



WEBINARS

Webinars put National Grid Front and Center with Customers and Employees

"The experiences of one division within National Grid have led to other divisions seeking Questline out to produce webinars. They know they can turn to us as the industry experts who can manage the entire webinar process and hosting platform."

Josh Platt

Account Director, Questline



QUESTLINE

Creative promotions and turnkey webinar content help National Grid **effectively educate target audiences on energy management.**

Challenge:

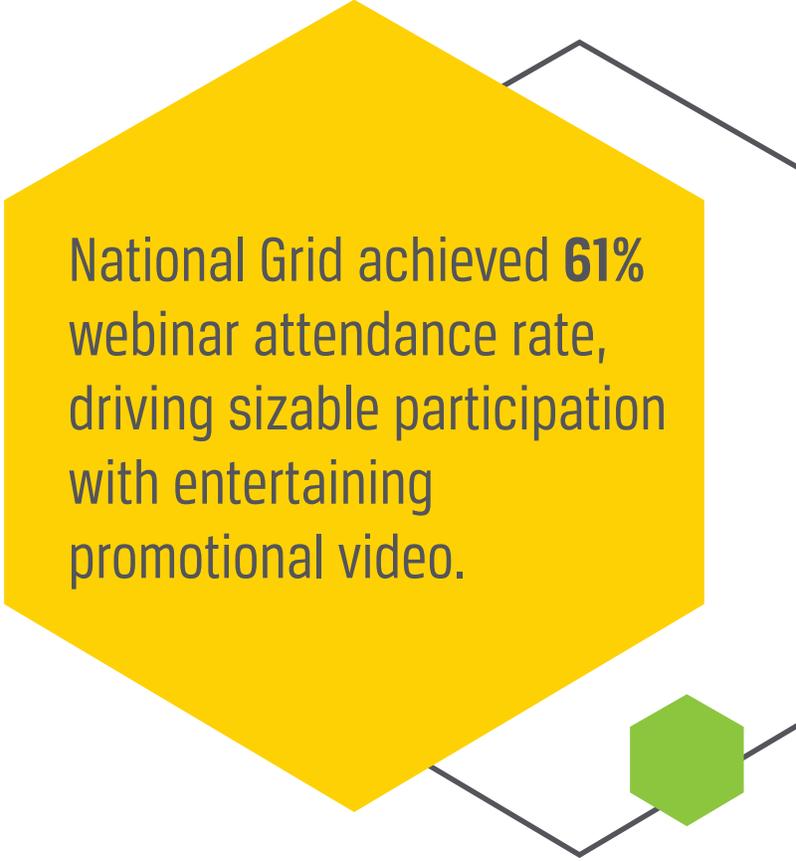
National Grid wanted to extend its community reach with customers and trade allies while simultaneously modernizing employee engagement. To do so, the energy utility looked to produce continuing education webinars about energy management. Content needed to speak to both electric and gas utilities and showcase thought leadership in an appealing way.

Solution:

National Grid leveraged Questline's content library to build turnkey presentations on advanced, technical topics. Questline produced and hosted a unique webinar series titled "Building Blocks of Superior Energy Management," customizing content to meet the needs of National Grid. To promote the three-part series, Questline developed and deployed a cross-channel campaign, including an entertaining video, social media content and four email messages.

Results:

Webinars allowed National Grid to showcase their thought leadership while educating and engaging target audiences. With a cross-channel promotion strategy, the energy utility achieved an impressive 61 percent registration-to-attendance rate, exceeding the national average of 46 percent.



National Grid achieved **61%** webinar attendance rate, driving sizable participation with entertaining promotional video.

nationalgrid

About National Grid

National Grid is an international energy and gas company and one of the largest investor-owned energy companies in the world. The utility plays a vital role in delivering gas and energy to millions of people across Great Britain and the northeastern U.S.

Connect with Us:

To learn more about how Questline can help your energy utility achieve program goals and greater customer engagement, email info@questline.com or visit questline.com.



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