

CHANGEMAKER 20 SUMMIT

POWERING A GLOBAL MOVEMENT



WHAT?

Changemaker 20 Summit, organized by the Connecting Dreams Foundation, is a virtual event that spanned **122 hours**, making it the longest-ever online summit on sustainable development.



CHALLENGES:

Managing an always-on event



122 hours
of continuous
content



760+ speakers
from 137 countries



Scale: High costs
made other platforms
unviable at scale



User adoption: Concerns
around usability for
non-technical users had
to be addressed.



SOLUTION:



Zoho
Backstage



Integrated Platform:
A single, integrated platform
for website creation, ticketing,
and agenda management.



No-code:
No coding background to easily
build websites and create
complex, multi-day agendas.



Engagement:
Features like real-time reactions,
mic/camera access, and chat
sessions kept attendees engaged.

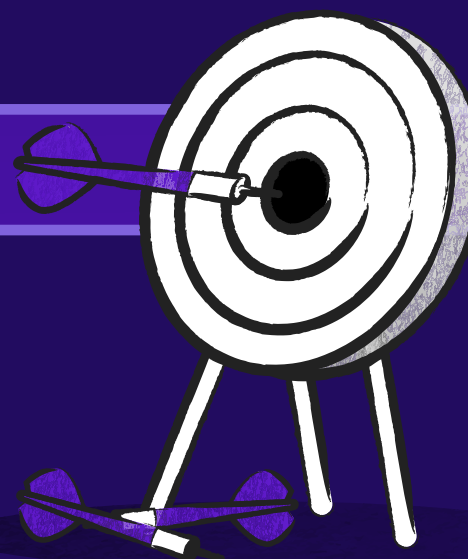
THE IMPACT



Efficiency:
Saved time, money, and
manpower with a single
integrated system.



Experience:
Personalized agendas that
synced to Google Calendars and
streamlined speaker
management.



Operations:
Non-technical staff managed the
event without external
dependencies.

Record-breaking. The world's longest virtual sustainability summit. **One platform.**



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