

CASE STUDY:

# How EventMobi Boosted Employee Learning at Our Company Retreat

## The Event

For us at EventMobi, getting to work with amazing people and experience true work-life balance are the reasons why we love the culture here. The fun and productive work environment comes from being able to have trust in our colleagues, contribute ideas and have each of our voices heard, and be proud of the great value we provide to clients.

Ever since EventMobi first began in 2010, we've packed our bags every year for a company retreat. We have offices in Toronto and Berlin, and between the two, we've explored places like the Bahamas, Spain, Italy and Iceland.

This year, the Berlin team went to Lisbon for five days. The time spent in Portugal was a combination of work and play. After working during the day, the afternoons and evenings were spent exploring the city together. On any given day, we could be picking up lessons at a Portuguese cooking class before heading off to the Atlantic ocean for surf lessons.

Our event app technology is all about making the event planning process easier and helping design incredible event experiences. So, what better way to demonstrate how useful an event app can be than by using it for our own company retreat?

## The Event Goals

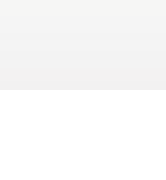
We wanted to achieve three specific goals by using our event app in the design of the company retreat



**Maximize the engagement and learning of our employees during work sessions**



**Increase opportunities for interaction and bonding between employees**



**Execute the event as smoothly as possible, especially considering we'd be in another country and unfamiliar with our new setting.**

## How We Used the Event App to Achieve Our Goals

3 ways to maximize the engagement and learning of employees during work sessions

### 1. Keep the mood upbeat and fun with a crowd-sourced music playlist

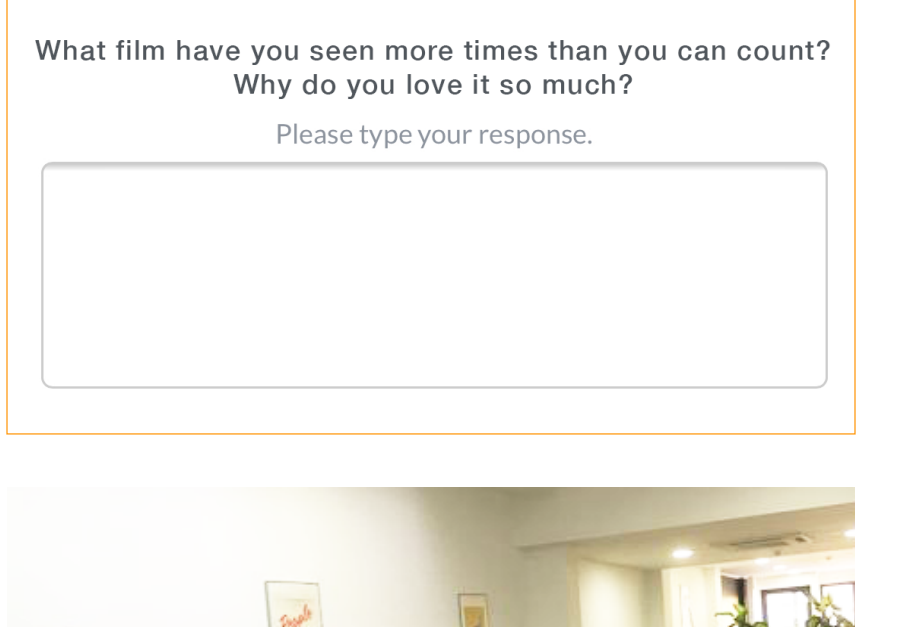
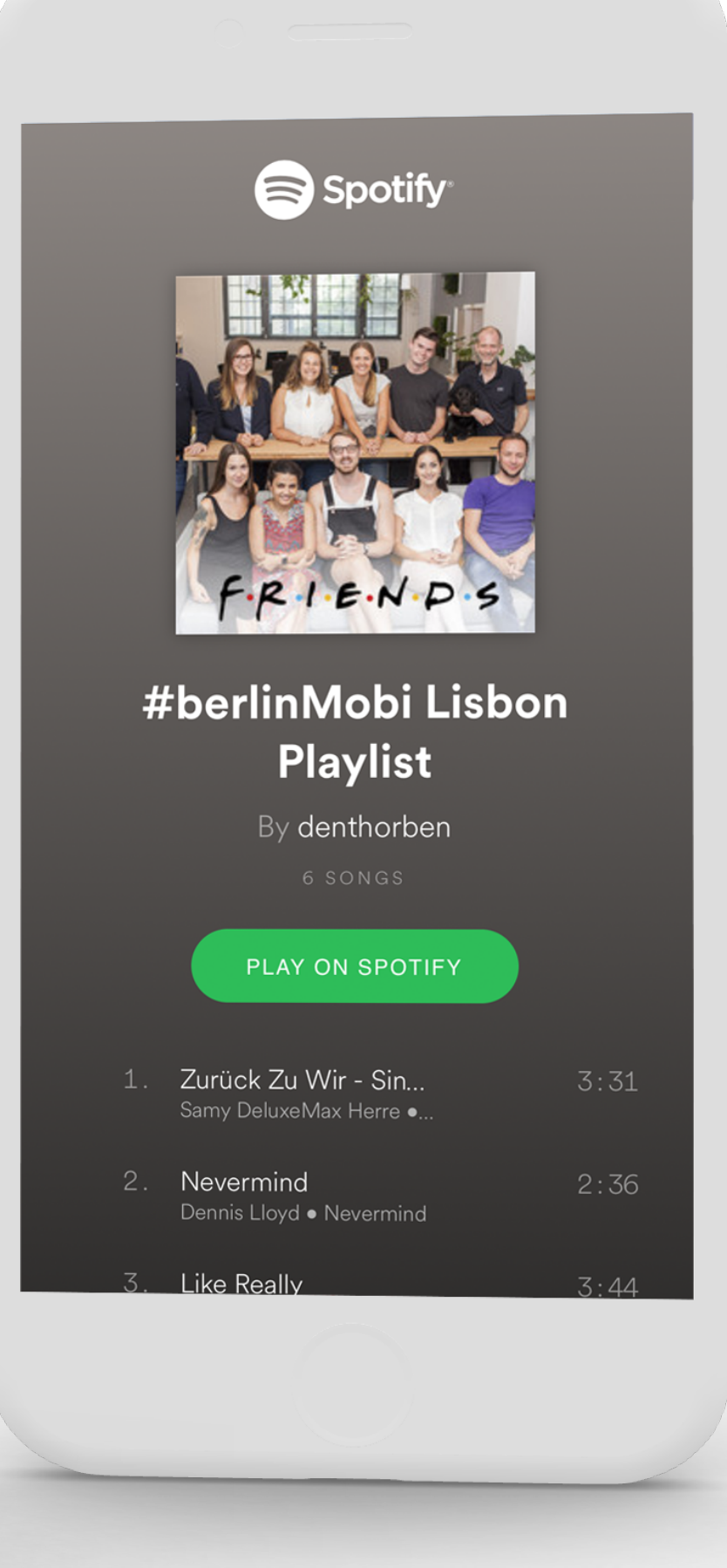
For the first two days of the retreat, we worked within a beautiful co-working space in Lisbon. The internet connection was lightning fast and the rooms were bright and well equipped. But to really make it fun and productive, we wanted to tap into the music system!

