

Transforming Global Webinar Engagement for a Leading Animal Health Company

THE CHALLENGE

A global animal health company needed to scale its international webinar program—but faced mounting obstacles.

The organization faced several challenges:

- **Inconsistent attendee experiences** across regions and sessions.
- **Major technical issues** during live webinars, affecting satisfaction and content delivery.
- **Limited registration system integration**, resulting in manual workarounds and delays.
- **Lack of real-time reporting and visibility** into attendee data and engagement metrics.
- **Complexities managing multilingual content** for a diverse, global audience.

Without a unified approach, the company saw reduced engagement, inefficiencies, and limited insight into performance, making it clear they needed an experienced partner to elevate execution and deliver consistent, high-impact educational experiences.

THE SOLUTION

Hibbert delivered a fully managed webinar support model designed to remove friction and enhance impact across every phase of execution.

- **Pre-Event:** Streamlined project planning, customized and integrated registration and landing pages, and speaker preparation—including multilingual coordination.
- **Day-of Support:** Live technical management, co-host coordination, and seamless delivery to global audiences.
- **Post-Event:** Continuing Education (CE) credit processing, certificate distribution, and advanced reporting for audience insights and continuous optimization.

THE RESULTS

Over a recent 150-day period, Hibbert supported 110 webinars, generating 4,721 leads and engaging 3,265 unique attendees across 815 clinics. With more than 5,139 hours of total engagement, the program demonstrated not only scale but meaningful interaction—averaging over 46 minutes per participant.

- **110 webinars supported** within a six-month period, delivering **4,700+ new leads** and engaging **3,200+ unique attendees** across **815+ clinics**.
- **5,100+ total hours of audience engagement**—demonstrating strong sustained interaction and brand affinity.
- **Faster setup and execution**, reducing internal lift and accelerating time to market.
- **Improved engagement and satisfaction** driven by consistent delivery, professional support and technical reliability.
- **Deeper analytics and actionable insights** enabled smarter planning and ongoing performance optimization. For example, one webinar targeting veterinarians on canine osteoarthritis achieved an **80% attendance rate** – a clear indicator of effective registration, reminder strategy, and topic relevance.

Results reflect webinar metrics reported as of March 2025.

WHY HIBBERT?

Hibbert delivered the structure, scale, and expertise needed to transform a complex global webinar program into a high-performing engagement engine. By combining strategic program management with deep omnichannel execution experience, Hibbert enabled the client to deliver consistent, data-driven, and audience-focused experiences—backed by measurable results.

WEBINAR SNAPSHOT

- 📄 **Topic:** Canine Osteoarthritis Myths
- 👤 **Audience:** Veterinarians
- 📊 **Attendance Rate:** 80%
- ✉️ **Engagement Tools:** CE credit, survey, technical support

About Our Company

Our rich history includes unparalleled experience in matching a client's extensive market planning with tailored solutions that deliver the industry's most reliable and effective results. We offer our clients the highest quality of comprehensive marketing services available. We are a proven industry service provider ready to take on your toughest marketing challenges.

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