

## SUCCESS STORY: FUSION PRODUCTIONS

# Customized events software supported by top customer service

## CHALLENGE

“The adoption rate and positive feedback from attendees were the highest ever and was critical to building our community.” - Hugh K. Lee, President, Fusion Productions

In the past, Fusion’s internal application development team designed and built the event management platform it used to manage, plan, and execute the digitalNow annual summit. Due to a recent restructuring of the organization, Fusion no longer maintains its own team of developers. As a result, Fusion needed to find a platform that would give staff all the features they had enjoyed with the custom-built platform, but without the need to code it themselves.

Fusion also wanted to streamline internal processes, reduce redundancies and increase efficiency by putting all event stakeholders on the same platform, from executive leaders to meeting planners, to administrative staff and event attendees.

digitalNow 2016



Ultimately, Aventri was selected because of the scope of its functionality and the potential it offered to integrate data among all the work groups involved in producing digitalNow, says Hugh K. Lee, president of Fusion. “When we had our first product demo, we came equipped with a list of complicated business rules and requirements,” Lee says. “Every time there was either a direct solution to meet the need, or the ability to customize a workaround.”

The Aventri team took time to gather and understand Fusion’s requirements and then helped set up their event to support the processes they already had in place. In some cases, Fusion saw that processes could be improved by utilizing a feature of the Aventri suite. And while there were some questions from staff once the platform was first implemented, the Aventri support team patiently and skillfully walked them through any modifications and helped them understand how to set up the event so they could reach their goals.

## KEY HIGHLIGHTS



**Industry**  
Meetings & events

**Location**  
Webster, New York

**Products & Services**

- Registration
- Abstracts
- Mobile app



**Don Dea**  
Co-founder



**Hugh Lee**  
President

Fusion partners with organizations to flawlessly execute meeting design and production services for general sessions, award sessions, annual conventions and corporate meetings and events. From creating engaging designs, content development, stage design, speaker support, video and digital media production, AV management and end-to-end management, Fusion covers the full spectrum to enable an unforgettable meeting.

[www.fusionproductions.com](http://www.fusionproductions.com)

# An easy to use event mobile app increases attendee engagement

## SOLUTION

Fusion is now utilizing several Aventri modules to up their planning game for digitalNow. For example with the registration module, not only was staff able to manage registrations, but they also were able to collect and review key data about attendees. Using the website and marketing modules, staff set up and customized the digitalNow website and email campaigns. Fusion is also using the abstract module to collect event presentations, seating to help plan VIP dinners and special exclusive events within the conference. Aventri's agenda tool also provided digitalNow with a dynamic schedule of sessions, complete with speaker photos and bios, as well as descriptions of each session and its learning outcomes.

"We never thought we'd find an event registration platform that would provide all of the functionality we had enjoyed with our own internal custom designed platform, but Aventri provided all of that functionality," says Lee. "It was just like having a system that was custom designed to support our needs."

"The true value of an app today is the value differentiation that it creates for our conference and most importantly our attendees. I heard the following sentiment over and over from attendees: 'The app enabled the conference to be personalized so that digitalNow was about me.'" - Don Dea, co-founder, Fusion Productions/ Producer, digitalNow

## EVENT

As an executive summit, digitalNow addresses the critical issues facing association leaders in the digital age, bringing together 275 CEOs and volunteer leaders from some of the most influential professional, non-profit, and trade associations in America.

Fusion saw success with the Aventri mobile app during digitalNow 2016 in Orlando, Florida to disseminate information about the schedule, to communicate, to engage, and to survey attendees. Attendees also used the event app to communicate with event organizers about the event, which gave Fusion the opportunity to offer client service beyond what they've been enabled to do for past events.

"We received a lot of very positive feedback on the mobile app," says Don Dea, Fusion's co-founder and producer of digitalNow. "People loved the ease of use, the polls, the directory with photos, and the personal scheduler."

Post-event, Fusion is using the digitalNow event agenda page to market quality content to drive registrations for future years. The team also used Aventri to upload event-related content, such as presenter slides and conference bag paper materials, to make them available to attendees on their event mobile

app, as well as on the website. Push notifications are also still sent out to active mobile app users that are using that connection to distribute takeaways and extend engagement with attendees.

Overall, Fusion is using Aventri and its mobile app to measure attendee engagement to further improve future events. So far attendees have already raved about Aventri and the digitalNow mobile event app for its ease of use, as well as its functionality. Dea says:

"Mostly, they were very pleased with the functionality and ease of use of the app. We will parlay this success by adding features and providing an even more engaging experience for 2017."

## STAT BOX

More than **500,000** attendees served

Has produced events in **34** states and **10** countries

**50,000+** hours of event-related video shot and edited

## 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.