

## SUCCESS STORY: OF"CORES

# Networking features combined with mobile app integration fosters attendee engagement

## CHALLENGE

“Aventri allowed us to create a tailored solution for our customer, which was simply spectacular.”

Of”Cores was looking for software with complexity and an automated registration process that linked to other event aspects like onsite badge printing. But the number one attribute they needed was flexibility, says founder and managing director, Jean-Baptiste De Bock. “Over the years, we’ve worked with several event software suppliers, but we never found a partner who could deliver the level of flexibility that we wanted for our customers,” he says. “After evaluating about 15 different event software products, we found that Aventri was different.”

Although Of”Cores was initially looking to improve their registration experience, they soon discovered Aventri’s seamless integration with

the Aventri mobile app and, as a result, the many ways they could enhance the networking experience prior to and during their events. This was especially true with the network module, which helps attendees connect with one another through matchmaking technology. “It creates a tremendous experience for our attendees,” says De Bock. Together, the Aventri and Of”Cores teams collaborated and brainstormed the best ways to create a more engaging attendee experience onsite.

“For attendees that were not used to using technology like Aventri, it was a big success because it was easy to use.”

## STAT BOX

**700+** attendees

**50%** app usage

**51** average app interactions per user



## KEY HIGHLIGHTS



**Industry**  
Meetings & events

**Location**  
Brussels, Belgium

**Products & Services**

- Registration
- Mobile app
- 1-to-1 matchmaking



**Jean-Baptiste De Bock**  
Founder & Managing Director

Of”Cores is a Brussels-based company delivering business and institutional event services in Europe. The Of”Cores team of business and marketing experts use their event management knowledge to create top-notch experiences that serve client objectives in the areas of event management, marketing and technologies. Always on the lookout for innovative ideas, Of”Cores integrates technology into its services to improve operational event efficiency and return on event.

[www.of-cores.com](http://www.of-cores.com)  
Follow @OfCores



## SOLUTION & EVENT

---

Upon using Aventri, it was clear that it met the levels of complexity and flexibility that Of”Cores was looking for in order to meet the unique needs of all their customers. Event processes and tracking attendee information became one automated flow, from online and onsite registration, to badge printing and payments. Of”Cores also saw a flawless connection between Aventri’s many modules and its mobile event app.

“With Aventri, you basically have a one stop shop on attendees’ smartphones and tablets for the event,” De Bock explains. “What our attendees love is the interactive exhibit hall floorplan that can guide them to a specific session, sponsor booth, or a designated meeting place for networking.”

Aventri has become a proven success at many Of”Cores events. The integration was used at Net Futures 2015, an event that aims to maximize the competitiveness of the European technology industry. Its 700+ attendees came together to share thoughts and ideas to provoke discussions, develop best practices, and take creative approaches to define future research and innovation

that will change the industry. Often, small companies and startups that had innovative solutions ready to bring to market were connected with large industry players, so networking was really important, says De Bock.

In order to enhance attendee engagement at Net Futures 2015, Of”Cores used Aventri’s seamless integration of its registration and mobile app to pair up attendees with similar interests and networking goals. To do this, they asked two questions during the registration process: “who are you?” and “why did you decide to come to this event?” Based on the results, Aventri created an algorithm for matchmaking and integrated it into the app. Through the connection with the attendee list and the matchmaking modules, attendees could search for a specific company or name, as well as receive a list of the 20 best profile matches based on the two questions answered during registration. Once meetings between attendees were arranged, they could select from four unique meeting points that were placed in the app’s interactive event floor plan.

“I think many of our attendees are used to going to large conferences

and have had difficulty finding the right connections for networking,” De Bock says. “This is definitely something they can use to better connect with each other, even weeks in advance.”

Of”Cores also utilized Aventri’s monetization features like banner ads, premium listings and sponsored push notifications to increase event revenue and ROI. “Sometimes customers are afraid of the cost of an event app, but if you use it in a smart way, you can cover your costs with sponsorships and other opportunities,” De Bock says. “It’s not a cost center, it’s a profit center.”

By using Aventri, Of”Cores was able to achieve their event goals and make the entire event process easier for both them and the attendee. Aventri at Net Futures 2015 was a huge success with over 50% of attendees downloading the event app. Of”Cores also saw an average of 51 interactions per user on the app, which showed that people were continually going back to the app to network, check out event updates and explore. Due to these high levels of engagement, Of”Cores has implemented similar mobile and networking tactics into other events.

---

## 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.