



## HOW TRIPBUILDER MEDIA HELPED ICI KEEP ITS EVENT APPS "UP TO THE MINUTE" WITH EASE.

**COMPANY**  
INVESTMENT COMPANY  
INSTITUTE

**LOCATION**  
Washington, DC

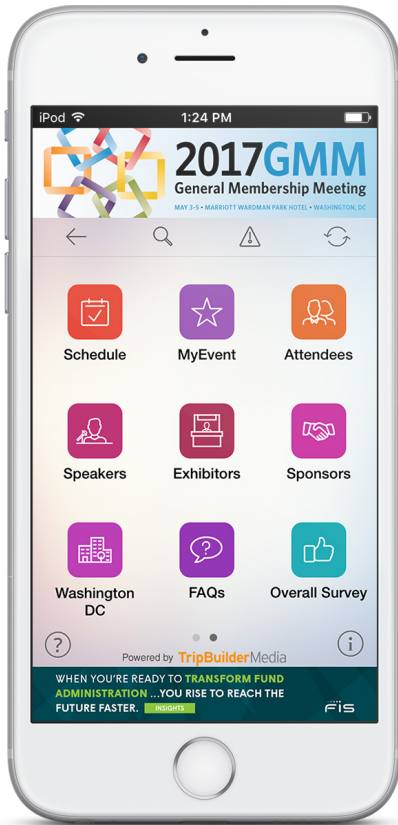
**SOLUTIONS**  
Integration with CVENT  
for the Attendee List, User  
Logins, and Schedule.

### SUMMARY

The Investment Company Institute (ICI) partnered with TripBuilder Media to create a Multi EventMobile™ App that would provide several full-fledged event apps for its attendees.

### ORGANIZATION OVERVIEW

The Investment Company Institute engages in three core missions: encouraging adherence to high ethical standards by all industry participants; advancing the interests of funds, their shareholders, directors, and investment advisers; and promoting public understanding of mutual funds and other investment companies. ICI hosts events throughout the year that encourage and fulfill these three core missions.



## GOAL: ROBUST EVENT APPS THAT WERE ALWAYS UP TO DATE WITH MINIMAL STAFF WORK.

Hosting many events throughout the year requires constant data upload. It was important to ICI that it provide robust event mobile apps for attendees during their multiple events throughout the year. ICI wanted to be able to keep their Attendee list and User Login Credentials up-to-date while simultaneously avoiding manual work by their staff.

## HOW TRIPBUILDER MEDIA WORKED WITH CVENT TO HELP ICI ACHIEVE ITS GOALS

The integration with Cvent enabled the Attendee List, Login Credentials and Schedules for each event to be automatically carried over into the app, removing the need for double manual entries. For the Attendee List and User Logins integration, TripBuilder Media was continuously syncing with Cvent to pull any updates over into the app. This allowed for new registrants to regularly be added and cancellations to be removed from the app. The Schedule data was initially pulled from Cvent and then updates turned off once the app launched to allow ICI to make any last-minute data changes in the TripBuilder Media system.

## ABOUT TRIPBUILDER MEDIA

TripBuilder Media's mobile app platforms transform the way organizations engage and communicate with their members at their events, and every other day of the year. Our user-friendly apps cover all of an organization's activities all year long, providing real two-way engagement – whether it's to help members navigate events, connect with each other, engage on hot topics, get committee work done, or be part of a community. Organizations will communicate far more effectively than email allows and can also generate significant non-dues revenue. We integrate with many AMS systems and can provide custom solutions.

## GET IN TOUCH

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