



CUSTOMER SUCCESS STORIES

The DuPage Convention & Visitors Bureau Connects Brides with Exhibitors, Virtually

MARCH 2021 EVENT: "DUPAGE WEDDING SHOWCASE" TRADESHOW

ORGANIZATION

The DuPage Convention & Visitors Bureau actively promotes DuPage as an enticing destination, attracting travelers and event planners to enhance the county's economic fiber and quality of life.

GOALS

To connect future brides to venues and vendors to book and plan their weddings, showers, and bachelorette parties.

EXHIBITORS

70+ unique venues, banquet halls, attractions and other wedding vendors.

ATTENDEES

Future brides.

VIRTUAL EVENT TECH STACK

1

Event Space

2

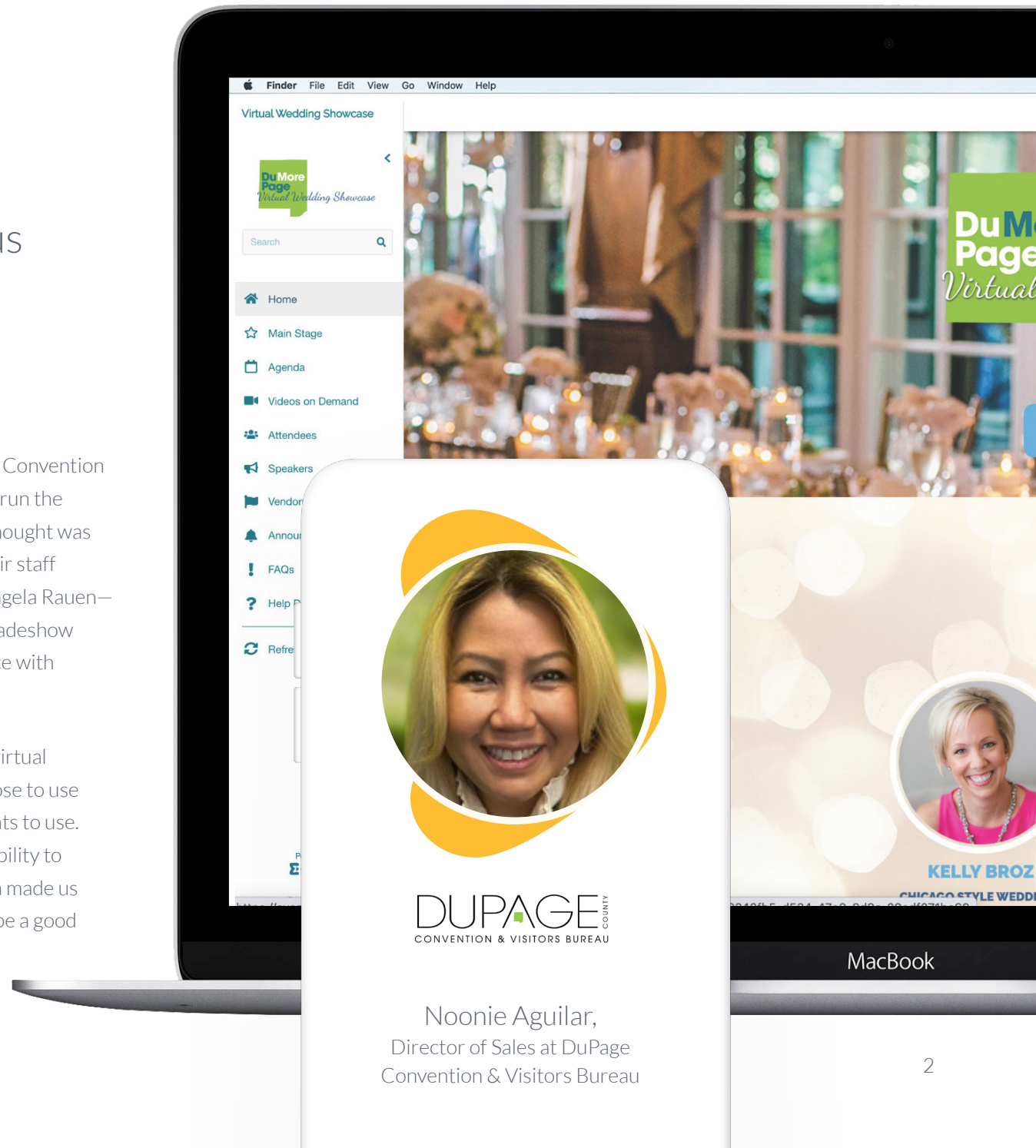
Zoom Support

PLANNING THE EVENT

“Early on, your team made us feel at ease and gave us the confidence that this would be a good partnership.”

Back when Noonie Aguilar, Director of Sales at DuPage Convention & Visitors Bureau realized that her team would have to run the DuPage Virtual Wedding Showcase virtually, her first thought was “How are we going to do this?”. They had downsized their staff because of COVID-19 and she and Market Manager Angela Rauen—much more accustomed to taking their materials to a tradeshow booth and talking to people—had no previous experience with virtual event technology or video production.

After researching and experiencing a number of other virtual event platforms at other events, Noonie and Angela chose to use EventMobi as they felt it would be easiest for their clients to use. From the start, they were also confident in our team’s ability to support them through the process: “Early on, your team made us feel at ease and gave us the confidence that this would be a good partnership” shared Noonie.



