

EVENT TECH INTEGRATION HELPS BLACKBERRY HOST ITS MOST MOBILE CONFERENCE EVER

“The team at Lanyon really supports our vision of what we want to do and they're with us along the way to enhance the attendee experience. Through the integration of Lanyon's event app and the BlackBerry 10 platform, we created a unique experience that allowed attendees to use their BlackBerry device to tap into sessions and for sponsors to capture leads.”

Cristina Simoes, Sr Manager, Conference & Events Management, BlackBerry

BACKGROUND

BlackBerry Live.

BlackBerry Live brings together more than 5,000 BlackBerry enthusiasts and key customers, partners, developers, business leaders, press, and analysts. Exploring the latest trends in the mobile landscape, attendees experience new BlackBerry solutions through demos, administrator labs, sessions, executive presentations, and one-on-ones with experts. BlackBerry has partnered with Lanyon since 2008, and has relied on Lanyon Conference™ technology to power 15 conferences.

BlackBerry Live 2013 delivered a unique, mobile first experience to attendees utilizing NFC integration between Lanyon Conference and the BlackBerry 10 platform:

Mobile Badge – Through the conference's mobile application, attendees were able to access their mobile badge on their BlackBerry Z10. The mobile badge was tied to contact information such as full name, title, company, etc., housed in the Lanyon Conference registration database.

Session Scanning – By utilizing NFC technology in BlackBerry Z10 smartphones, attendees used their Mobile Badge to seamlessly tap into sessions. All tracking information flowed back into the Lanyon Conference solution.

Lead Retrieval – Attendees used their Mobile Badge in the expo hall. Sponsors were thrilled with the seamless scanning process from the BlackBerry Z10, which provided instant visibility and more comprehensive lead tracking tools.



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