

Case Study: SocialMediaPlus and Business News Americas (BNA) Events

RegOnline Partners with Pathable

SocialMediaPlus and Business News Americas (BNA) Events break new ground by using innovative networking tools at their 2010 conferences

Background

RegOnline, a leading provider of online event registration, planning and management software, has partnered with Pathable to provide an integrated registration and social networking system. As attendees register for events through RegOnline, they automatically receive an invitation to join Pathable's social community. Pathable's easy-to-use, online community and social network helps attendees (and sponsors) meet and communicate with each other before, during and after conferences. SocialMediaPlus and the BNA Events' Andean Energy Summit are two conferences who pioneered this technology at their 2010 events.

SocialMediaPlus + Pathable + RegOnline

SocialMediaPlus (SMP) was a one-day event that took place on May 25, 2010 in Pennsylvania. In its inaugural year, 28 seminars addressed real-world topics to help attendees learn how to implement social media strategies inside their companies to build brand, interact with customers, and generate revenue. Approximately 740 people registered for the conference through RegOnline's system and 52% of those attendees opted to use Pathable's networking services. "We really wanted to emphasize the power of social media and needed a unique platform to showcase it," mentions Bob Etheridge, Conference Manager. "We discovered Pathable first and then realized how easy it would be to register attendees with the integration with RegOnline. It made sense."

SMP found the implementation to be easy and efficient. Any questions were answered quickly and attendees quickly adopted the technology. Participants could view in real-time who was registering for the conference and could then reach out to connect with their colleagues. Public and private messages were sent over the Pathable network and schedules and presentations were easily available for download. Communications were quick and useful, resulting in a high level of attendee satisfaction.

Based on this year's success, Etheridge will be increasing his investment at the next event. "Next year we will try to engage conversations to a greater degree," notes Etheridge. "Our staff can start more conversations and promote the networking services to the attendees more. Overall, it was a great benefit to attending SMP."

Customers at a Glance

Customer: SocialMediaPlus

Solution: RegOnline

URL: www.socialmediaplus.com

Customer: Business News Americas (BNA) Events

Solution: RegOnline

URL: www.bnamericas.com

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— Bob Etheridge,
Conference Manager,
SocialMediaPlus

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— Ken Bauco,
Conference Director,
BNA Events

BNA Events’ Andean Energy Summit + Pathable

In its 4th year, the Andean Energy Summit (AES) was held in Bogota, Colombia on July 14-16, 2010. AES united senior energy executives from across the Andean and Central American countries on common issues around business and financial risks and opportunities. The impressive cross-section of over 50 senior level speakers representing electric power, oil & gas and renewable energy companies, financiers and regulators allowed attendees to learn and network with the most important players in the market. Over 300 attendees participated in the conference and nearly 35% engaged in Pathable’s social media services. “We are always looking to add value for our attendees and speakers,” comments Ken Bauco, Conference Director of BNA Events. “Pathable has the potential to be very powerful, both before, during and after our conference.”

BNA Events, which organizes AES, had selected RegOnline’s conference management solutions for upcoming events but then learned about the integration with Pathable. Contractual obligations kept BNamericas BNA Events from launching RegOnline to the AES attendees, but Bauco decided to introduce Pathable immediately. He and his staff promoted the technology through telemarketing calls, via their online store and in person. “To me, it’s very useful and it was important to offer our participants an easy way to connect with each other,” states Bauco.

- ▶ Attendees made introductions, set up meetings, updated their profiles, and posted messages.
- ▶ Conference staff saved hours of time as attendees and presenters uploaded their own bios, information and photos.
- ▶ Presenters, attendees and staff posted, accessed and downloaded schedules and presentations within the social network, from one easy location.

Baucu looks forward to rolling out the full RegOnline and Pathable integration at his next events. “Our next event is in October in Santiago and we will definitely be using RegOnline and Pathable in conjunction with each other. Everything can be managed so much better with the RegOnline and Pathable integration. Plus, the innovative technology sets us apart from our competitors—providing value for the entire lifecycle of our events is something we’ll always be interested in.”