



HOW VECCS USES TRIPBUILDER MEDIA TO STREAMLINE EVENT INFORMATION ACCESSIBILITY

COMPANY

VECCS (VETERINARY EMERGENCY AND CRITICAL CARE SOCIETY)

LOCATION

San Antonio, TX

SOLUTIONS

Integration with Expo Tracker to Avoid Double Data Entry; a Seamless Attendee Experience.

SUMMARY

VECCS partnered with TripBuilder Media to create a robust event app that allowed vast amounts of data to be easily accessible to its attendees.

ORGANIZATION OVERVIEW

The Veterinary Emergency & Critical Care Society (VECCS) hosts its International Symposium (IVECCS) every year where many of the world's most progressive, forward thinking clinical veterinarians, technicians and practice managers attend. These individuals attend this event for the latest advances in equipment, instruments, pharmaceuticals, and information management tools.

GOAL: A ROBUST EVENT APP THAT EASILY INTEGRATED ALL OF VECCS VAST QUANTITIES OF INFORMATION

Because this is a large educational event there is a lot of information presented and available to the attendees and VECCS wanted a way to make that information as accessible as possible via their mobile event app. VECCS already had a robust event management system in place with Expo Tracker so the goal was to easily pull the information from the Expo Tracker system into the mobile app so attendees can have all the same information across platforms as well as

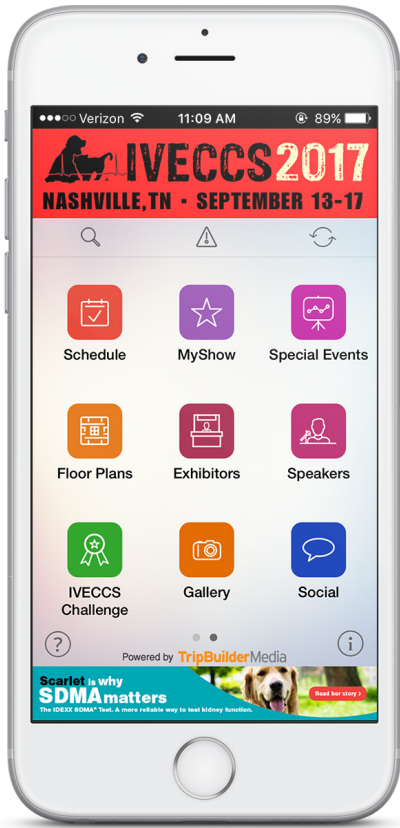
to make it easy for VECCS (the event organizer) to only have to add data in one place.

BENEFIT

TripBuilder Media's platform and easy integration with Expo Tracker avoided the dreaded double data entry that takes up countless hours for an already busy organization staff.

HOW TRIPBUILDER MEDIA HELPED VECCS ACHIEVE ITS GOALS

TripBuilder Media helped VECCS achieve this goal by creating a mobile event app that housed all its important information, from the complete event schedule to exhibit hall information with the complete exhibitors list, as well as their individual session surveys & overall event survey. TripBuilder Media then worked with Expo Tracker to build web services to pull in the comprehensive event schedule, the complete list of the speakers including their full biographies, as well as the list of the exhibitors along with their company & contact information from the Expo Tracker system.



HOW TRIPBUILDER MEDIA WORKED WITH EXPOTRACKER

Expo Tracker is a full featured management system that houses a multitude of VECCS' information for the IVECCS event such as all aspects of their participating exhibitors and exhibit hall, their full program schedule, and their complete speaker directory of all individuals speaking at IVECCS. The TripBuilder Media integration with Expo Tracker enabled the program schedule, speaker list, and exhibitor list to come together efficiently, so that when updates are made in the Expo Tracker database, they are automatically carried over into the app.

The benefit was three fold: 1) eradicated the need for manual entries in two places, 2) allowed attendees to have the most up-to-date event related information via the mobile app and 3) made it easy for them to know all the important information & happenings at the IVECCS event.

TripBuilder Media's integration with Expo Tracker allowed attendees to have the most up to date event information 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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