

Virtual Conference Expands Supportworks' Reach Across Dealer Network

After the in-person event was canceled due to COVID-19, the product supplier saw success in pivoting to virtual event.



OMAHA, Neb. – In a time of social distancing, Supportworks held its annual conference virtually on June 15, allowing the product supplier to home repair and commercial contractors to connect with its customers and bolster participation in new initiatives across its dealer network.

The 2020 annual Redefine Conference had initially been scheduled to take place April 15 through 17 in Omaha. While the physical attendance draw is typically around 1000 people each year, the virtual event is estimated to have expanded the event's reach even more.

The virtual conference drew more than 1120 impressions, or video views, reaching as far as northern Canada to Australia. The total number of participants is estimated to be well above the views, as numerous dealers had several employees watching together.

Supportworks' engineering and dealer performance teams rolled out new and redesigned products, sales and production technology upgrades, and other new resources.

Many dealers blocked off the day on their employee calendars, making the virtual conference a fun company event. Some held watch parties at local bars and restaurants, while one even rented out an entire movie theater for the viewing.



In his opening remarks, Supportworks President Dave Thrasher announced that Supportworks is the first company in Nebraska, and in its industry, to complete a rigorous certification process committed to positively impacting the community for the next 100 years and beyond.

The Certified Evergreen mark also signals to Supportworks customers that they – and the homeowners and clients they serve – can expect the same quality of product and level of service indefinitely. These services help create safer homes and peace of

mind for property owners across North America.

“Think about those companies that have been around for generations, providing great jobs and security for the long-term. Not just giving back to their communities, but giving more to their communities. These businesses have become the beacons, the symbols of what it means to not only endure, but prosper,” Thrasher said.

Supportworks training and coaching teams were available immediately following the conference to field questions about products and software, as well as new marketing campaigns. The company followed up the virtual conference with scheduled Q & A webinars to address any questions dealers had after becoming familiar with new initiatives.

Due to the nature of their work, most Supportworks dealers were declared essential businesses and continued operating during shut downs caused by the COVID-19 pandemic. Supportworks successfully switched many in-person training events to a virtual format to accommodate for CDC guidelines, allowing dealers to continue to ensure safety in and around homes across North America.



About Supportworks

Supportworks designs, manufactures and delivers a range of foundation and concrete repair products to a worldwide network of home-service and commercial contractors. Headquartered in Omaha, Neb., the company was founded in 2008 by Greg Thrasher, the owner of a successful home-services company that was looking to vertically integrate and become a supplier focused on redefining an entire industry. Currently, Supportworks provides products, tools, software and business coaching to more than 100 dealers across North America. The company also received the 2020 ‘Best Places to Work’ designation in the Omaha metro. To inquire about becoming a member of the Supportworks dealer network, visit becomeadealer.supportworks.com. For a list of open positions, go to <https://careers.supportworks.com/>.