

## Case Study

# MAXIMISING EVENT IMPACT ON SOCIAL MEDIA

## Background

InterSystems is a creative data technology provider dedicated to helping customers solve their most critical scalability, interoperability and speed problems.

## Challenge

Each year, InterSystems hosts the UK & Ireland Data Summit, a major two-day event bringing together customers, partners and community members. The 2025 event focused on empowering partners to harness innovative technology to drive business growth and success. With key partners attending, many of whom are strong advocates, InterSystems wanted to capture valuable content, from endorsements to industry insights, to amplify the event on LinkedIn.

However, with staff fully focused on managing the event and engaging with attendees, there was limited capacity internally to create and publish content or oversee social media in real time.

## Approach

As InterSystems' social media and content partner, Whiteoaks provided on-the-ground support at the event in Birmingham. The team captured video content from partners and colleagues, with some clips shared live on LinkedIn during the event and others reserved for future use.

Over the two days, Whiteoaks posted live updates with multi-image posts on the InterSystems UK & Ireland LinkedIn account, managed community engagement and boosted visibility by supporting senior InterSystems employees with their own social media activity to ensure maximum reach.

**"The Whiteoaks team have been our social media partner for several years now, and we're always impressed by their proactivity and professionalism at our events. They act as a seamless extension of our marketing team, and it's great to be able to place full trust in them to deliver exceptional results every time."**

*Cara Bainton, Marketing Manager,  
InterSystems UK & Ireland*

## Results

### Visibility



**1,889**  
impressions



**1,229** clicks



**799**  
video views



**19**  
new followers

### Engagement



**1,463** LinkedIn  
engagements



**16.93%**  
engagement rate



**263%** increase in  
engagement week-  
on-week



Net follower growth  
increased by **130%**

### Impact

Whiteoaks helped InterSystems maximise the impact of its UK & Ireland Data Summit 2025, driving strong LinkedIn engagement with its target audience of developers and solution providers. The Whiteoaks team captured eight videos from innovators and leading figures, including John Paladino, Head of Client Services at InterSystems, and Simon Baxter, keynote speaker and analyst at Tech Market View. Crucially, Whiteoaks freed InterSystems staff of the time-consuming requirements of social media and content capture, enabling them to concentrate on the smooth running of the event.

**whiteoaks**  
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