

EventAPP™ Increases Participant Engagement, No Matter What Language They Speak

One app. Three languages. Hundreds of happy meeting attendees.



About the Client

One of the top ten dairy processors in the world, our client is a well-known, established brand. They produce, market and distribute a wide array of goods, including cheese, milk and cream products, cultured products and dairy ingredients.

The Challenge

Increase interaction and engagement during a large global sales and marketing meeting that takes place every two years. Because of the infrequency, it's a welcomed opportunity for director-level-and-above associates to interact face-to-face. Additionally, because attendees were from Canada, the United States, China, Argentina and Australia, there was not a uniform native language.

The Solution

We created a multi-language mobile app using our proprietary EventAPP technology to deliver a personalized and engaging experience.

Personalization

With multiple languages being represented at the meeting, we wanted to ensure that everyone felt we were communicating directly to them. As a result, participants selected from their choice of Spanish, English or French Canadian to receive their personalized agendas, speaker bios and more.

Real Time Feedback

To enhance participant's interaction with the event, we designed a module with live polling. This allowed participants to provide feedback directly to the speakers, enabling them to vary their presentation content in real time to deliver a more personalized and impactful message.

In addition, we provided white glove service during the execution of the meeting. This included on-site technology testing prior to the event and manning the help desk, ensuring all participants downloaded and understood how to use the app. Plus, our technology staff was on hand at all sessions utilizing polling and Q & A features to help manage any questions. All updates and schedule changes were handled immediately by the team, ensuring a seamless experience for all participants and the meeting organizers.

The Outcome

It was our first year managing the event, and both meeting stakeholders and participants felt this meeting was one of the most engaging in its 20-year history. Part of its success was attributed to the app, which provided for more participant engagement (via polling and gamification) and a more personalized experience (by providing personalized agendas and real time communication in everyone's native language).

In the open response portion of the post-event survey, many attendees referenced the mobile app as the element that most impacted their enjoyment of the meeting.

"It was a great tool to have access to."

"Really loved the app. It helped keep me organized as to where to be, when, etc. A great tool."

"The app was fantastic, especially during the question period."

By managing all app development and administration, we allowed the client's meeting stakeholders to focus on what matters most – content and interaction with executives and global attendees.