

SUCCESS STORY: FOWNERS

198 attendees and 1,166 total new connections created with LOOPD

CHALLENGE

FOWNERS Take Ownership is a closed mastermind event for a select group of entrepreneurs from around the world. It's the perfect environment for mentors, leaders and business owners to form new connections and join a powerful circle of influence. However, establishing new connections that last and identifying active influencers is difficult.

This was the first time FOWNERS hosted Take Ownership to motivate like-minded entrepreneurs and to provide them with the skills to make a real impact. FOWNERS did not want their event attendees to have a difficult time exchanging valuable contact information. They wanted to make sure that every attendee was able to establish real relationships without having to worry about adding each other on social media or passing business cards back-and-forth.

FOWNERS needed an easy and fun way to connect their entrepreneurs at the event, so their community could exchange value and build relationships. With the mantra

“This is not a boring seminar or secret sales event. Just leaders creating leaders,”

they teamed up with LOOPD to power partnerships, networking and game changing relationships with influencers from around the world.

Through LOOPD, FOWNERS enlisted a technology solution to replace outdated business cards and gain insights on their real event influencers.

KEY HIGHLIGHTS

FOWNERS

Industry
Education

Location
Red Bull Arena, Harrison, NJ

Products & Services

- **LOOPD Smart Tags**
- **LOOPD Analytics**
- **Professional Services**

As the most trending and progressive learning ecosystem for entrepreneurs by entrepreneurs, FOWNERS is the leader for in-demand business and personal skills. FOWNERS is a collective defined by a loyal community of members who seek experiential and communal learning to pursue their real passions. Eric Thomas, “The Hip Hop Preacher”, and Gerard Adams, Founder of Elite Daily and FOWNERS, partnered up to bring an immersive face-to-face experience to their community of passionate entrepreneurs. Together they collaborated on their first mastermind event where entrepreneurs were given immediate access to exponentially grow their business and take the right next step on their journey.

fowners.com

Valuable connections that convert attendees into brand evangelists

SOLUTION AND EVENT

In 2017, all 198 mastermind entrepreneurs were given LOOPD Smart Tags upon registration at the Red Bull Arena to wear for the two day event. Before the mastermind event began, the LOOPD Onsite Team placed 15 LOOPD Hubs throughout the iconic sports venue. These sensors captured social interaction data from the LOOPD Smart Tags as attendees walked within 30 feet of them.

As attendees exchanged contact information, their new valuable connections were smoothly added to their personalized journey report.

The Connection Social Graph in LOOPD Analytics provided information on the most active attendees and provided information about how their influencers were connecting with their emerging community.

LOOPD delivered eco-friendly digital business cards to help the event team maximize attendee connections and identify event influencers with contextual face-to-face interaction data.

RESULTS

LOOPD helped FOWNERS capture social interaction data and facilitate effortless networking without distracting attendees from the event key takeaways. This was a win-win solution for both attendees and event organizers.

Attendees could exchange contact information within 2 seconds without having to worry about running out of business cards, and FOWNERS had detailed connection analytics to see which attendees had the most and least connections each day of the event.

LOOPD delivered eco-friendly digital business cards to help the event team maximize attendee connections and identify event influencers with contextual face-to-face interaction data. In total, LOOPD powered over 1,100 new connections between attendees, and provided them with a journey report of all their new contacts and the sessions that they attended.

The FOWNERS event team can now use LOOPD connection data to identify and partner with brand ambassadors to amplify their community, allowing them to build a global trusted brand for passionate entrepreneurs.

STAT BOX

Event Type:

Mastermind Workshop

Number of Attendees:

198

LOOPD Performance:

- **1,166** Total Connections
- **6** Connection / Attendee
- **6** New Influencers (15+ Connections)

ABOUT AVENTRI

Aventri is a global end-to-end event management software solution. The success oriented and cloud-based platform delivers innovative technology solutions to streamline the event process and increase ROI. Founded in 2008, Aventri has assisted over 20,000 event professionals in planning, executing and measuring their events. The software solution serves customers in corporations, associations, agencies and educational institutions.