

## SUCCESS STORY: DE PERSGROEP ADVERTISING

# Mobile networking features increases attendee engagement

### EVENT

Let's Talk 2015 brought together more than 1,000 players in the media and advertising sectors. de Persgroep Advertising selected the Aventri mobile app to use during the event due to its live interaction, event agenda and social networking features for their attendees to utilize.

The Let's Talk app was promoted prior to the event on the registration webpage and in emails, as well as at the event with large banners, which resulted in high participation among attendees.

The app's speed networking feature allowed attendees to scan each other's badge to find their personal best networking matches. The app created a highly interactive setting, helping attendees "break the ice" and meet new, interesting people. When five matches were found, a small gift was given to participants, to reward their engagement efforts.

To further increase networking

opportunities, the app's match making feature connected user profiles based on their company, role and personal interests to other people at the event. This allowed attendees to get the most out of the event, meet new people and increase their network.

If a user wanted to connect with a fellow attendee, the app included a complete list of Let's Talk attendees, as well as a private messaging feature that allowed them to send short messages to each other. The messaging feature protects the privacy of each user and does not reveal email addresses or phone numbers. Instead the app is used to deliver messages to other attendees using push notifications in combination with fixed meeting points at the event to easily meet up.

Let's Talk 2015



### KEY HIGHLIGHTS



**Industry**  
**Media**

**Location**  
**Brussels, Belgium**

**Products & Services**

- **Mobile app**
- **1-to-1 matchmaking**
- **Private messaging**

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Founded in **2007**

Based in Belgium

Active in newspaper,  
magazine and new  
media advertising