



# Skedulo Skedulo Roadshow



Client:  
Skedulo

Campaign:  
Skedulo Roadshow

[thecroc.com](http://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 analyze their deskless workforce.



# The Challenge

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

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**Live Events**

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**Exhibition Logistics**

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**Lead Generation**

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**Branding 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 £1million 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 Europe 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

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**3 events**

across London

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**50+**

international customers  
and partners

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**£1 million**

revenue pipeline generated



**the croc**

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

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