

# CASE STUDY

## AQUALIS Virtual Event's Success Story: Yearly Registrations Jump by 300 to Reach 1,000

In 2021, despite lingering COVID challenges, AQUALIS aimed to maintain its position as a thought leader and innovator in the Stormwater Industry. They decided to test the value of hosting a virtual event for their current and potential customers. However, they didn't have a background or an execution team to put on a virtual event.

After discussing their goals and reviewing Endeavor's Water group target Audience, they selected Endeavor Business Media to produce their virtual one-day event. AQUALIS and Endeavor Business Media collaborated on the event agenda, discussed target audience and speaker topics, but preferred to trust event production and execution to leaders in the virtual event industry.

### GOALS OF THE PROJECT

- To establish AQUALIS as a thought leader in the water industry.
- To provide continuing education for current and potential clients.

### MEET AQUALIS

#### Company Description:

AQUALIS is the premier provider of sustainable water engineering and management for stormwater, wastewater, and water quality testing.

**Industry:** Water

**Website:** [aqualisco.com](http://aqualisco.com)

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Partnering with the Endeavor team is an absolute pleasure, and I credit the success of our summit to our continued partnership. Their combination of professionalism, expertise, collaboration, and high-quality work is exceptional.

**Erin Grenz**  
Chief Development  
Officer, AQUALIS

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## SOLUTIONS PROVIDED BY ENDEAVOR

- ▶ Collaborated closely with AQUALIS to ensure that the topics covered during each event were trending, relevant, and aligned with their mission and marketing goals.
- ▶ Organized, produced, and managed the live event, including securing eight speakers.
- ▶ Successfully marketed the events through various channels to increase the number of registrants.
- ▶ Provided attendees with a seamless registration and content access experience.

## THE RESULTS

**The first live event was deemed a success and attracted over 700 registrants. The initial event was so well-received that the client chose to collaborate with Endeavor on an annual basis. The most recent 2024 event was particularly noteworthy, with an impressive 1,000 registrants and a 56% "live attendance" rate.**

- ✓ Established AQUALIS as a thought leader
- ✓ Increased registrants year-over-year
- ✓ Increased live attendee rate year-over-year

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I feel this is the most collaborative the process has been, and it showed by being the most successful event to date. This team not only meets but exceeds expectations, ensuring an extraordinary and gratifying experience for us and our audience.

**Erin Grenz**  
Chief Development  
Officer, AQUALIS

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## VIRTUAL EVENTS

Partnering with Endeavor's team simplifies the process of developing, producing, and promoting a virtual event. Virtual events allow you to showcase your expertise and establish yourself as a thought leader in your industry.

**More Information on our Virtual Event Services**  
[p.endeavorb2b.com/virtual-events](http://p.endeavorb2b.com/virtual-events)