



Skedulo

Skedulo Roadshow

Client:
Skedulo

Campaign:
Skedulo Roadshow

thecroc.com



About Skedulo

“Building Tools to Empower the Deskless Workforce”

Skedulo creates cloud-based software to allow any company in any industry to schedule, manage, engage, and analyse their deskless workforce.



The Challenge

As a market leader in remote workforce productivity platforms, Skedulo understands the value of bringing people together.

Live Events

Exhibition Logistics

Lead Generation

Brand Building

After a lengthy break from in-person events, Skedulo needed to both reconnect internally and enhance its presence in the EMEA market.

Our answer was a week-long event roadshow in London, including a

product launch, rooftop cocktails, exhibition takeovers, and some good old fashioned teambuilding.

It wasn't just about having fun – the week also netted the Skedulo team a cool £1 million of pipeline revenue.

Strategy

These in-person events allowed us to make the most of the opportunities around venue setup, physical branding, and the ability to interact directly with attendees.

Over 50 international customers and partners joined Skedulo employees for a product launch event, complete with branded cocktails and canapes on a Trafalgar Square rooftop overlooking London's iconic skyline.

To amplify the brand and extend the event's reach, we created high-quality social reels featuring event highlights and interviews with the Skedulo CEO and CMO.

The next stop on the roadshow was a market leading expo for remote workforces. We worked with the event organisers to secure prime location for the Skedulo exhibition stand, and managed all end-to-end logistics, merchandising and branding.

By allowing the Skedulo team to focus on new business meetings instead of event management, they were able to build over £1m of pipeline revenue.

Finally, it was time to make the most of having a critical mass of Skedulo employees in the same place for the first time in over two years. We organised a day of teambuilding and internal company updates, giving everyone a much-needed chance to catch up and reconnect with themselves and the company.



The Objectives

- Deliver a first-class roadshow across EMEA
- Increase pipeline for the European market
- Deliver international presence at the events

“Nothing is too challenging for the Croc, they provide a first class service taking care of every little detail. I wholeheartedly recommend their service.”

Marketing Director, Skedulo

Results

3 events

across London

50+

international customers
and partners

£1 million

revenue pipeline generated



2-4 Hoxton Square, London N1 6NU
+44 (0)20 7749 4400

thecroc.com