Taking into account that everyone has their own taste in music, we asked team members to put their favorite song in their attendee profile. We then compiled all the songs into a Spotify playlist, which we integrated into our event app. Having been inspired by music festivals, we wanted to create a playlist that could help us build anticipation and keep the great memories alive for years to come.

### 2. Take advantage of creating playful gamification experiences using surveys

The highlight of the workshops was when we played our own version of "EventMobi Jeopardy!" For those of you who may not be familiar with the TV quiz show, answers from different categories are read out and the players have to formulate the appropriate question.

In our version, interesting, funny, or surprising facts were given about employees. Players had to write down on a blackboard the name of the person who they thought was associated with the clue. In order to collect enough material for the quiz, a survey was created within the event app and distributed four weeks before the company retreat. Examples of questions included "What is your secret talent?" and "If you wrote a book, what would the title be?"

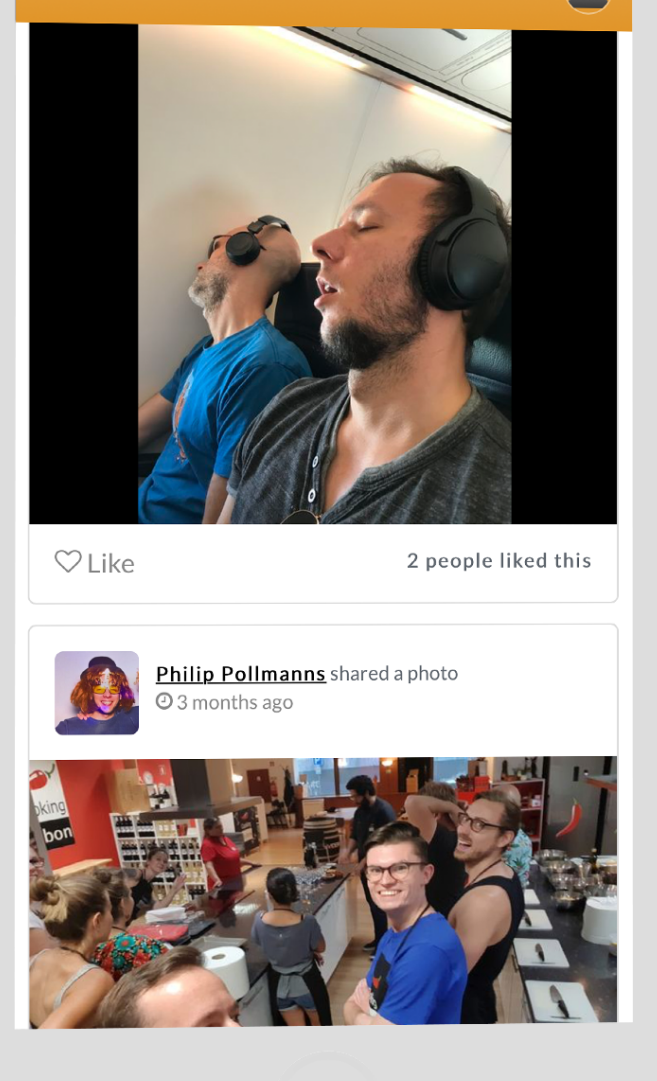
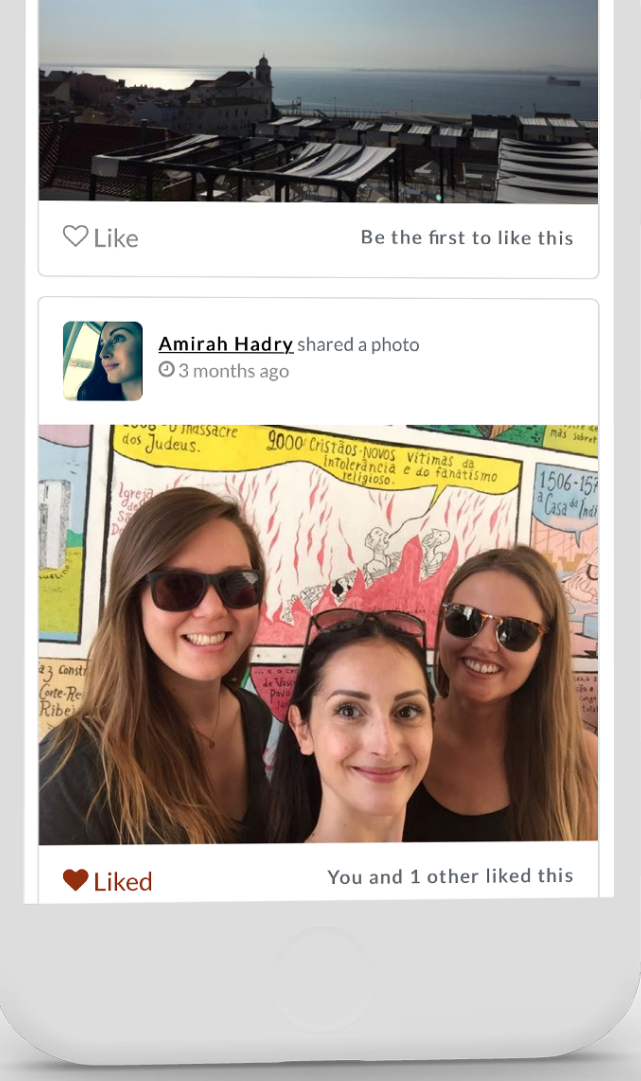
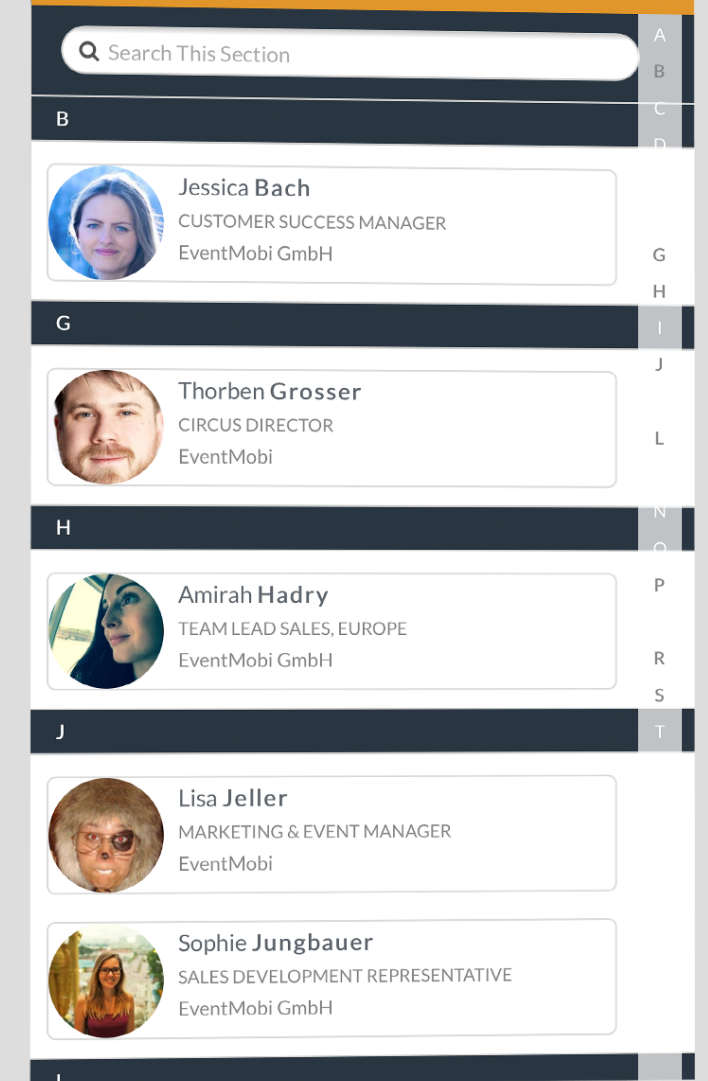
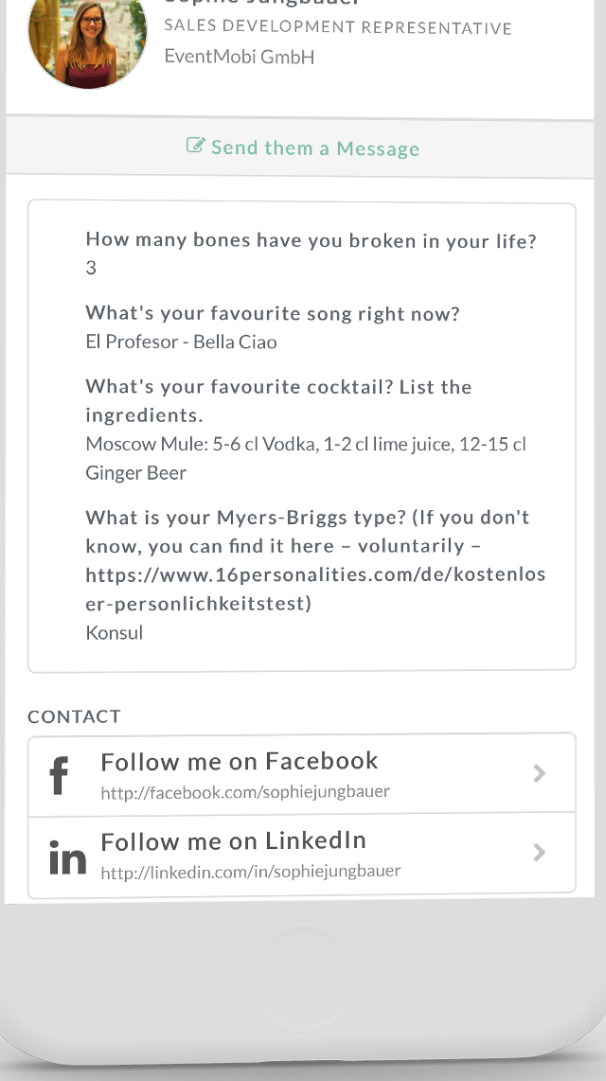