Noonie Aguilar,
Director of Sales at DuPage
Convention & Visitors Bureau

LEADING UP TO THE EVENT

As luck would have it, a few days prior to the event, Noonie and her team ran into a few issues. Their internet went down and they couldn't run the audio-visual tests they'd had planned. Plus, the third-party production manager they had hired had run into some challenges and the event planners had to take over last-minute.

"Leading up to the event, I was kind of sweating... particularly on the production side, which was uncharted territory for us," said Noonie.

David Rosenberg, Event Success Manager

"But it felt like Event Success Manager David and Event Success Specialist Kara were available 24/7. I probably emailed the EventMobi team 100 times a day and never once did I feel like I was bothering them. Anytime we had a question or needed anything, David always had a smile on his face."

Throughout these last-minute glitches, our team was quick to jump in and provide a little extra support to the planners. Noonie shared that the night before the event, David checked in to alleviate any final pre-event concerns.



"HE DIDN'T HANG UP UNTIL HE WAS SURE THAT I WAS COMFORTABLE, AND EVERYTHING WAS WORKING"

NOONIE AGUILAR,
DIRECTOR OF SALES AT DUPAGE CONVENTION & VISITORS BUREAU

HOW DUPAGE USED THE EVENT SPACE TO CONNECT BRIDES WITH EXHIBITORS

Noonie and Angela agreed: the big day didn't just go well, it went "perfectly". The brides loved the virtual event, had no issues logging into the platform and found it very intuitive. Exhibitors loved having the opportunity for virtual exposure in the midst of a lockdown. They were thrilled with the opportunity to promote their business in a safe environment, and from the comfort of their homes.

EVENT SPACE HIGHLIGHTS



LIVE STREAM BROADCASTS

To showcase live video keynotes on Current Wedding Trends and COVID Wedding Challenges.



INTERACTIVE BREAKOUT ROOMS

To run a virtual tradeshow floor, enabling brides to book appointments with venue exhibitors.



VIDEO-ON-DEMAND

To feature the Bridal Fashion Show, featuring the latest runway styles.



VIRTUAL EXHIBITOR BOOTHS

To give exhibitors an opportunity to share their brand and marketing material.



SPONSORED RAFFLES

To drive engagement with event exhibitors.



LIVE CHAT

To connect brides and exhibitors informally.

MEASURING EVENT SUCCESS

60

VISITS TO EXHIBITORS
BOOTHS; ALL BOOTHS
WERE VISITED

123

UNIQUE KEYNOTE
PRESENTATION VIEWS

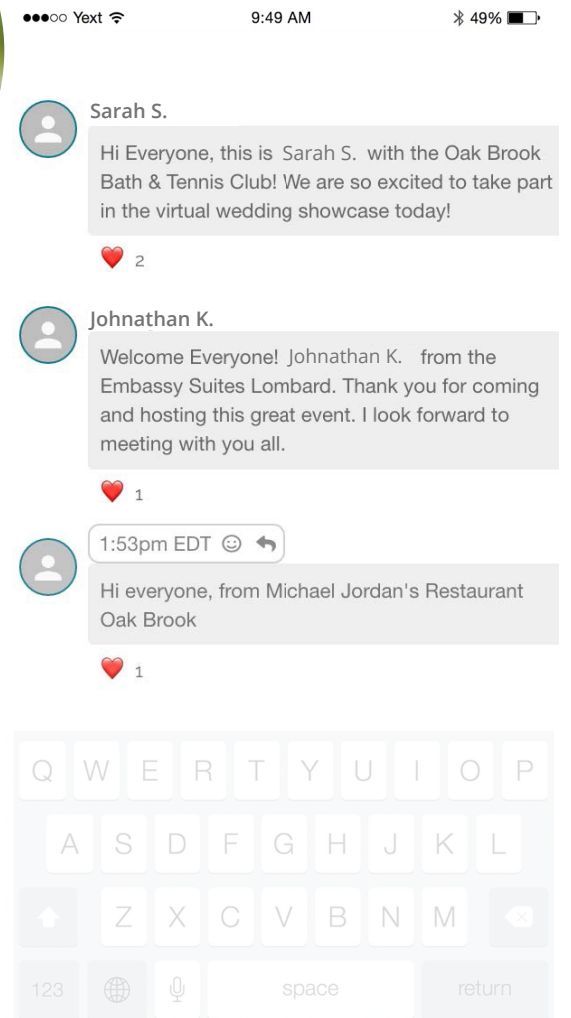
To better understand event ROI for their exhibitors, Noonie and Angela also plan to find out how many RFPs, site visits and eventually, booked revenue can be attributed to this event.

Throughout the process of building the virtual event on the EventMobi platform, the DuPage team felt fully supported: “EventMobi was a true partner, and we felt like they were part of the team. That’s what you want on that day, to feel like one team.” Now, with their first virtual event done, and so much learning under their belt, Noonie and Angela feel confident that their next five events with EventMobi are going to be “off the charts”!



“Eventmobi was a
true partner”

Angela Rauhen, Market Manager at DuPage
Convention & Visitors Bureau



READY TO SEE OUR VIRTUAL
EVENT PLATFORM IN ACTION?

BOOK A DEMO

