



HIGHLIGHTING ESSENTIAL INFORMATION BOOSTED APP DOWNLOADS.

COMPANY

APAP (ASSOCIATION OF PERFORMING ARTS PRESENTERS)

LOCATION

Washington, DC

SOLUTIONS

Integration with A2Z to provide Seamless Attendee Experience; robust highlight to certain key information.

SUMMARY

APAP, the Association of Performing Arts Professionals, brings together performing arts professionals at their annual conference in New York City. APAP was looking for a way to seamlessly feature their schedule of events, speakers and "Showcases" within an easy-to-use mobile app. That's where TripBuilder Media stepped in, providing an outstanding user experience that highlighted the information important to APAP, thereby boosting app downloads of that information, while also easily integrating APAP's data from A2Z systems.

ORGANIZATION OVERVIEW

The Association of Performing Arts Presenters (APAP) is the nation's leading professional association dedicated to the performing arts presenting field

APAP serves its members in many ways, including through leadership training and professional development programs, advocacy and an annual conference.

GOAL 1: HANDLING LOTS OF SESSIONS WITHIN THE EVENT APP

Attendees of the APAP conference can attend a host of different sessions running on different tracks. APAP's goal was to find a mobile app tool that was easy to navigate and could handle the numerous amount of sessions available. TripBuilder Media's EventMobile™ app was the perfect solution because of the intuitive schedule and filter functionalities. In addition, APAP was easily able to link each speaker to the session they were speaking at by using the speaker mapping functionality. At a click of a button, each speaker automatically became linked to their respective session on the schedule, making it easy for attendees to research each speaker prior to the session.

GOAL 2: HIGHLIGHT ARTIST SHOWCASES WITHIN THE APP

Another of APAP's requests was to house the many artist "Showcases" going on during the conference in a separate module within the app. Showcases are different presentations that APAP coordinates in and around NYC that attendees have the option to attend/participate in. Each Showcase is located at a different venue, and each venue is selected based on its relationship to the Showcase type.

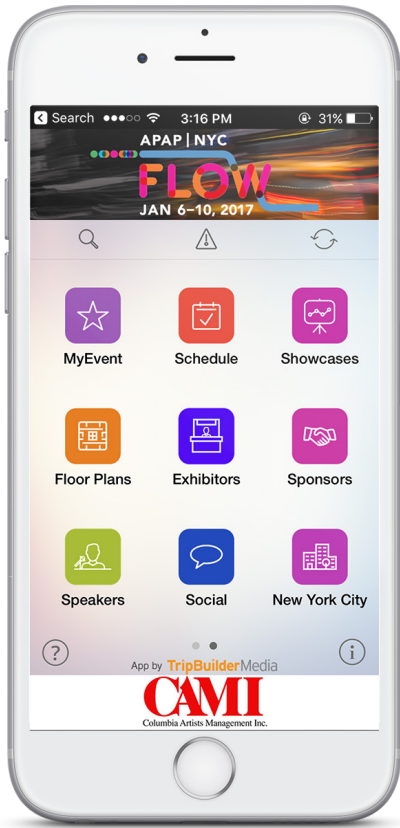
Showcases are a very important aspect of the APAP event and TripBuilder Media's solution - a "Showcases Icon" on the home screen - received approximately 50% of all app clicks. By housing these special events in a separate icon on the main home screen of the app, the

Showcases were highlighted and not overshadowed by the rest of the sessions located in the normal schedule. In addition, the information provided in the Showcases icon let an attendee easily look up and map the address of the venue.

Also, by pairing the Showcase location information with the TripBuilder Media's independently curated City Content (available in all TripBuilder Media's apps), an attendee could easily discover the best places to eat and visit around each Showcase venue.

BENEFIT

TripBuilder Media highlighted APAP's "Showcases" within its app, ensuring that these important parts of its event were top of mind to attendees. And they were, accounting for 50% of all app "clicks".



HOW TRIPBUILDER MEDIA INTEGRATED WITH A2Z

Partnering with A2Z to achieve APAP's goals was quick and efficient. TripBuilder Media set up an integration link between the A2Z and TripBuilder Media systems to allow the schedule, speaker and Showcases information from A2Z to flow into the APAP mobile app.

Because data was integrated from A2Z into TripBuilder Media's mobile app for APAP, the APAP staff did not need to upload the same data twice in two databases. The schedule, speaker and Showcase information automatically populated into the given fields within the mobile app without APAP having to set anything up. Once attendees logged into the app, they could click on the schedule, speaker or Showcases icons to access the same information shown in the A2Z system.

The importance of a seamless and easy integration process is highlighted by the fact that approximately 70% of all app usage was made in one of these three modules (schedule, speakers and Showcases).

The areas requiring an integration with A2Z accounted for 70% of all app usage. So seamless integration was paramount; and TripBuilder Media delivered.

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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