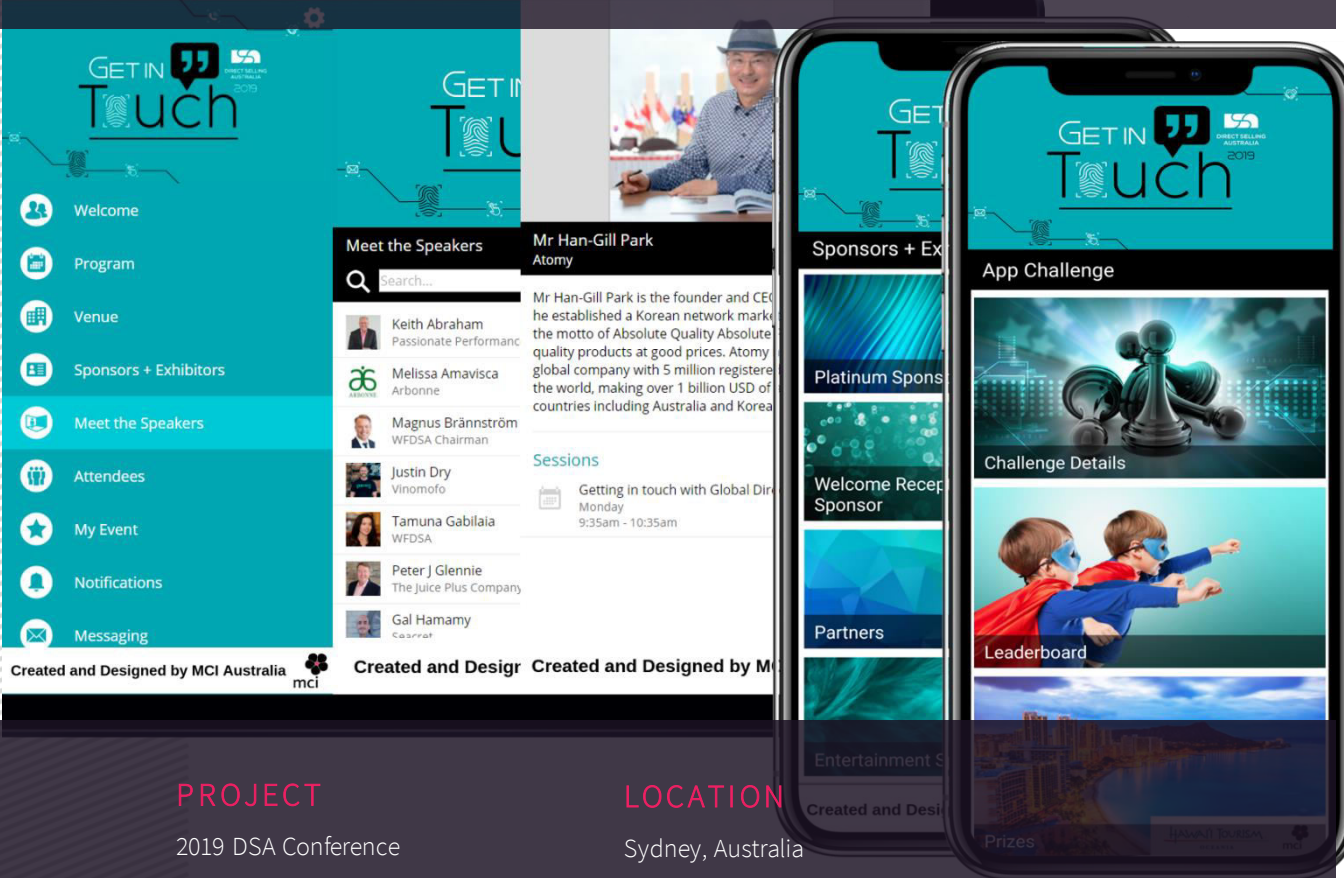


# EVENT APP INCREASES ENGAGEMENT BY 200%

## Direct Selling Association Conference, Australia



### PROJECT

2019 DSA Conference

### TARGET AUDIENCE

Association Members & Exhibitors

### LOCATION

Sydney, Australia

### SERVICES

Digital Solution / Event App










## CHALLENGE

The Direct Selling Association of Australia wanted to innovate their annual national conference and encourage interaction and engagement between delegates, increase ROI for exhibitor/supplier members of the association and build a more sustainable conference.

## SOLUTIONS

MCI Australia introduced an event app where live updates to schedules and instant messaging between delegates were made available. In addition, a gamification feature was introduced to encourage delegate interaction with key features of the conference. For supplier members, a lead capture feature was introduced for more qualified sales opportunities post event.

## RESULTS

-  20% INCREASE IN APP USER LOG IN VS 2018 W/O GAMIFICATION
-  3.5M POINTS REWARDED
-  200% INCREASE USER ENGAGEMENT
-  16 LEADS PER EXHIBITOR
-  ON AVERAGE, 7 MESSAGES SENT PER DELEGATE
-  30% INCREASE IN IMAGE UPLOADS
-  INCREASE IN ONLINE TRAFFIC TO SUPPLIER PAGES
-  400% INCREASE ON EXHIBITOR'S PAGE VIEWS AS A RESULT OF GAMIFICATION

Find out more: [www.mci-group.com/contact](http://www.mci-group.com/contact)