

HYBRID EXPERIENCE

Mailchimp Marketing Success Season

30,000+ virtual attendees. One live production from MODEx Studio.

30K+

VIRTUAL ATTENDEES
ONE LIVE ROOM

Streamed through Goldcast + Zoom,
connected to an in-person audience at
MODEx Studio.

01 — THE EVENT

Intuit Mailchimp brought Marketing Success Season 2026 to MODEx Studio for a fully branded hybrid experience connecting an in-person audience with more than 30,000 virtual attendees through Goldcast and Zoom.

02 — THE PROGRAM

Hosted by **Sharon Harris**, the one-day program brought together business and marketing leaders for live conversations focused on the future of marketing, AI, customer engagement, and growth.

03 — THE PRODUCTION

MODEx led the on-site production and execution, transforming the studio into a fully branded Mailchimp environment and delivering the experience from planning through live broadcast.

