



GEOCONVENTION INCREASED APP USAGE BY 185% IN A SWITCH TO TRIPBUILDER MEDIA.

COMPANY
GEOCONVENTION

LOCATION
Calgary, Canada

SOLUTIONS
Easy access to technical abstracts, easy to use scheduling, increased app adoption rate.

SUMMARY

GeoConvention switched from another mobile app company and partnered with TripBuilder Media starting in 2016 to create a robust event app that allowed vast amounts of technical abstracts to be easily accessible while also making it easy for attendees to network and engage. The result was a 185% increased app adoption.

ORGANIZATION OVERVIEW

GeoConvention is an annual convention produced by the Canadian Society of Petroleum Geologists (CSPG), Canadian Society of Exploration Geophysicists (CSEG) and the Canadian Well Logging Society (CWLS). This convention offers delegates and attendees the opportunity to network, learn about the latest advances in geoscience, and view exhibitor offerings through its robust tradeshow component.

GOAL 1: A ROBUST EVENT APP THAT EASILY INTEGRATED ALL OF GEOCONVENTION'S VAST QUANTITIES OF TECHNICAL ABSTRACTS AND NUMEROUS SESSIONS.

Because this is a large scientific event there is a lot of information, both downloadable and via sessions, presented and available to the attendees. GeoConvention wanted to make sure that technical information was as accessible as possible through their mobile event app. With TripBuilder Media's EventMobile™, posters were easily accessible and downloaded, and the numerous concurrent scientific session information was easy to access and flag for personalized scheduling.

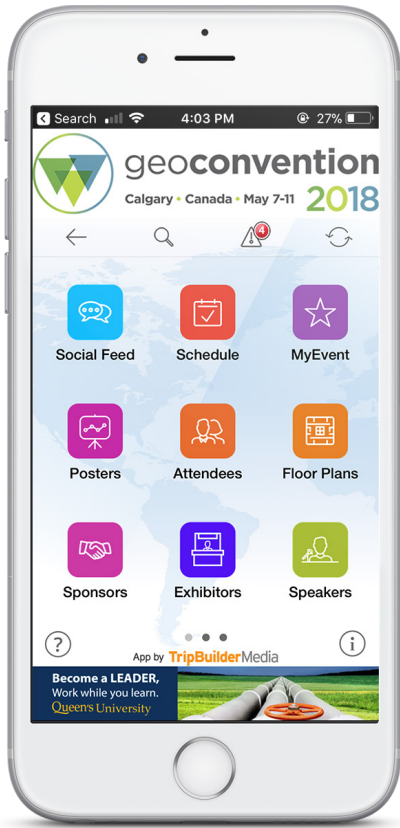
"Best I have Seen."
"Great, Great, Great."
"I was very impressed."
"Well done."

GeoConvention app users

GOAL 2: INCREASED ATTENDEE ENGAGEMENT

TripBuilder Media's Client Challenge Game was the perfect answer to GeoConvention's goal, serving as a fun motivator for attendees. This scavenger hunt-style game allows attendees to answer multiple choice

and photo-based questions through the app. GeoConvention posted a significant amount of questions, and boosted interest in the game by sending push notifications throughout the show offering prizes for participation. Some of the questions were just fun, some of the questions showcased GeoConvention, and some showcased sponsor brands. The game boosted both attendee mobile app usage resulting in increased engagement, and boosted GeoConvention's sponsorship revenue (each question was sponsored!).



ATTENDEES WERE THRILLED WITH THE APP, AS WAS GEOCONVENTION.

- App usage increased 185% from the time GeoConvention switched to TripBuilder Media (2016) to the present.
- GeoConvention received positive app feedback across the board.
- Increased app usage resulted in significant increased sponsorship revenue.
- GeoConvention cut printing costs by foregoing its handbook.

“We look forward to a continued partnership with TripBuilder Media as we push further engagement through collaborative engagement.”

GEOCONVENTION

ABOUT TRIPBUILDER MEDIA

TripBuilder Media’s mobile solutions transform the way organizations engage & communicate with their audience. Based in Westport, CT, we are a proud pioneer in the field of mobile apps for events, having released our first event app in 2008. Since then we have continued to expand the breadth and depth of our offerings. Today we work with hundreds of leading organizations who use our popular EventMobile™ app for their events, and our Mobile 365™ platform for year-round engagement, covering their events and so much more.

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