



CASE STUDY

Annual World-Wide User Conference

Objectives:

Kevin Johnson had ambitious plans. As the Executive Director of the Parametric Technologies independent user group, PTC/USER, Inc., Kevin's team had overall responsibility for ensuring the success of their 2004 annual conference. He wanted to deliver an experience that provided more value than ever before for the 1,200 group members and exhibitor staff attending the 3-day event in Nashville.

"The nTAG system had a very positive effect on the 2004 annual conference," Kevin stated. "We are looking forward to the added benefits of year-to-year continuity using nTAG in future PTC/USER World Events."



Solution:

To achieve this goal, Kevin turned to nTAG for help.

"As an association, PTC/USER has two high-level objectives for its annual meeting," Kevin explained. "We have to serve the needs of our members, and we have to make money to help pay for our operations through the rest of the year. The nTAG system contributed to both goals. It was a cost effective way to improve the experience for our members. And by increasing the value for our sponsors and exhibitors, it will have a long-term positive effect on the bottom line. Further, the nTAG system replaced some costs we have always had to bear in the past. When we added it up, using nTAG just made good business sense."

Here's how nTAG helped Kevin turn the "2004 PTC/USER World Event Americas" into the most successful ever:

In order to...

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| <p>Improve networking and knowledge exchange among attendees...</p> | <ul style="list-style-type: none"> • An ice-breaker activity that matched attendees based on areas of expertise and shared interests • A "2-degrees of separation" application that showed attendees useful introductions they could make |
| <p>Enable PTC/USER to listen more effectively to the needs and desires of its members</p> | <ul style="list-style-type: none"> • Electronic surveys for every one of over 60 break-out and general sessions with immediate tabulation and demographic analyses |
| <p>Increase leads for exhibitors</p> | <ul style="list-style-type: none"> • An automated lead capture device for each booth staffer complete with qualification surveys and electronic data delivery • A points game that encouraged every attendee to visit every exhibitor |
| <p>Ensure everyone made it to the right activity at the right time...</p> | <ul style="list-style-type: none"> • An electronic agenda personalized with each attendee's session choices • Automatic alerts and reminders at designated times throughout the event |