

The background of the slide is a blue-tinted photograph of a large conference hall. In the center, a person is standing on a stage, addressing a large audience seated in rows of chairs. The lighting is focused on the stage, and the overall atmosphere is professional and formal.

attendify + nextiva

ATTENDIFY CUSTOMER STORY

How Attendify Helped Nextiva Elevate its Inaugural Conference

THE BACKSTORY

Nextiva, based in Scottsdale, AZ, is a leading business communications company trusted by more than 150,000 customers. Nextiva prides itself on exceptional customer service, so when the time came to start planning its inaugural conference, NextCon, Nextiva pulled out all the stops to ensure a successful and engaging event.

NextCon aimed to not only help entrepreneurs and professionals build their business, but also to manage, grow and profit from them. Nextiva CEO Tomas Gorny also planned to debut Nextiva's new operating system, NextOS, during his opening keynote. Throughout the three-day event, there were also breakout sessions, networking opportunities and even an exhibitor hall.

The conference lineup was impressive and keynote speakers included Gopi Kallayil, Chief Evangelist & Brand Marketing for Google, Guy Kawasaki, Former Chief Evangelist with Apple, Pat Wadors, Chief HR Officer for LinkedIn and Steve Wozniak, Co-Founder of Apple.

The Nextiva logo features the word "nextiva" in a bold, blue, lowercase sans-serif font. A small yellow circle is positioned above the letter 'i'.

Nextiva helps companies to build amazing customer and team relationships with innovative business communications solutions.

INDUSTRY

Technology

COMPANY HEADQUARTERS

Scottsdale, AZ

EMPLOYEE COUNT

500+

CUSTOMERS

150,000+

THE GOAL

Create a custom event app to meet the high-caliber needs of this prominent conference while elevating the Nextiva brand.

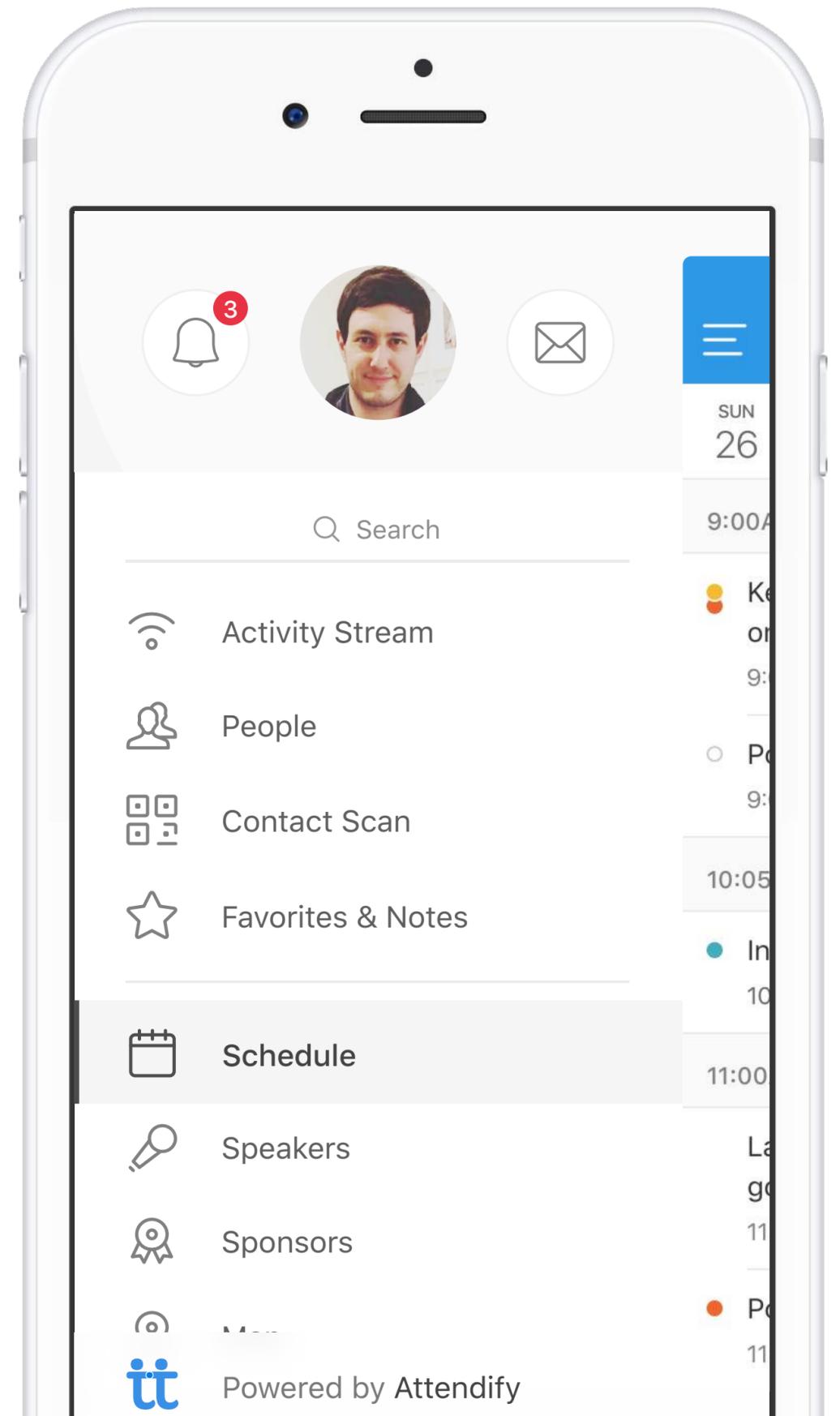
With a lineup of this caliber, the unveiling of a new operating system, multiple breakout sessions and an exhibitor show floor, Nextiva knew it had the momentum to create an unforgettable experience for attendees. Tony Calvis, Nextiva's Video Producer, quickly recognized the need for an interactive event app attendees.

