

Customer Success Story

Ozwater'15

Alongside the Australian Water Association (AWA), Acara delivered a broad-reaching solution for their Ozwater'15 event across 3 days, 2500+ attendees and 175 exhibitors.

- Tailored event app
- e-Ticketing, badge printing and onsite registration
- Instant Business Card Exchange
- Exhibitor Lead Capture
- Live Polling
- Post-event Surveys
- Continuing Professional Development (CPD)

Q and A with Kirsty Blades, National Events Manager, Australian Water Association

Broadly speaking, what was your vision for this year's Ozwater'15 event?

My vision this year was to bring some new elements to an always consistent and successful event. I wanted to ensure that delegates felt that AWA was continually looking at ways to improve their conference experience and that we were also at the forefront of new technologies. As an organisation we are currently focusing strongly on innovation in the water sector, but it is important that we also practice what we preach and demonstrate innovation within the Association.

How did Jomablue's technology solutions and service help AWA achieve that vision?

The Acara platform allowed me to introduce to the delegates an innovative name badge system that also integrated across the app, exhibitor interactions, live polling, live Q&A and allowed instant tap and connect with fellow delegates. It was new technology not seen by this audience before, so aside from being novel and a fresh addition to the event, it was also highly practical and delivered enhanced options for delegate interactions at the event.

What were the particular features and benefits which impressed you the most?

Starting from a management perspective, I am greatly impressed by Jomablue's 'partner' attitude to the delivery of what is ultimately a product coming out of start-up phase. Jomablue were as invested in the success of this new technology at the event as my team and I were. This ensured that leading into the event we had really covered off and considered all potential scenarios.

From an operational perspective, I am most impressed by the following:

- The flow of registrations on-site using the technology means that we almost eradicated lines and for an event of 2,500+ people, that is a great thing!
- The linking of the app to the interactions that delegates had on-site that were recorded through the NFC on their nametag.
- The quality of the leads that exhibitors were generating based on the implementation of the Lead Capture Stations.
- The ability to quickly and easily add functionalities on the go and during the event, such as live session polls and Q&A from the floor of a large plenary session.

How will the info/data gathered during the event contribute to AWA business outcomes moving forward?

- It will assist us to plan staffing based on the data recorded for peak registration times and peak exhibition times.
- It will assist us to drive additional exhibitor support and bookings as we can show the tangible outcomes achieved in terms of average numbers of business leads from the event, etc., while also giving the exhibitors real insights into the event so they can plan their own staffing for projected key times.
- Through expanded functionality we can begin to track much better the movement of all delegates across the 3 days of the event, providing invaluable business insights for future programming.
- From the questions asked and recorded via the technology we can start to plan future events to match the questions our audience and members are asking.

Q and A with Kirsty Blades, National Events Manager Australian Water Association

How did the use of this technology and the service provided differ from other event technology experiences in your career?

It really was a one stop shop that covered the app, on-site registration management, nametag production, exhibitor interaction, ability for delegates to connect and live polling. Traditionally, this would cross over at least two to three suppliers. Managing one supplier as opposed to two or three is a real time saver and a definite point of difference.

It allowed real time data during the event and quality interactions delegate to delegate, and delegate to exhibitor.

Service level supplier to client is certainly one of the best I have experienced and, as outlined below, there is a strong sense that Jomablue are as invested in the product working as you are in ensuring it does what you need it to do.

Any other final comments or thoughts about Jomablue's technology or its contribution to your event?

I am excited to be on this journey with Jomablue as they introduce new technology and ways of doing things to the conference market. It is important that any event managers looking to take on the technology do understand that this is a solution that is a 'partner' based solution and your investment of time into that partnership is an important element – this is not a stock standard and generic technology solution that is based on a single data handover with just one outcome from that data.

I took a risk introducing this technology and, like any start-up and new technology, there will be things that I will continue to work with Jomablue on to refine and enhance, but I can definitely say the risk paid off and even staff and my CEO have the technology front of mind now and ways we can do more with it.

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Contact us:
1300 130 283
hello@jomablue.com

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