TripBuilderMedia™

ACTFL SAVED TIME WITH TRIPBUILDER MEDIA'S INTEGRATION SERVICES.

COMPANY
ACTFL

LOCATION
Alexandria, VA

SOLUTIONS
Integration with AI (Attendee Interactive); a Seamless Attendee Experience; Avoid Double Data Entry

SUMMARY

ACTFL partnered with TripBuilder Media to create a robust event app for its annual conference. The app enabled members to engage seamlessly and avoided duplicate manual entry work by ACTFL staff.

ORGANIZATION OVERVIEW

The American Council on the Teaching of Foreign Languages (ACTFL) is dedicated to the improvement and expansion of the teaching and learning of all languages at all levels of instruction. ACTFL is an individual membership organization of more than 12,500 language educators, students, and administrators. They host a large Annual Conference bringing together all these various members.

GOAL 1: THE MOST EFFICIENT DATA PROCESS

The American Council on the Teaching of Foreign Languages (ACTFL) wanted to avoid the double entry of data and create the most efficient process possible for its staff to populate their mobile app. Entering the event's schedule and speakers into their registration system (Attendee Interactive) and then needing to enter it again into a mobile app content management system is time consuming and not the best use of their resources.

GOAL 2: UP-TO-DATE MEMBERSHIP INFO

In addition to entering the bulk of their data only once into the system, ACTFL wanted to ensure that the data was kept up to date in real time and there were no discrepancies between Attendee Interactive and the mobile event app. This was key to freeing up their staff's time to focus on other important aspects of their event and to ensure attendees' always had the most accurate information.

With TripBuilder Media's integration services, ACTFL staffers avoided double data entry.

HOW TRIPBUILDER MEDIA AND AI (ATTENDEE INTERACTIVE) HELPED ACTFL ACHIEVE ITS GOALS

TripBuilder Media integrated with Attendee Interactive (AI) to pull in the schedule and speakers for ACTFL's Annual Conference and scheduled updates to come over every hour. Whenever an edit was made to a record in AI, it would automatically be reflected in the mobile app, without any additional work from ACTFL. Similarly, if a session was cancelled, it would automatically be removed from the app. This solution achieved ACTFL's end goal
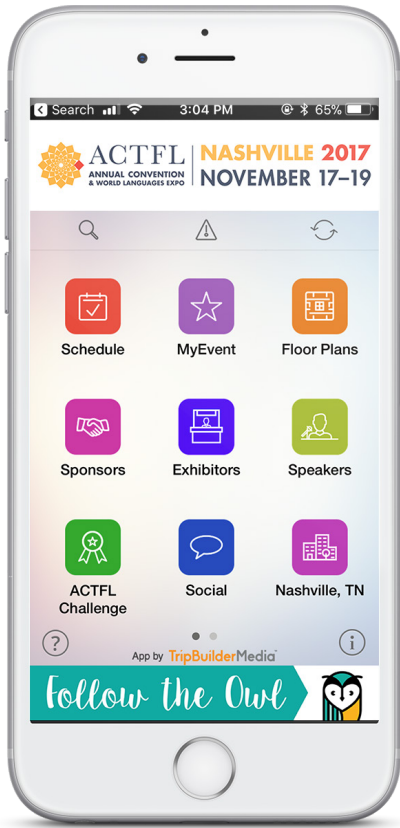
ACTFL MEMBERS LOVED THE APP, AND SO DID THE STAFF

Overall, both ACTFL members and staff were thrilled with the app. The ability to save time by avoiding double data entry was a huge time saver.

And most importantly, engagement level based on usage of the mobile app was high.
• Over half of the ACTFL members downloaded the app (54%),
• Over one million in-app clicks among all features showed extensive engagement across the board.

TripBuilder Media's integration with Attendee Interactive enabled ACTFL staffers to save time.

ABOUT TRIPBUILDER MEDIA

TripBuilder Media's Mobile 365 app platform transforms the way organizations engage and communicate with their members at their events, and every other day of the year. Our user-friendly app covers 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.

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