

## STLE ACHIEVED 97% INCREASE IN MEMBER ENGAGEMENT WITH ITS MOBILE 365™ YEAR-ROUND APP.

### COMPANY

STLE

### LOCATION

Park Ridge, IL

### SOLUTIONS

Conversion from event app to year round app; increased engagement; increased app adoption rate.

### SUMMARY

STLE has used TripBuilder Media's mobile solutions for over five years. STLE started out with a single EventMobile™ app for its Annual Meeting, transitioning to a Multi EventMobile™ app that housed the Annual Meeting and Tribology Frontiers Conference, and then moving to a year round mobile solution with our Mobile 365™ platform.

STLE's goal was to take the positive experiences they'd enjoyed during the four days of its Annual Conference and expand that to a more all-encompassing year-round solution. Through that all-encompassing year-round solution STLE wanted to communicate better with its audience, gain insight about users, and promote important aspects of the organization.

## **ORGANIZATION OVERVIEW**

The Society of Tribologists and Lubrication Engineers (STLE) is one of the largest professional societies in the field of tribology (the study of interacting moving surfaces), serving 15,000 industry professionals worldwide who comprise the tribology and lubrication business sector. STLE's membership is highly engaged in the activities of the organization and members are employed by the world's leading companies and academic institutions.

## **GOAL 1: ADD VALUE FOR MEMBERS & BOOST MEMBERSHIP**

STLE wanted the app to bring value to their members while also incentivizing non-members to join. Having separate log-ins on the app for STLE members vs. individuals who are not members keeps the "member only" content private while allowing non members to enjoy the majority of the features the app offers with the goal of encouraging them to join the organization.

"We very much value the relationship we have built together over the past years, and look forward to more great things in the years ahead."

**STLE**

## **GOAL 2: A ROBUST APP THAT ENGAGES THEIR MEMBERS AT THEIR EVENTS AND ALL YEAR ROUND**

TripBuilder Media's Mobile 365™ solution has achieved all of STLE's goals for member engagement. The app puts all the important information members would want/need to know throughout the year at their fingertips such as: an Events Calendar that contains the different types of events STLE hosts such as Section Meetings & Certification Exams, along with registration links to make it easy to sign up; the full STLE Member Directory to make it easy for members to connect

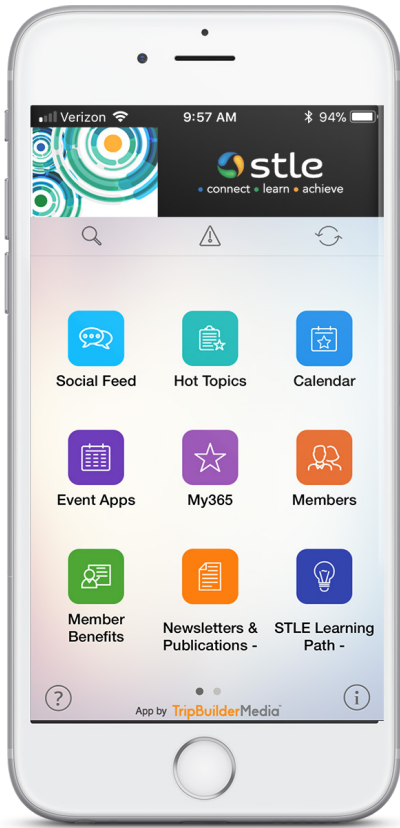
with fellow members; a Hot Topics section that consists of industry-related advocacy topics and industry-related reports; and Real-Time Alerts that can be sent to app users whenever new information has been added to the app.

STLE has also taken advantage of Gamification features available in its Mobile 365™ app to further broaden member interaction. The STLE Challenge Game connects the organization to its audience on an ongoing basis. With new games happening every week or two, STLE posts trivia-style questions for app users to test Tribology knowledge. The winners are then announced via the in-app alerts (push notifications) so players easily know if they've won something, like an Amazon gift card.

While STLE's Mobile 365™ app contains all this new year-round information, the app also contains the event apps for its Annual Meeting and Tribology Frontiers Conference. Since members have the app on their device year-round, it's easy for them to access the event apps when they are onsite at the events or in the weeks/days leading up to the event, building excitement about the upcoming conferences. It also eliminates the need for attendees to download additional apps onto their mobile devices.

### **GOAL 3: EASE OF INTEGRATION**

STLE has simplified the overall data entry process for its staff by utilizing TripBuilder integration services. Their Mobile 365™ app integrates with iMIS, the host of its membership database, and ScholarOne, the host of its event agenda, presentations/papers, and authors.



## MEMBERS ARE THRILLED WITH THE APP AND SO IS STLE.

STLE continues to expand upon the offerings of their Mobile 365 app which brings value to their members on an on-going basis. The positive impact of this is shown through the 97.7% increased total engagement between the 1st and 2nd quarter of this year.

And STLE couldn't be happier with TripBuilder Media's solution and attention to their needs. "We very much value the relationship we have built together over the past years, and look forward to more great things in the years ahead."

"It was important for us to simplify the app as much as possible for our users and our administrative team, and the integration with both iMIS and ScholarOne achieves this for us by eliminating double data entry. It saves valuable admin time."

STLE

### 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.

### GET IN TOUCH

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