### 3. Create memorable workshops by providing document and note sharing

Events can easily become a hectic experience for attendees, especially when there are numerous or intensive sessions and workshops throughout the day. It can be a challenge to absorb all the new learnings.

For our retreat, it was important to provide as much value as possible to our team. We wanted them to effectively learn new skills and increase their knowledge in ways that would help them be more successful in their careers.

The key to helping participants apply their newly gained knowledge was to ensure everyone had access to documents and notes taken during the workshops. This was made possible through a feature in EventMobi's event app called Session Feedback. Notes were logged in this section including who participated in the session, what the main outcomes were, and next steps that needed to be taken. The person leading the workshop would then disseminate to all participants so they all had a copy.



## Increase opportunities for interaction and bonding between the employees

### Use Attendee Profiles so team members can get to know each other better

A key goal for the company retreat was to create opportunities for team members to engage with one another on a more personal level. Prior to the trip, team members were asked to complete a questionnaire (shown above). The answers were then used to populate their attendee profiles and as content for gamification activities like EventMobi Jeopardy.

### Share photos through the Activity Feed to keep the memories alive

Capturing and sharing moments is an important part of how attendees experience an event, especially when traveling. However, not every photo is suitable for sharing with the public on social media channels like Facebook and Instagram.

A great feature of EventMobi's event app is the Activity Feed, which is an internal social network where attendees can share photos that are only visible to the event app users.

Above are examples from our Activity Feed. The feature helped us create a shared photo album where employees were able to publish pictures and like their favorites.

And best of all, we enabled access to the event app post-event so that all those fond memories could always be available to look back on.

