

# CASE STUDY



**Rasmus Abrahamsen, ClickLearn**

We met with Rasmus Abrahamsen, Marketing Manager at ClickLearn, to learn more about their experience as a Power Platform World Tour sponsor.



**Uniting People Through Community.**

[www.dynamiccommunities.com](http://www.dynamiccommunities.com)

## A Sponsor Perspective on Why Power Platform World Tour is the Place to Stay in Touch with Customers

### Market Size

The Power Platform World Tour, powered by Dynamic Communities, makes its way around the world every year, providing two-day events packed with unprecedented access to premium Power BI, Power Apps and Power Automate content. Dynamic Communities provides several other events, all varying sizes and locations to fit a company's needs. The Power Platform World Tour events give an opportunity for hundreds of users to meet both Microsoft and industry experts in a smaller environment.

"In our case it differs in terms of size. We are present at many of the biggest events, with big set ups and Top Tier sponsorship," Rasmus said.

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*Rasmus Abrahamsen, ClickLearn*

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This smaller setting provides the prime set-up for ClickLearn to showcase their solutions/products to the right audience. Thanks to the connections made by being a 2019 sponsor, they've been able to gain leads for their business.

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## Keeping Pulse on What Users Need

Although the leads gained by sponsorship help generate business, the networking opportunities alone help ClickLearn stay informed with what customers need surrounding their use of the Power Platform.

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The Power Platform World Tour brings users and partners together in person, all a part of a community looking to gain more knowledge on the new technology innovations using Microsoft’s Power Platform and make new connections with like-minded peers. The Power Platform World Tour is stopping in over 20 cities in 2020 – find the location nearest you to get involved:

[PowerPlatformWorldTour.com](https://www.PowerPlatformWorldTour.com)

## Company Profile: ClickLearn

ClickLearn is a solution for creating user instructions, e-learning and process videos for business software. Delivering 8 different learning formats: ClickLearn produces written instructions in HTML, Word and PDF, full-screen PowerPoint presentation, digitally narrated videos, two interactive learning videos and a digital assistant that guides the user on-screen in the live system.

Automated written and narrated support in +45 languages.

On-boarding and learning materials created with ClickLearn has never been easier. ClickLearn auto-upgrades all your learning materials to newer or changed product versions. Learn more about them at: [www.clicklearn.com](https://www.clicklearn.com)

