

Easy-To-Use ChirpE Mobile App Delivers Immediate Feedback to VIBE Organizers

a2z Case Study



92%

survey respondents reported overall satisfaction



86%

survey respondents reported increased efficiency



The VIBE (Very Important Beverage Executives) conference brings together buyers and decisions-makers from national restaurants, hotel chains, cruise lines and food service contractors with the crème de la crème of alcoholic and non-alcoholic beverage suppliers. In addition to helping attendees navigate the conference more easily, the ChirpE mobile app from a2z helped the organizers of VIBE collect valuable feedback that is critical for keeping their event relevant and competitive.

Looking For An App With Benefits

There is plenty for buyers to do at the VIBE conference. In addition to the many opportunities to sample beverages from a variety of sponsors, including Anheuser Busch, Red Bull, E & J Gallo, and Jose Cuervo, the agenda is packed with educational sessions, networking, breakfasts, keynotes, and, of course, cocktail parties. The event team from Questex Media, the owners of VIBE, looked for an easy-to-use mobile app that could also collect valuable data from event attendees.

More Than A Navigation Tool

Having used ChirpE at other Questex events, VIBE conference managers selected it for their 2016 event as well. The native app featured a number of smart planning and networking options for attendees, including the conference schedule, a personal agenda builder, speaker directory, and an event notifications section. ChirpE integrated with Survey Monkey, a leading third-party research platform, and connected to a Q&A portal that allowed audience members ask questions using the app. In addition, a2z provided extensive promotional materials and end-user support to facilitate the rollout to attendees.

"Just having something like ChirpE that attendees could use to view the program and agenda, rate the sessions on site, and perform Q&A helped us to deliver our programming much more efficiently."

- Michelle Osborne,
Questex Media Group

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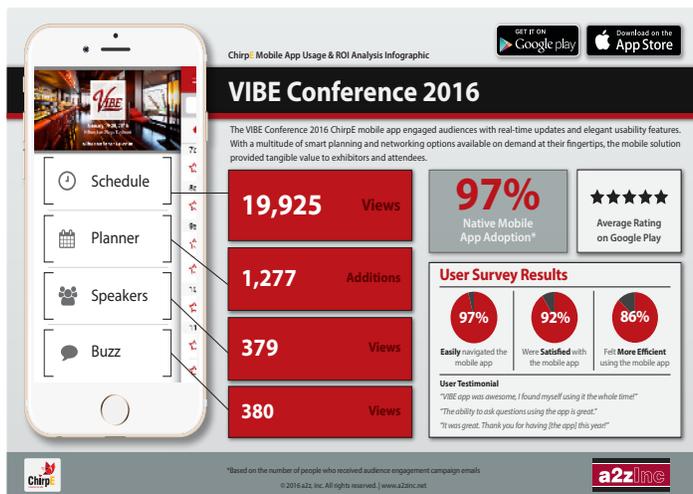


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First Comes Usability

To make the app valuable for data collection, organizers first needed attendees to use it. Reports on app usage revealed that attendees at the VIBE conference consulted the schedule almost 20,000 times, made nearly 1,280 additions to the agenda builder, looked at speaker bios 379 times, and viewed schedule changes and event updates 380 times. Post-event survey results also indicated that 97 percent of users surveyed easily navigated the app, 92 percent were satisfied with the app, and 86 percent reported that they felt more efficient using the app.

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More Data, Better VIBEs

The Q&A capabilities of the ChirpE app were so popular with buyers, according to Osborne, that they will be a focal point for the 2017 conference. "Going forward, we will be using this feature for more sessions. It was a big hit and got the audience engaged in a different way. Not everyone feels comfortable asking questions in front of a group," Osborne says. The survey responses and QA data were discussed in a post-show advisory board meeting and the event director will use that information to make programming changes to the 2017 conference.

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



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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.