## Execute the event as smoothly as possible

### Reference the agenda & categories to know what's going on

Our agenda was at the heart of our company retreat. From flight details to taxi transfers, working hours, company bonding activities, and company dinners - the diverse and numerous activities scheduled throughout the five days could be clearly sorted thanks to the color-coded categories. The agenda (shown below) could be displayed in both list and calendar formats. What was especially useful was that it could also be viewed in offline mode. This was a huge benefit because we didn't always have access to WiFi.

### Provide easy access to all event information in one place (even when offline)

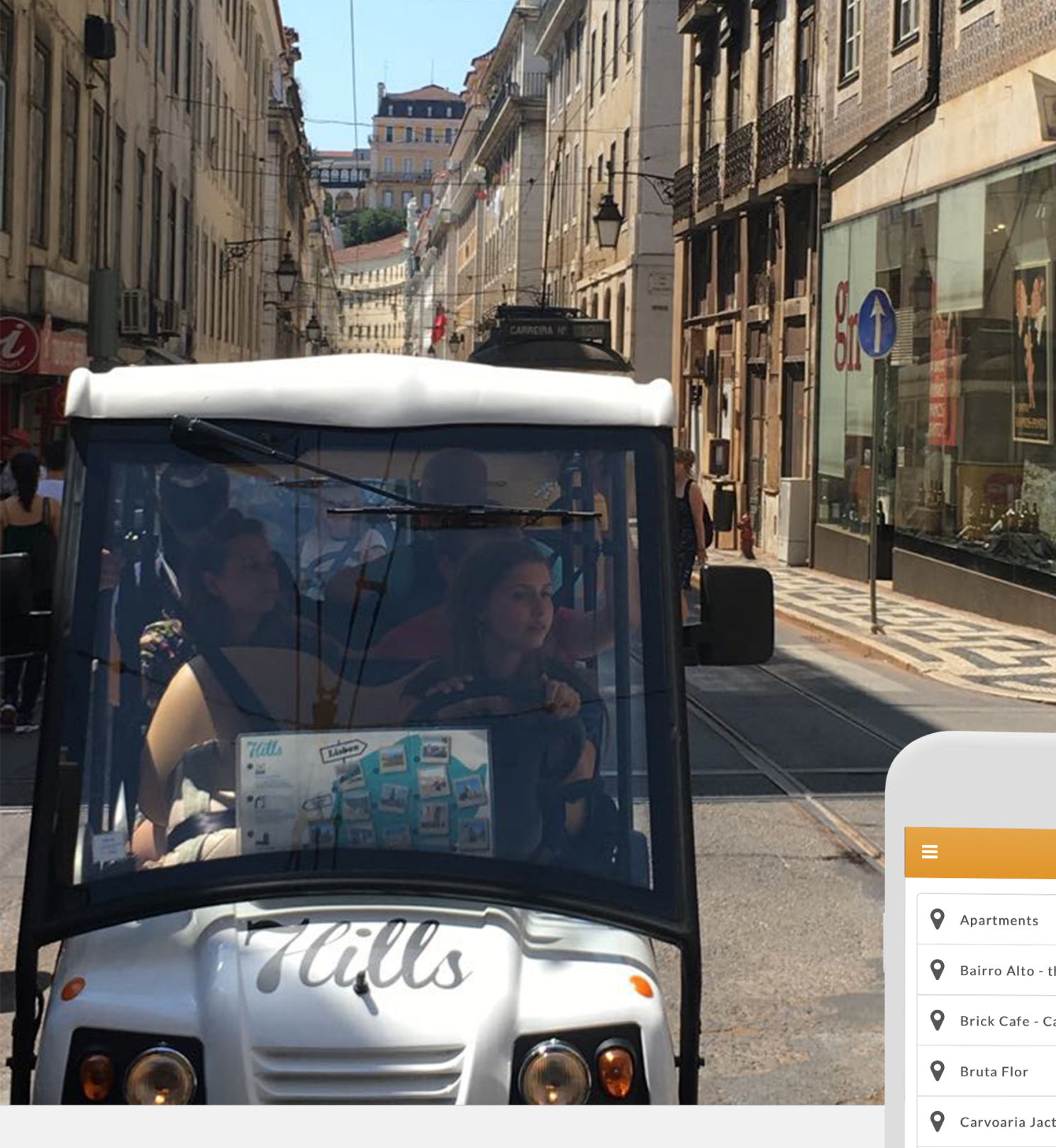
Events that involve travel arrangements are always a bit more complex, so being able to access the latest real-time information in one app is very useful. There are always a few extra details that need to be kept on top of in order to ensure a smooth experience. Logistics like flight information and communicating meetup points can be tricky since it's so common for things to change last minute. The event app home screen included all the commonly accessed areas, especially the agenda and hotel information.

