

PIVOTING FROM LIVE EVENTS TO A DIGITAL EXPERIENCE

How Clarion Events Fire & Rescue helped **REV Fire Group** effectively increase relationships with fire & rescue industry professionals while not being able to interact face-to-face.

CHALLENGE

REV Fire Group, a leading manufacturer of fire trucks and one of our top exhibitors at FDIC International, wanted to reach the market of fire and rescue professionals at scale during COVID-19 due to no live events and restricted traveling to clients.



GOAL

Create a digital experience to surface qualified leads and track conversions.



SOLUTION

Development of a dedicated virtual experience, the Apparatus & Technology Conference, to showcase REV Group's products, source qualified buyers, and create connections with them.



The Apparatus & Technology Conference delivered 18 professionally-shot and expert-led sessions that included:

- Live-streamed demos
- Product walkarounds with controlled in-person audiences
- Live Q&A for product demos



“REV Fire worked closely with Clarion to craft a creative communications solution to bring new products and technologies to our target markets. Through a true partnership and close collaboration, we successfully executed a true ‘first’ in our industry and received immense positive response with an innovative method to bring our story to prospective customers.”

– JAY JOHNSON, DIRECTOR OF MARKETING & PRODUCT MANAGEMENT, REV FIRE GROUP

APPROACH

As an events company, we had the right experts in place to add significant value to REV’s branded experience.



CONTENT

Content development, management, and session moderation.

VIDEO

Full production quality setting to broadcast live during the event.

MARKETING

Highly targeted multi-channel marketing campaign.

TECH

Streamlined experience across multiple online platforms.

BUYERS

Connections with qualified buyers for 1:1 meetings.

RESULTS

THE APPARATUS & TECHNOLOGY CONFERENCE GENERATED HIGHLY QUALIFIED LEADS THAT RESULTED IN **DEALS OVER 6-FIGURES.**



1,477 FIRE & RESCUE PROFESSIONALS

3,186 TOTAL SESSION REGISTRATIONS

62% OF SESSION REGISTRANTS ATTENDED LIVE

POST SHOW

To extend the effectiveness of the event and achieve their goal of tracking leads and conversions, we launched a lead nurturing program specifically tailored to two of REV’s brands.



THE PROGRAMS KEPT EVENT-GOERS ENGAGED FOR

THREE WEEKS FOLLOWING THE EVENT + GENERATED 4X THE LEADS

OF THE EVENT ITSELF