AGA Offers Attendees a Mobile Experience that Adds Up

Over
75%
attendees used the ChirpE native app

92%
survey respondents satisfied

AGA

The Association of Government Accountants (AGA) holds three major events annually ranging in size from 500 to several thousand attendees. Most participants are financial professionals who work in and with state, local, and federal governments including accountants, directors of finance, chief financial officers, and analysts. When the association was looking for a way to integrate technology into the conferences, it called on a2z to help introduce a mobile app. When over 75% of the attendees at the most recent events used the ChirpE native app, AGA knew something was starting to add up.

The search for a better experience

AGA members, particularly those who attend the association's conferences, are average technology users. They carry mobile devices including smartphones like most business professionals, but as a rule, accountants don't have any more or less affinity toward technology than those in other industries (outside the technology field) do. When Jerome Bruce, Director of Meetings and Expositions at AGA, wanted to leverage technology and streamline the onsite attendee experience by using a mobile app, he wasn't quite sure what to expect.

How to make an attendee's job easier

Bruce, who began in the trade show industry as an exhibit manager 15 years ago, worked with a2z at a previous organization. When AGA was looking for a company to streamline speaker and session searches, facilitate attendee engagement, collect feedback, and "minimize the work onsite" with a mobile app, he called on them again. "Back then, a2z was well regarded for offering online floor plan technology. Then, they launched new solutions for conference management and mobile apps. I liked their products and platform and my relationship with their staff so I brought a2z [to AGA] with me," he says.

"a2z is really riding the winds of change. They keep improving their app and testing new products and offerings. I like new technology and I'm always on board with anything that gives attendees a new experience every year."

Jerome Bruce, CAE, CMM, CMP, CEM
AGA

ChirpE adds to the satisfaction column

a2z's extensive pre-conference attendee marketing plan paid off. 76% of the attendees at AGA's Professional Development Training conference this past July used a2z's ChirpE mobile app to engage speakers, search for sessions, and create personalized itineraries. AGA also added an audience response system to the app. "It helped attendees engage in discussions and gave speakers an opportunity to get real-time feedback through live polling and session evaluations," Bruce explains.
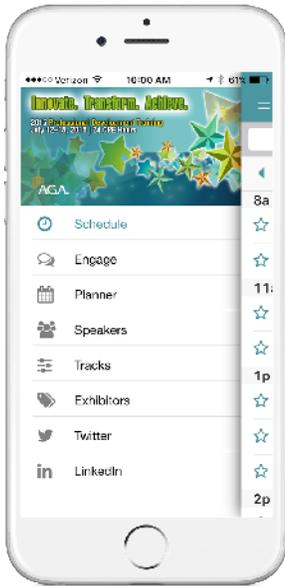
Post-event survey results revealed that:

92% of respondents were satisfied with the app
92% found the app easy to use
83% used it to engage in question and answer sessions with presenters
81% agreed that it was more efficient than a printed directory

"We got rave reviews about the app. When we heard such positive comments, we knew that we were doing something right," Bruce says.

It isn't all about the numbers

Bruce and his team look forward to building on the success of the a2z mobile app. "We will have to offer [ChirpE] every year now because we've set the bar so high," he says. The group is also looking into gamification after an offline "Meet Your Match" game instructing attendees to find others wearing the same numbers on buttons was a surprise hit with the normally shy accountants. Also, Bruce is interested in retaining ChirpE for another reason. "Happy attendees are return attendees. It's a monetary value. If they're happy with the experience—even the little things—they'll come back and we'll see a return on investment," he explains.

About ChirpE Mobile App

The award-winning ChirpE native and web-based mobile app engages audiences with real-time updates and elegant usability features. With a multitude of smart planning and networking options available on demand at their fingertips, this solution is sure to wow your event attendees. Key planning features work even in off-line mode, eliminating dependence on local WiFi Internet support at the event venue. Built-in beacon technology enables you to send targeted content to attendees via notifications on their device.

✓ Enjoy the highest adoption and satisfaction levels in the industry

✓ Brand the app with your graphics, messages, and colors

✓ Increase event revenue by showcasing sponsors on multiple screens

✓ Key planning features are in off-line mode

Contact us today to discuss how a2z can help you improve your events: 443-393-2443 sales@a2zinc.net www.a2zinc.net

Three Powerful Platforms. One Integrated Solution.

a2z provides powerful cloud-based event management and marketing tools that grow your brand by accelerating booth sales, helping boost revenue, and enhancing engagement and value for event participants. a2z's solutions are used by 500+ clients to power 1000+ events annually, including over 45% of the Top 250 U.S. shows.

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