The map widget in the event app showed the location of the apartments where the team stayed, the co-working space, and the restaurants where the team met up for dinners. We even included the nearest supermarkets and bars within walking distance. WiFi information, access codes for the apartments, and contact details of the apartment owners in case of emergencies were also provided in the event app.

The handy Document Library also contained each person's flight tickets. We wanted to make it as easy and convenient as possible so employees didn't have to stress. They didn't need to sort through their emails to find their tickets or print. They didn't need to save everything could be accessed through the event app, even while offline.

### Use push notifications to keep attendees updated

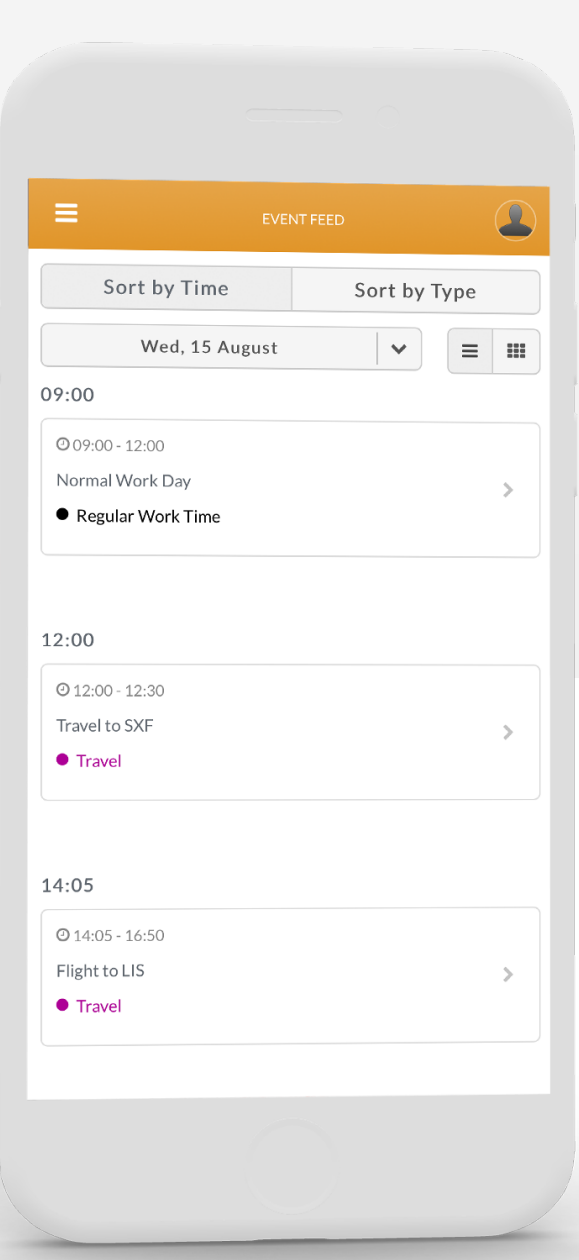
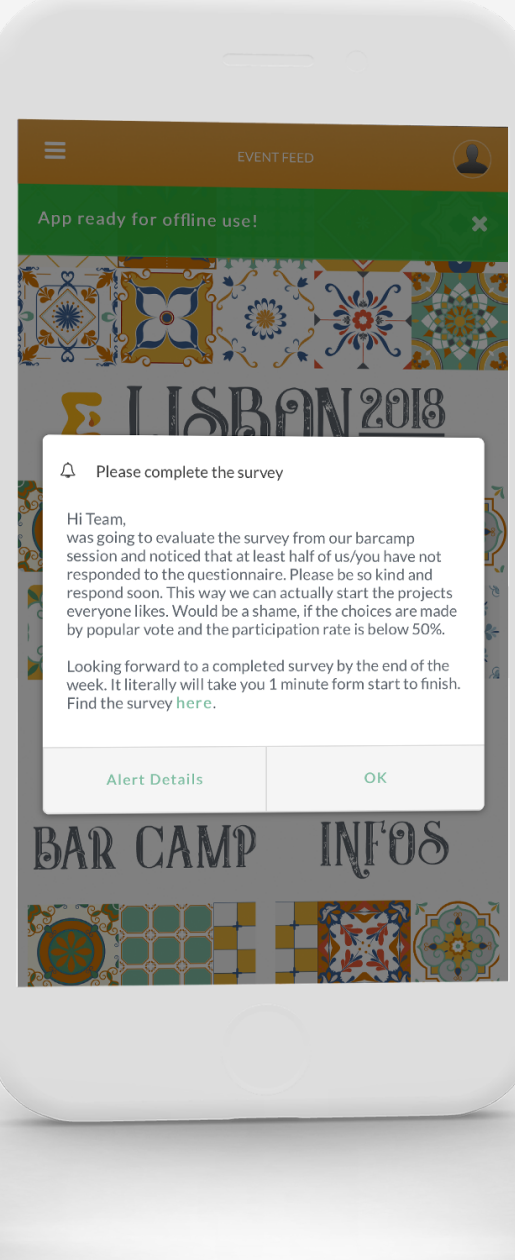
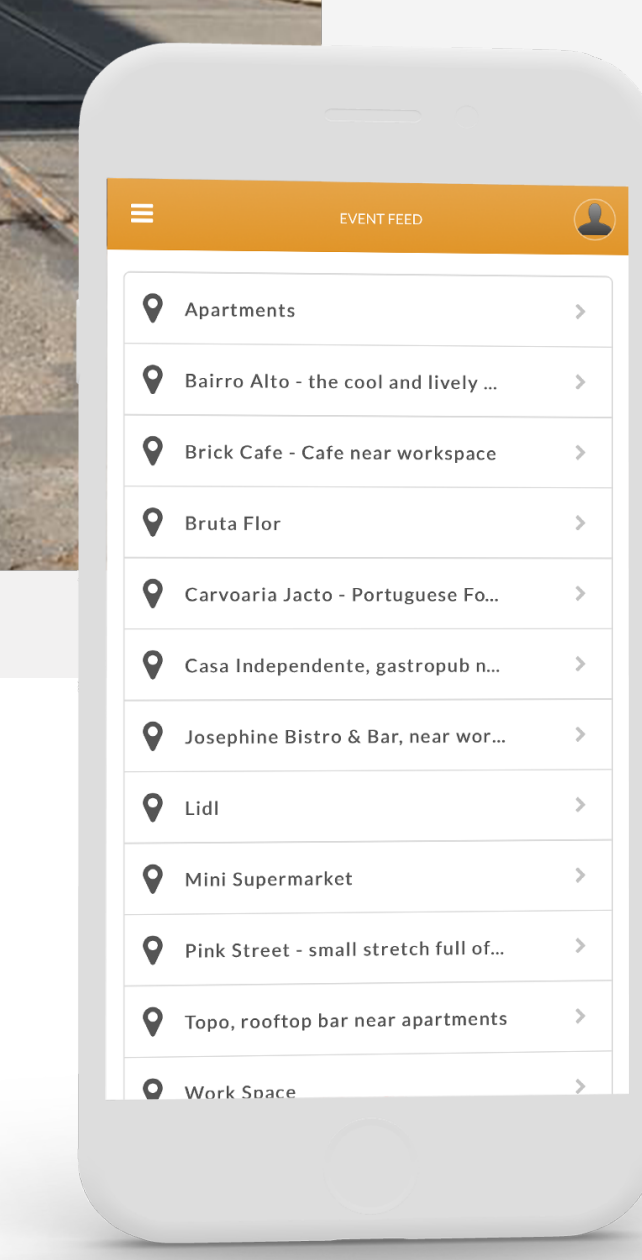
Push notifications sent through our event app allowed us to communicate pre-scheduled and alerts to employees. For example, we sent reminder communications 24 hours prior to departure, informed them about the airline's carry-on regulations, and provided a link to their boarding pass. Even last-minute changes to the agenda could be easily communicated.



