



ASAE USES DOUBLEDUTCH TO ENERGIZE CONFERENCE CROWDS & FOSTER ORGANIC NETWORKING



The American Society of Association Executives (ASAE) is an organization that helps association professionals achieve previously unimaginable levels of performance. The ASAE puts on an Annual Meeting & Exposition where thousands of members gather for three days to exchange time, resources, strategies, solutions, and more.



3,000
survey responses



789,305
total in-app actions



161,015
speaker views

Challenge

It was critical that all 21,000-plus ASAE 2016 members be able to create custom schedules, learn about exhibitors, take notes during sessions, and engage with fellow attendees – all from the convenience of their mobile device, and translated into numerous languages.

Solution

The DoubleDutch Live Engagement Platform provided a connection between every ASAE member via a single, easy-to-use interface. The app allowed members to easily learn through Topic Channels, connect through the Activity Feed, schedule 1:1 meetings, gather feedback through session polls and surveys, and share information with each other.

Benefits

The DoubleDutch app facilitates interaction by allowing attendees to choose Networking Tags that represent their interests and areas of expertise, which promotes easy discovery and networking through direct messaging among attendees with shared interest and goals—even well before the start of the event. For an organization and event that's all about “associations,” it turned out to be a perfect extension of the brand and community.

DoubleDutch is much different than most of the event apps out there, which are focused on logistics. This is focused on people and the experience, which is just different. That's why we chose DoubleDutch.

Reggie Henry, CIO, ASAE