

Association of Government Accountants Case Study

The Search for a Better Mobile Event Experience

The Association of Government Accountants (AGA) holds three major events annually that range 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. The association wanted to better integrate technology into its events and improve the onsite attendee experience, and worked with Personify's A2Z Events to introduce a mobile app.



+75%

of attendees use the A2Z Events native app

92%

of survey respondents were satisfied

CHALLENGE:

Streamline the Attendee Experience and Minimize Work Onsite

Jerome Bruce, Director of Meetings at Expositions at AGA, began his career in the trade show industry 15 years ago as an exhibit manager and had previously used A2Z Events. When AGA was looking for a company that could streamline speaker and session searches, facilitate attendee engagement, collect feedback and "minimize the work onsite" with a mobile app, he called on them again.

More Engaged Attendees and Real-Time Feedback

AGA worked with Personify to create a pre-conference attendee marketing plan that paid off. 76 percent of the attendees at AGA's Professional Development Training conference used the mobile app to engage speakers, search for sessions and create personalized itineraries. AGA also added an audience response system to the app to engage attendees in discussions and gave speakers an opportunity to get real-time feedback through live polling and session evaluations.



A2Z Events 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

*Director of Meetings and Expositions,
AGA*

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," said Bruce.

More Than Just the Numbers

Bruce and his team look forward to building on the success of the A2Z Events mobile app. "We will have to offer the mobile every year now because we've set the bar so high," he said.

Bruce believes that the mobile app is valuable in multiple ways. "Happy attendees are return attendees," he said. "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."

About A2Z Events

Engage attendees, delight exhibitors and grow your events in ways you never thought possible. Our powerful, cloud-based event success platform saves staff time, creates high-impact connections and drives value for all participants – from start to finish.

The award-winning A2Z Events native and web-based mobile app engages audiences with real-time updates and elegant usability features. Key features work in off-line mode, eliminating dependence on local WiFi Internet support at the event venue. Built-in notifications enable you to send show and partner-sponsored messaging to attendees via their devices.

- 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

Learn More

**Request a Demo at
personifycorp.com**