“That was what we were trying to go for — unified experience for the Tuck School of Business. The consistent branding throughout made our conferences seem professional, rather than just any conference put together by some students. It's one thing people have really, really appreciated. Another featured people enjoyed is the LinkedIn integration that provides background information directly on the platform.”



Tony Calvis

Video Producer form Nextiva



THE SOLUTION

An easy-to-build app with a straightforward interface to keep attendees informed and engaged.

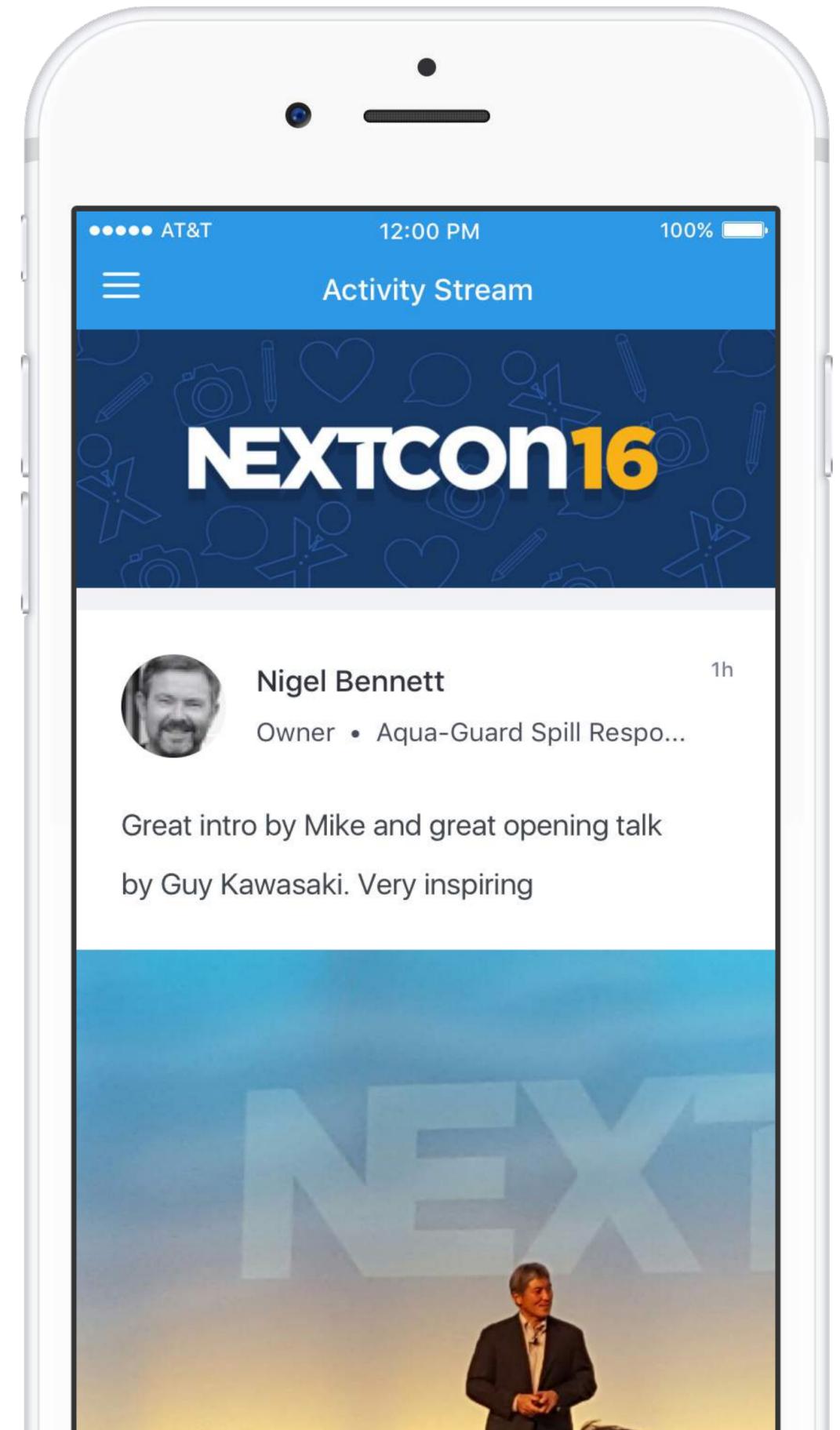
Lindsay Berman, Nextiva's Creative Director, along with the Nextiva team, ultimately chose Attendify to be the official app of NextCon. Once the decision was made, they immediately started building and launched the app a few weeks before the beginning of the event. "The interface was super easy to just enter content and add pages and photos," said Lindsay. "The app had everything we wanted—the interactive map, schedule, and speaker page. The activity stream was just an added bonus. We weren't sure if people would adopt it or not, but it was a huge success."

“When we launched the app, we were really surprised at how much activity we were getting early on, even before the event.”



