



Leveraging the power of the platform for
industry-leading success.

\$30K

cost savings

2,000

registrations
processed in 2018

89%

mobile app adoption

Trimble provides fully integrated supply chain solutions that help customers maximize operational efficiency, safety, and compliance. Trimble recently incorporated three separate companies into one brand, launching their in.sight User Conference and Expo in 2016. The four-day event brings together more than 2,200 customers and 90 sponsors and exhibitors. They offer over 350 educational sessions to help customers understand the breadth of Trimble solutions. In just three years, in.sight has become the largest user conference in the industry.

Bringing People Together Through Technology

Though Trimble has used Cvent for more than a decade, Event Marketing Manager Emma Bica knew they needed to scale technology use to keep pace with

their events. "When I first started back in 2010, we were only using the basic functionality of the Cvent platform," Emma explains. The team relied on manual processes to gather attendee data, manage room blocks, and communicate with attendees. Emma knew integrating the full Cvent platform would eliminate manual headaches and improve efficiencies.

Ensuring Ease of Attendee Management

To manage room blocks, the team previously relied on manual phone calls and emails with multiple hotels. "We'd have to run a report from the hotel, then run a report from Cvent and try to figure out if there were any gaps," Emma says. With Cvent Passkey, the team can now access on-demand reports with a simple click. Attendees can self-edit their registration within

Cvent's Event Management tool, and the data will automatically update in Passkey. "With the flexibility of Cvent Event Management, we were able to handle any changes with ease, giving us a handle on our attendee list while also quickly adjusting to meet our attendees' needs," Emma adds.

"Through our mix of Cvent tools, we were able to create a unified user experience so that our attendees have a cohesive, organized engagement with us from the moment they registered until they attended their last educational session."

- Emma Bica, Event Marketing Manager

Emma knew that in.sight needed to reflect a technologically-advanced brand. "As a leading provider of technology in the transportation space, we want to make sure the experience attendees are getting is that of high-technology," she notes. To impress attendees, Emma's team integrated Cvent's OnArrival into their tech stack. "Gone are the days of having to alphabetize and stuff name badges before the conference starts," she says. "By utilizing OnArrival, it has completely transformed our check-in experience." Her team saw an impressive 85% decrease in check-in time as a result.

Maximizing the Power of Mobile

Emma's team has optimized their use of CrowdCompass over the last five years to better engage attendees. Gamification, push notifications, and polling ensure higher engagement levels. With over 69,000 engagements and 177,000 minutes spent in the app in 2018, they saw an impressive 89%

adoption rate. Given that in.sight is the largest gathering of customers within the industry, Trimble also wanted to increase networking opportunities for a more personalized experience. An interactive map allows attendees to easily navigate the expo hall to facilitate partner appointments.

Relying on CrowdCompass has also created valuable savings for the organization. "The creation of printed agendas or other materials became a thing of the past as we moved to a fully digital experience," notes Emma. "This was not only to impact the attendee experience but also to allow us to be more efficient in how we allocated budget." In their first year going paperless, the mobile app saved Trimble over \$30,000 in printing costs.

Watch the Video



Ensuring ROI for All

To ensure sponsor and exhibitor satisfaction, Emma's team introduced Cvent's LeadCapture solution. By using LeadCapture to guarantee timely, high-quality lead generation, Trimble has enhanced exhibitor relationships. "We provide exhibitors with the ability to better facilitate post-event conversations and



demonstrate tangible ROI from exhibiting at the show,” Emma explains. “From a planner perspective, I’m also then able to have visibility into how many leads were gathered from our total exhibitors. The more data I’m able to share, the more I’m able to sell other sponsorships.”

Guaranteeing attendee satisfaction is another key priority for Trimble. To meet the KPI of achieving an 80% satisfaction score, the team relies heavily on survey data. “Through surveys that are integrated into CrowdCompass, we’ve seen a higher response rate,” says Emma. By using CrowdCompass to facilitate feedback, Trimble saw 1,672 survey responses in 2018, a 45% increase year-over-year. Emma also notes that their comprehensive blend of Cvent solutions has “allowed us to reach and surpass our attendee registration and revenue goals when compared to years past.”

Moving Towards a United Future for Trimble

Looking forward, Emma sees the success of the Trimble brand directly reflected in the growth of in.sight. Her team has grown from two to ten people, and they have added Salesforce and Marketo integrations to their tech stack. “I think the organization has recognized the importance of events, and they’ve seen how that really fits into the overall success of the organization,” Emma says.

“I think people are weighing more heavily on the value of meetings and events. More than ever, it’s important for event planners and marketers to be able to prove that ROI, or that return on experience.”

- Emma Bica, Event Marketing Manager

By leveraging a technology-first approach, the team has been able to position in.sight as a cornerstone of the industry. Emma explains, “Using our mix of Cvent tools, we were able to create a unified user experience so that our attendees have a cohesive, organized engagement with us from the moment they registered until they attended their last educational session.” Her team believes the power of technology will only further support the importance of events. “I think people are getting more cost-conscious, so I think people are weighing more heavily on the value of meetings and events,” she insists. “More than ever, it’s important for event planners and marketers to be able to prove that ROI, or that return on experience.”