

Going Mobile With EventAPP™

Benefits and praises for Creative Group's EventAPP™



About the Client

Our client partner is a worldwide leader in innovative products and services for veterinary care and animal nutrition. Its companion animal and equine businesses combine biotechnology with medical devices and information technology to support veterinarians in providing excellent care while building successful practices. Creative Group has partnered with this client on high end incentive trips, sales meetings and partner conferences since 1996.

The Challenge

As our client looked to manifest its theme, "Strengthen the Bonds", we recommended implementing the client's first ever mobile meeting application. It allowed our client to connect with the attendees by giving them the opportunity to "hold the event" in the palm of their hand. The mobile app helped to drive the core message of "Strengthen the Bonds" between meeting attendees, intra-company exhibitors and speakers.

The Solution

EventAPP™ was designed to leverage meeting elements for an integrated look and feel. An event guide with easy icons, attendee notifications, and event schedule offered immediate access to frequently asked questions.

Complete with message functionality and instant meeting updates, attendees were able to access an electronic photobook, speaker biographies, exhibitor information, and a map of the show floor for easy navigation.

A unique feature included a photo scavenger hunt game to encourage participation and engagement across all meeting activities. The challenges were divided into three categories – interacting with each other, visiting exhibits, and team time. Winning attendees were then awarded cash prizes.

The Outcome

The app transformed how meeting information was communicated and how people connected and bonded. It also created a much greener meeting, by reducing printed materials.

The app had 100% adoption among the sales team, received an 89% attendee satisfaction rating, and eliminated 100% of the need to print materials for the meeting. Additionally, the app allowed us to aggregate attendee feedback on speaker effectiveness and content in order to enhance future events.

Our client felt the positive business results were compelling enough to implement the app on upcoming meetings, and other divisions in the company followed.

Here's what the attendees said:

"I loved the app – great idea"

"Easy to use, great time saver"

"I used it to connect with people I needed or wanted to see"

"Having the awards seating groups and floor plan on the app made it easier to find out who we were seated with"

From the client's view:

"Loved that we could send out changes and updates throughout the week"

"App allowed us to provide attendees with an easy way to interact and strengthen their bond to each other and the company"



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