



Webinar attendance campaign

Case study: Could some hype increase webinar attendance?

The opportunity

A financial services company had low attendance at its quarterly webinar that educated employees about the plan and saving for retirement.

The solution

T. Rowe Price knows that the more employees understand, the more likely they are to act. We developed a campaign to raise awareness of the webinars with the goal of increasing attendance.

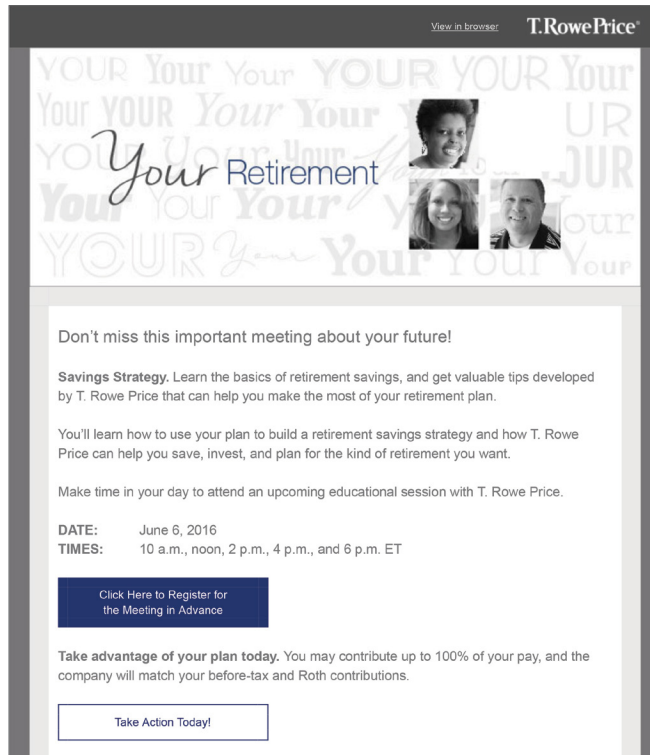
- Educational article detailing some of the topics with a teaser intended to generate curiosity.
- Webinar invitation and reminder emails to create interest and provide an easy way to register.

The results

215

employees attended the second-quarter webinar compared to 22 employees in the first quarter.

This is an **877%** increase in one quarter.



To learn more, contact your T. Rowe Price representative.