About Sodexo

Sodexo is a French food services and facilities management company, headquartered in the suburbs of Paris.

Sodexo is one of the world’s largest multinational corporations, with its employees representing more than 130 nationalities. The company is present in more than 80 countries around the globe.

Use Case

For more than seven years, Sodexo has trusted the expertise of Intrado Digital Media to deliver its investor relations webcasts.

Sodexo developed an extraordinary confidence in Intrado’s ability to deliver these mission-critical communications. The Sodexo team then approached Intrado with a special request.

The challenge: deliver a high-profile webcast series for Sodexo’s CEO and global employees while incorporating different languages.

Building a worldwide company culture is one of Sodexo’s main priorities, and to do so, the team selected Intrado and its webcasting solution to achieve their goals.

GOALS:

Build a worldwide company culture

Transform Sodexo communications through a digital-first approach

Deliver seamless CEO-to-employee webcasts

Learn more: www.intrado.com/Digital-Media | Contact us: contactdms@west.com
**Approach**

Using the Intrado Digital Media webcasting solution, Sodexo seamlessly delivered three interactive CEO-to-employee webcasts from Berlin, Orlando and Paris in 2018. For each webcast, a dedicated webcast service manager provided Sodexo with end-to-end support.

Featuring an elaborate behind-the-scenes setup, the Intrado team created an intuitive and secure webcast landing page with just one link for all Sodexo employees, providing the optimal user experience.

The Intrado team also handled intricate scenarios, including the incorporation of several live video feeds and multi-language translation for audio and video graphics.

Intrado even facilitated question and answer sessions between Sodexo’s CEO and employees in six different languages.

Sodexo also worked with Intrado to embed a third-party application into each webcast—which was used for sharing pictures and comments.

The Sodexo CEO-to-employee webcasts were viewable across more than just desktop and laptop computers, utilizing the responsive Intrado technology to allow employees to view on their mobile and tablet devices. The webcasts were also built to support up to 100,000 viewers at a single time.

Partnering with Intrado, Sodexo successfully engaged their global employees via webcasts, communicating the message of a single, unified company culture.

**RESULTS:**

- **15k+ Viewers**
  Engaged more than 15,000 employees

- **6 Languages**
  Webcast Q&A was handled in six different languages

- **1 UX**
  A single landing page created one intuitive user experience

“**Intrado Digital Media’s webcasting solution provides confidence when it comes to sensitive projects. You can count on Intrado’s expertise, and we recommend them internally to other departments.**”

_Anahide Araquelian_
Communications & Events Partner | Sodexo