



HOW NCMA USES TRIPBUILDER MEDIA TO KEEP ITS EXHIBITOR INFORMATION UP TO DATE.

COMPANY

NCMA (NATIONAL CONTRACT MANAGEMENT ASSOCIATION)

LOCATION

Ashburn, VA

SOLUTIONS

Robust Event App;
Integration of Exhibitor list with Map Your Show for the NCMA World Congress Event

SUMMARY

NCMA partnered with TripBuilder Media to create a Multi Event App that would provide full-fledged event apps for their attendees. TripBuilder Media integrated with Map Your Show to provide a seamless NCMA attendee experience.

ORGANIZATION OVERVIEW

The National Contract Management Association (NCMA), founded in 1959, is the world's leading professional resource for those in the field of contract management. The organization, which has over 20,000 members, is dedicated to the professional growth and educational advancement of procurement and acquisition personnel worldwide. To achieve this goal, NCMA hosts various events throughout the year, including a World Congress.

GOAL: A ROBUST EVENT APP THAT EASILY INTEGRATED ALL OF NCMA'S EXHIBITOR INFORMATION

NCMA wanted a robust mult event app that easily integrated its Exhibitor list for its World Congress event – edits are regularly being made to this list and NCMA wanted to be able to keep it up-to-date while simultaneously avoiding manual work by its staff.

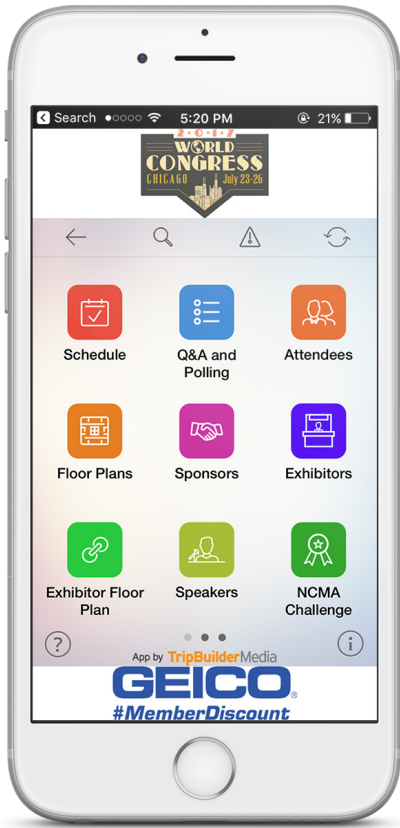
HOW TRIPBUILDER MEDIA AND MAP YOUR SHOW HELPED NCMA ACHIEVE ITS GOALS.

BENEFIT

TripBuilder Media's platform and easy integration with Map Your Show created a robust app with everything NCMA needed its attendees to know, in a constantly updated format.

World Congress is the National Contract Management Association's largest education event for contract management, procurement, and acquisition professionals. NCMA needed an event app that reflected the importance of the event. The sheer size of World Congress paired with the significance of the exhibitor hall at this event necessitated making that information as up-to-date as possible for users via the app.

TripBuilder Media helped NCMA achieve this goal by creating an event app that contained all World Congress information, ranging from the event schedule to the exhibitors list, as well as NCMA social feeds and a fun challenge game for attendees. TripBuilder Media then worked with Map Your Show to build web services to pull in the complete exhibitor list. This integration with MYS enabled the exhibitor list to be automatically carried over into the app, removing the need for double manual entries by NCMA staff.



For the exhibitor list integration, TripBuilder was continuously syncing with MYS to pull any updates over into the app. This allowed for new exhibitor entries to regularly be added and cancellations to be removed from the app, on the fly.

TripBuilder Media's integration with Map Your Show allowed NCMA to have the most up to date Exhibitor List via their event app.

BENEFIT

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.

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