## Results

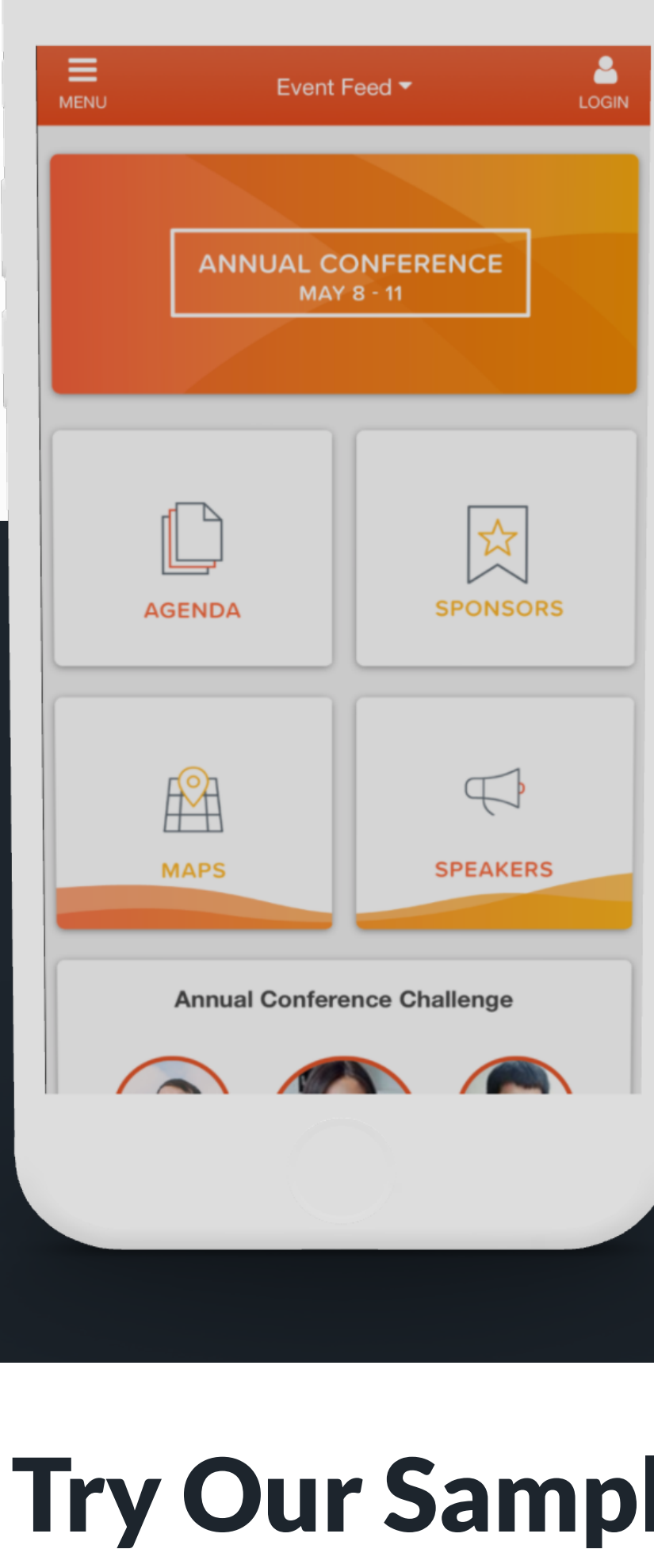
With a 100% adoption rate and an average of 100 page views per team member, the results proved that our event app was a central point of reference before, during, and after our retreat.

Easy accessibility to real-time information and the convenience of having documents in one place was an irreplaceable benefit to everyone's overall experience. In fact, not only did the event app help with a smooth event run, but results from a post-event survey issued through the event app found that 100% of attendees found the event app to be "very useful" or "useful".



— Attendee Feedback —  
"The Lisbon-themed design made it a particular pleasure to use the app!"

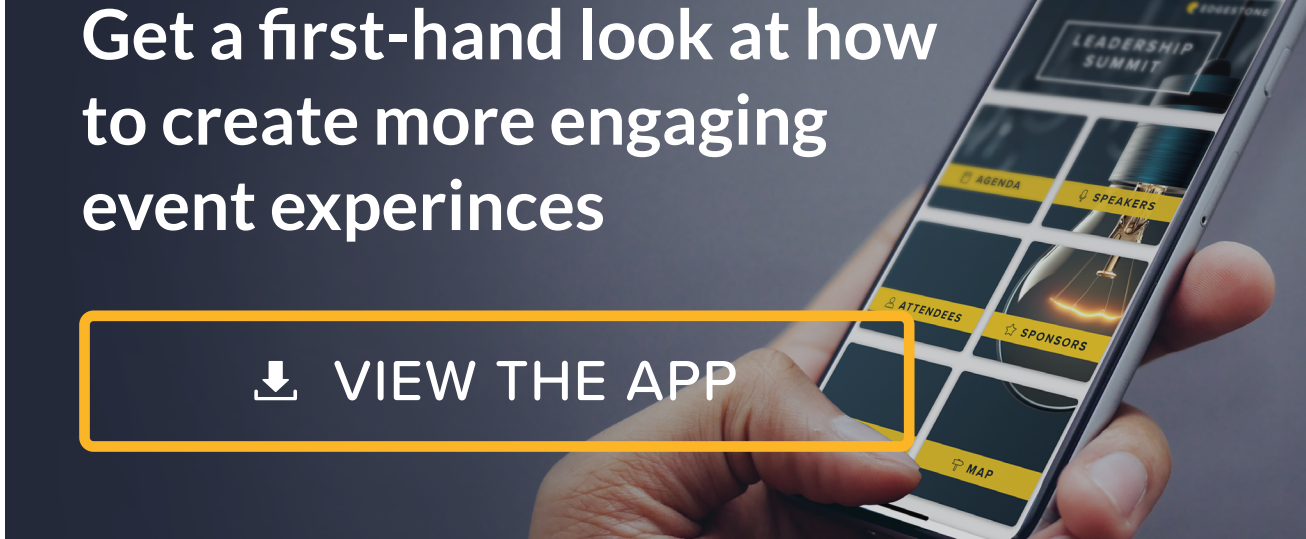
— Attendee Feedback —  
"Love the interactive feature. The agenda with its different tracks was very helpful, too."



See firsthand how an event app can be used to gamify your attendee experience.

REQUEST A DEMO

## Try Our Sample App



## Related eGuide

