



CLIENT CASE STUDY

From Bandwidth Gap to Expert Partner

BIZZABO · Event Experience Podcast · Software as a Service for Events

"If you can't find the bandwidth to sustain your podcasts and events yourself, but need someone to care as much as someone internal, Rachel is the perfect partner."

— Kerri Moore, Sr. Content Marketing Manager, Bizzabo

THE CHALLENGE

Bizzabo's team had the vision for a podcast and webinar program, but not the bandwidth to run either one at the level their brand demanded.

THE SOLUTION

Rachel embedded as a full-service partner — producing every podcast episode end to end, and running webinars from brainstorm through live hosting.

THE OUTCOME

A steady top-of-funnel podcast, a webinar program hitting its numbers every quarter, and a partner the team trusts like one of their own.

About Bizzabo

Bizzabo builds the software behind some of B2B's biggest conferences and webinars, with companies like HubSpot, Snowflake, and Nasdaq trusting the platform to power their events. With event experience at the heart of what they do, Bizzabo has a high bar for the quality and execution of its own content programs.

The Challenge

Bizzabo's marketing team knew a podcast and webinar program could become valuable top-of-funnel and thought-leadership assets. The challenge was capacity. Running either program to the standard they envisioned would have meant pulling the team's attention away from everything else already competing for it.

Kerri Moore had seen this exact problem up close before. At a previous company, she launched and ran a podcast solo, and it consumed roughly half of her working week. She knew firsthand how quickly a podcast could become a job within a job.

"It was so much work. Making sure we had the right speakers, writing all the topics, and trying to figure everything out. It took up 50% of my entire time on just that one channel."

— Kerri Moore, Sr. Content Marketing Manager, Bizzabo

Bizzabo needed someone who could own both programs end to end, without adding a full-time hire or pulling the marketing team away from everything else on its plate. Given the company's own expertise in delivering high-quality events, they also needed someone who could meet that standard without needing to be managed through every detail.

The Approach: Two Programs, One Partner

Rather than bolt on an à la carte vendor, Bizzabo brought Rachel on as a fully embedded extension of the team, running two related but distinct programs side by side.

Podcast Production

BEFORE

Research & Outreach

Rachel researches and identifies guests who fit Bizzabo's ideal customer profile, then handles all outreach and scheduling herself.

DURING

Record & Produce

Rachel conducts and produces every episode, owning the conversation from the first hello through the final edit.

AFTER

Package & Hand Off

Rachel pulls social-ready snippets from each episode and hands off finished episodes for distribution across podcast platforms and the Bizzabo website.

Webinar Production

BEFORE

Plan & Script

Rachel joins Bizzabo's internal brainstorming, builds the full run of show, and writes her own hosting script, then incorporates speaker feedback before air.

DURING

Host & Troubleshoot

Rachel runs tech checks with speakers, hosts live, manages Q&A and chat engagement, and troubleshoots issues in real time.

AFTER

Extend The Relationship

Rachel follows up with webinar guests afterward to invite them onto the podcast, turning one touchpoint into two.

"She really acts as a member of our team. Because we have so much trust in Rachel, we know that she knows who we want to have on — it's really nice for us to know it's handled, so we don't have to touch it too much."

— Kerri Moore, Sr. Content Marketing Manager, Bizzabo

What Sets Rachel Apart

Kerri didn't point to a metric when asked what best captures working with Rachel — she pointed to a live webinar where the tech hit a snag mid-show, and Rachel didn't miss a beat.

"Everything went wrong that could possibly go wrong," Kerri recalled. The screen orientation kept shifting in real time, right in the middle of the broadcast.

"I had Rachel up on the screen, and she just handled it like an absolute pro. She really covered for me, thinking on her feet and turning what could have been an awkward moment into something light and engaging. The audience wasn't put off at all."

— Kerri Moore, Sr. Content Marketing Manager, Bizzabo

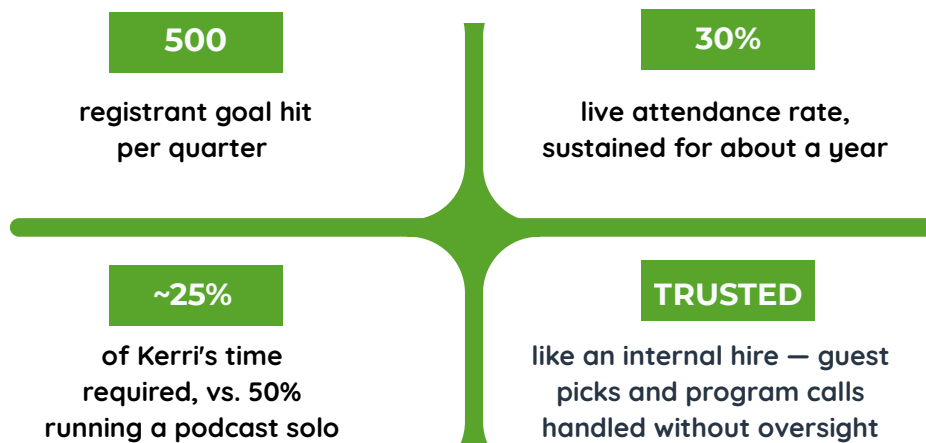
Rachel's value shows up as strategic judgment too, not just execution. When Bizzabo tested shifting the podcast from a top-of-funnel channel toward a more account-based approach, Rachel took on the new strategy without hesitation — and was also the first to flag that it wasn't working.

“She was really great at identifying pretty quickly, 'I'm not getting enough responses; it isn't going to be viable for us.' And then we were able to pivot because of that.”

— Kerri Moore, Sr. Content Marketing Manager, Bizzabo

The Results

The podcast keeps Bizzabo's top of funnel warm and consistent. The webinar program hits concrete quarterly targets. And underneath both, Kerri describes a level of trust usually reserved for someone on the payroll.



On the podcast side, Bizzabo uses the show as a genuine top-of-funnel play: soft-touch introductions to target accounts, partnership-building with well-known names in the industry, and a steady stream of source material for blog posts and newsletters.

On the webinar side, the numbers are concrete — 500 registrants per quarter, split across one or two webinars, with 30% of registrants attending live, a benchmark the team has hit consistently for about a year.

FINAL WORD FROM BIZZABO

For Bizzabo, Rachel's value goes well beyond delivering a great podcast. She became an extension of the team, bringing the care, context and ownership you'd expect from someone in-house.

"If someone is looking for a really professional, well-done podcast process and you don't have the bandwidth on your team — or you do, but you want to focus it elsewhere — Rachel is an incredibly good asset to have. She doesn't just complete the job. She completes it the way someone on your team would."

"She really takes the time to learn about the industry, to learn about your company. It feels like a whole extension of your team. If you need someone to care as much as someone internal, but you can't find the time to do it yourselves, Rachel is the perfect partner."

— Kerri Moore, Sr. Content Marketing Manager, Bizzabo

Ready to transform your podcast into a strategic asset?

Reach out to But Wait, There's Moore Podcast Services for your own B2B professional podcast host and production.

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