



ComEd Leverages GlobalMeet Webcast to Host Corporate Events

Chicago-based energy provider ComEd enhances corporate communication and interaction with GlobalMeet Webcast.

Commonwealth Edison Company, commonly referred to as ComEd, is a unit of Chicago-based Exelon Corporation, the nation's leading competitive energy provider, with approximately ten million customers. For over 100 years, ComEd has provided service to four million customers across Northern Illinois, which is approximately 70 percent of the state's population.

Communication Challenges

ComEd employs over 6,000 employees across the state of Illinois. With such a large employee base and nearly half of those employees working out in the field, planning company-wide events and training sessions can be challenging.

One major issue is finding an appropriate location. Often there isn't enough space within the ComEd campuses to host large employee events so ComEd must contract with off-site locations, which are costly and can add their own unique challenges when planning events.

For smaller employee events, determining a proper location is still a challenge. Although there may be enough room in the ComEd offices to host smaller events, many offices are not convenient for geographically dispersed employees.

ComEd needed technology that would allow them to live-broadcast events to other office locations and employees in the field, track Q&A, registrations and record the events so they could be watched at a later date by additional audiences. Most importantly the technology needed to enable the event managers to focus on the content and not the technology so HR managers could successfully execute these high-profile events.

Why GlobalMeet Webcast?

Diversity and inclusion is an integral part of the ComEd corporate culture. To reinforce these values, they wanted to host a new internal series to educate and challenge their employees on diversity issues in the workplace but needed the right technology to stream presentations to employees. While the company has collaboration technology for meetings, they didn't have a solution that could professionally live stream presentations and record them for future use.

GlobalMeet Webcast had the functionality ComEd needed to bring the speaker series to life. We spoke to Dr. Steve Harap, Principal of Talent Management and Organizational Development at ComEd about his experience and why GlobalMeet Webcast is their preferred solution. GlobalMeet Webcast allows ComEd to setup in-person events while live

streaming to other office viewing parties and remote employees. Dr. Harap highlighted GlobalMeet Webcast's great customer service and feature functionality as reasons they use the technology to power their diversity events each month, and ComEd employees agree.

Dr. Harap said, "The feedback from employees attending the series remotely has been great. Without GlobalMeet Webcast, remote employees wouldn't have been able to participate." With the success of the diversity and inclusion speaker series, other departments are looking at how they can leverage GlobalMeet Webcast for their own events.

Marrietta Harrison, ComEd's Senior Communications Specialist, took the opportunity to use GlobalMeet Webcast for company-wide road show events, which lets all employees hear directly from their executive team. Harrison also wanted to provide other viewing options to employees. With GlobalMeet Webcast, employees could watch the event with their teams live or by themselves if they were not able to attend in person.

The GlobalMeet Difference

GlobalMeet Webcast and the webcast production team helps uncomplicate the streaming process. The easy-to-use solution makes managing high-profile events easy.

Professional Presentation Display

Being able to webcast company-wide information is important. When employees are located in multiple offices, providing consistent messaging can be challenging, but with GlobalMeet Webcast, ComEd has been able to live stream interactive presentations and consistent messaging to employees across their office locations and to those working in the field.

"We like GlobalMeet Webcast's ability to package the live feed and presentation slides together for employees attending the sessions virtually," said Dr. Harap. "This is not something we could have done on our own." When employees are unable to attend presentations in person, it's important to provide a good option for them to view the content virtually.

Robust Dashboard

Hosting high-profile events can be extremely challenging. GlobalMeet Webcast features a comprehensive dashboard to make managing events easy. Dr. Harap said, "We really like the dashboard and the ability to field questions from the remote sites and have them come into one centralized place so we can really control Q&A." Ms. Harrison added, "The ability to log into the dashboard and put special messages to communicate with employees watching the event live was great." Harrison used these messages to help prepare employees for the Q&A portion of the event.

Outstanding Service

"The team supporting GlobalMeet Webcast is outstanding, responsive and proactive," said Dr. Harap.

"Hosting company-wide events can be stressful and the technology can be intimidating, but with software backed by an outstanding customer service team, ComEd can rely on GlobalMeet Webcast to make sure things operate smoothly."

This lets the team focus on delivering their content instead of troubleshooting the software.

Conclusion

"The live event was a success," said Harrison. "Since the live stream is archived and taped, those who weren't able to attend the event live could watch the event with their team." GlobalMeet Webcast produces high-quality video recordings for users to view content on-demand and extend the life of this content. ComEd hosts the recordings from the all-hands roadshows and the diversity and speaker series on the company intranet to drive employees to view content and track how the content performs over time. By leveraging GlobalMeet Webcast's capabilities, ComEd has been able to interact with employees in a different way.

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