



KONICA MINOLTA

## National Dealer Conference Mobile App



Customizing attendee experience at large-scale conferences makes the event more meaningful for participants and more measurable for clients.

Konica Minolta wanted these results for its National Dealer Conference and turned to Broadstreet to develop a comprehensive app for attendees, available across all Smartphone platforms.

The customized, fully branded app provided maps, session information and agendas, as well as personalized schedules. The schedules could also be updated in real time, so if there was a room change or the attendee wanted to sign up for a different breakout room, his or her schedule could be altered instantly.

Another goal of Konica Minolta was to drive traffic to the trade show floor, so Broadstreet incorporated a 'QR Code Scavenger Hunt' in the app. With the app in hand, attendees could scan a QR code stationed throughout the conference and booths across the expo to receive points for prizes at the end of the week.

The conference app efficiently distributed Konica Minolta content and maximized value for each attendee.