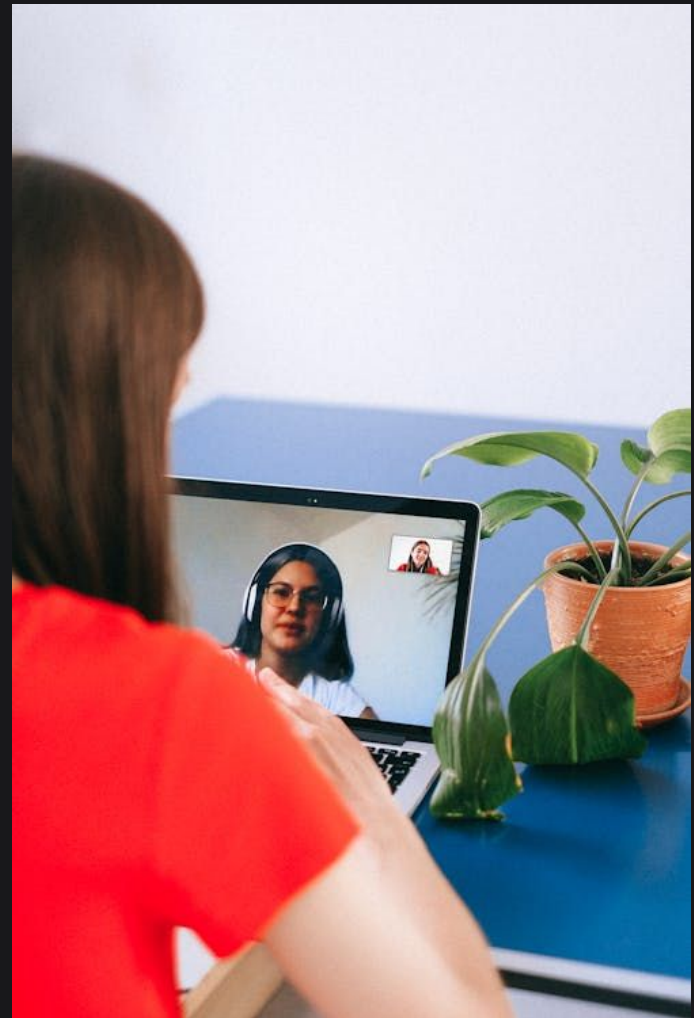


Why Zapnito?

simplycommunicate chose Zapnito for its ability to deliver a customized, scalable platform that aligned with their mission and member needs.

Zapnito's robust features, combined with its focus on facilitating collaboration and providing data-driven insights, empowered simplycommunicate to create a dynamic, self-sustaining community.

simplycommunicate now plans to grow this community, moving towards a subscription model to reflect the ongoing value that the community provides.

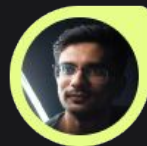


“

It ticked all the boxes and went beyond.



Marc Wright
Founder



Thank you

Find out more at <https://zapnito.com>