

Xerocon Melbourne 2015

Xero is one of the fastest growing Software as a Service companies globally. Its annual conference, Xerocon, has grown to become the largest accounting technology event in Australasia. Close to 1,900 Xero partners attended the event to immerse themselves in inspiring content and the latest technology and networking opportunities.

- Tailored event app
- API
- e-Ticketing, badge printing and onsite registration
- Instant Business Card Exchange
- Attendance tracking
- Exhibitor Lead Capture
- Continuing Professional Development (CPD)



Customer Success Story

Q and A with Cara Weers, Xerocon Melbourne 2015 Event Manager

Broadly speaking, what was your vision/hope for this year's Xerocon event?

This year, our focus was on streamlining every process for our delegates and exhibitors to make their event experience inspiring, seamless and enjoyable from the first point of interaction with Xerocon to the last.

How did Jomablue's technology solutions and service help you/Xero to achieve this?

We had a new registration system in place this year and Jomablue worked with us every step of the way to ensure the system integrated seamlessly with their technology solutions during the event.

At the point of registration, Jomablue's Acara platform generated tailored e-Tickets, pre-programmed with each individual's preferences, and delivered these via SMS and email to delegates. When delegates arrived at the event, e-Tickets were scanned and instantly the delegates' smart badge was printed. With another quick scan of their smart badge, delegates collected their Xerocon gift, including T-shirt in the right size, as full integration with the registration system meant delegates' size preferences were pre-programmed on their smart badge. Having over 1,900 delegates at Xerocon with an e-Ticket to scan, a smart badge to print and gifts to collect, it was imperative the process be flawless, and it was.

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

On top of a great delegate arrival and welcome experience, we were impressed with the functionality of the event app. This year we set up for a relevant

push notice to be sent to delegates when they scanned into key event sessions. For example, attendees scanning into a particular session instantly received a five-page PDF document on their devices which they could read and refer to during the session.

You can spend a fortune on technology but for me, it's the service that comes with it that really makes all the difference. The entire Jomablue team was with us on site from start to finish making sure everything ran smoothly and any issues were addressed immediately. They were even part of the team welcoming our delegates.

How will the info/data gathered during the event contribute to Xero business outcomes moving forward and/or next year's event?

The number of interactions between delegates and exhibitors at Xerocon were double that of last year's event. I have no doubt this is because of the ease with which information could be exchanged using Acara Lead Capture technology. Being able to capture this kind of data is fantastic, it helps us and our exhibitors when we can track their return on investment more accurately. Feedback from our exhibitors was nothing but positive.

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

Often, marketing outcomes are not always tangible or easily measurable. What makes Jomablue's technology different is that it gives us real numbers and extensive data which allows us to understand the quality of interactions and exchanges at our event. We can monetise this data and report accurately on it. The possibilities are really endless in terms of data mining.

Do you have any other final comments or thoughts about the technology/Jomablue service or its contribution to Xerocon Melbourne 2015?

We are a technology company, a cloud company, and this means our technology has to work! That's why we use Jomablue, we trust them completely. Our venue, essentially a tin shed at the Melbourne Showgrounds, had no infrastructure so we made it hard for them! But we had complete confidence they could handle it, and they did.

Most of all, it's the service that makes Jomablue the best provider we've ever dealt with. They were there to help us every step of the way, day or night. No issue was too hard or too much trouble. We love working with Jomablue!

Revolutionary event experiences
Pioneering Technology Solutions
Trusted since 2001

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Jomablue