Tony Calvis

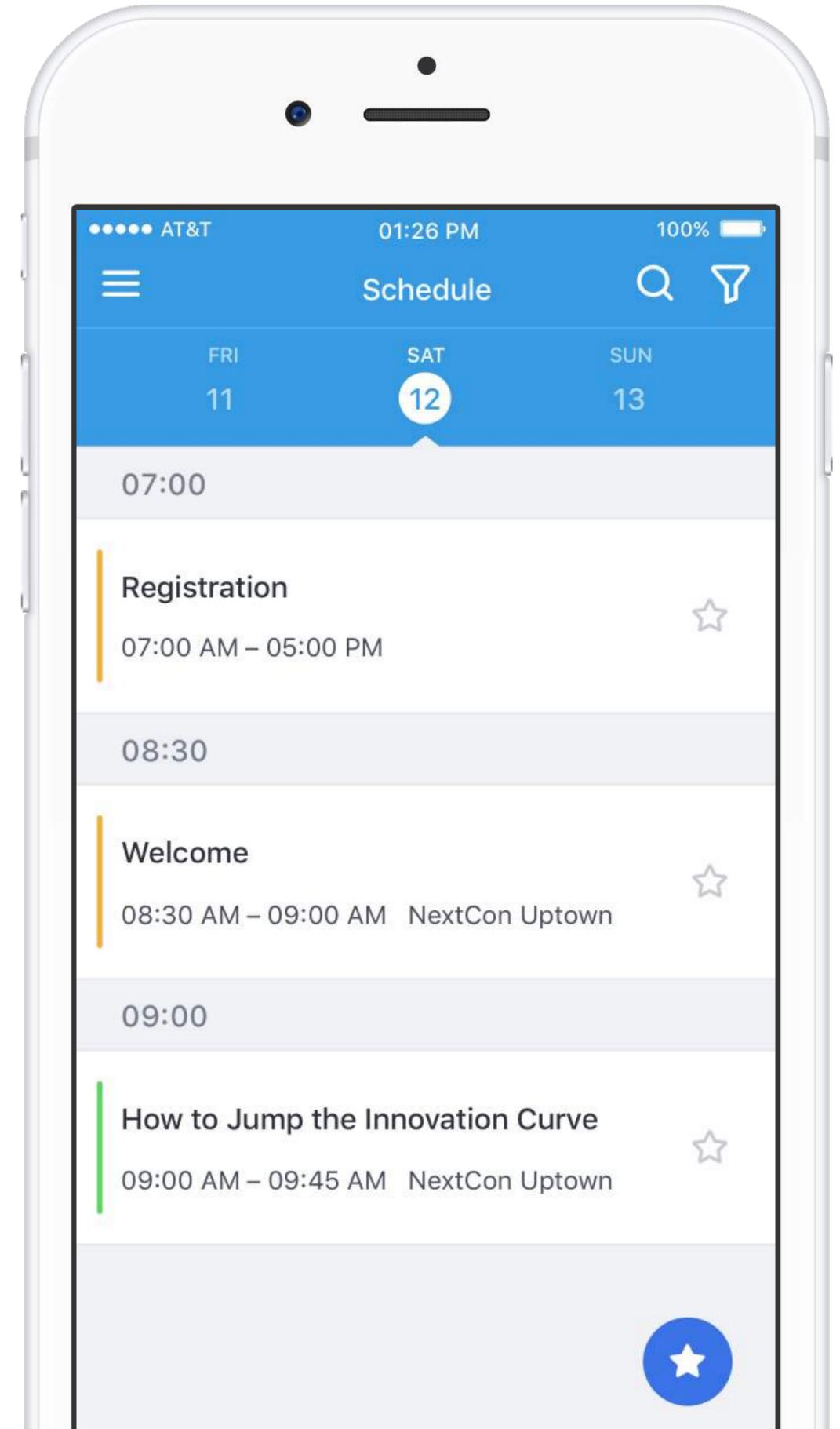
Video Producer from Nextiva



THE SOLUTION

Both Lindsay and Tony knew exactly what features were non-negotiable when it came to researching app providers for NextCon, but they were also pleasantly surprised by additional Attendify features they didn't even know would be extremely beneficial. "We used push notifications a lot and they were awesome," said Lindsay. "They were a huge perk, because we drafted them all ahead of time and scheduled them, so we wouldn't have to worry about it during the show, which was amazing and super easy." Lindsay also found the push notifications to be very useful for unexpected changes or last-minute adjustments to both the venue and event schedule. "During the event, I'd get on my walkie-talkie to ask our team to send out a push notification probably two or three times a day. The notifications went out instantly and since we had such a high app adoption rate, it was a great way to communicate."

Nextiva found that Attendify also brought great value to their philanthropic efforts through Nextiva Cares, a community outreach initiative in which Nextiva supports twelve Phoenix-based non-profit organizations annually. NextCon was a great opportunity to spread the word about Nextiva Cares and get not only attendees involved, but also speakers and sponsors. Nextiva turned their hashtag, #NextCon16 into a campaign to benefit Nextiva Cares. Each time the #NextCon16 hashtag was used, Nextiva donated \$5 to Nextiva Cares. With Attendify's ability to cross-post social messages from the app's activity stream to various social platforms, engagement skyrocketed and the hashtag was used 4,100 times for a total donation of \$20,500.



THE SOLUTION

Nextiva also proudly displayed the donation amount on a large screen, along with Attendify's social wall, where attendees could see their social posts in real time. The donation amount was also consistently updated as the hashtag use increased, giving attendees a fun, engaging, actionable goal for a fantastic cause.

“With the Nextcon app, there was a huge social media element to it and we saw a lot of our attendees networking, finding new connections and exchanging ideas. All of that really contributed to a boost in morale throughout the event.”



Tony Calvis

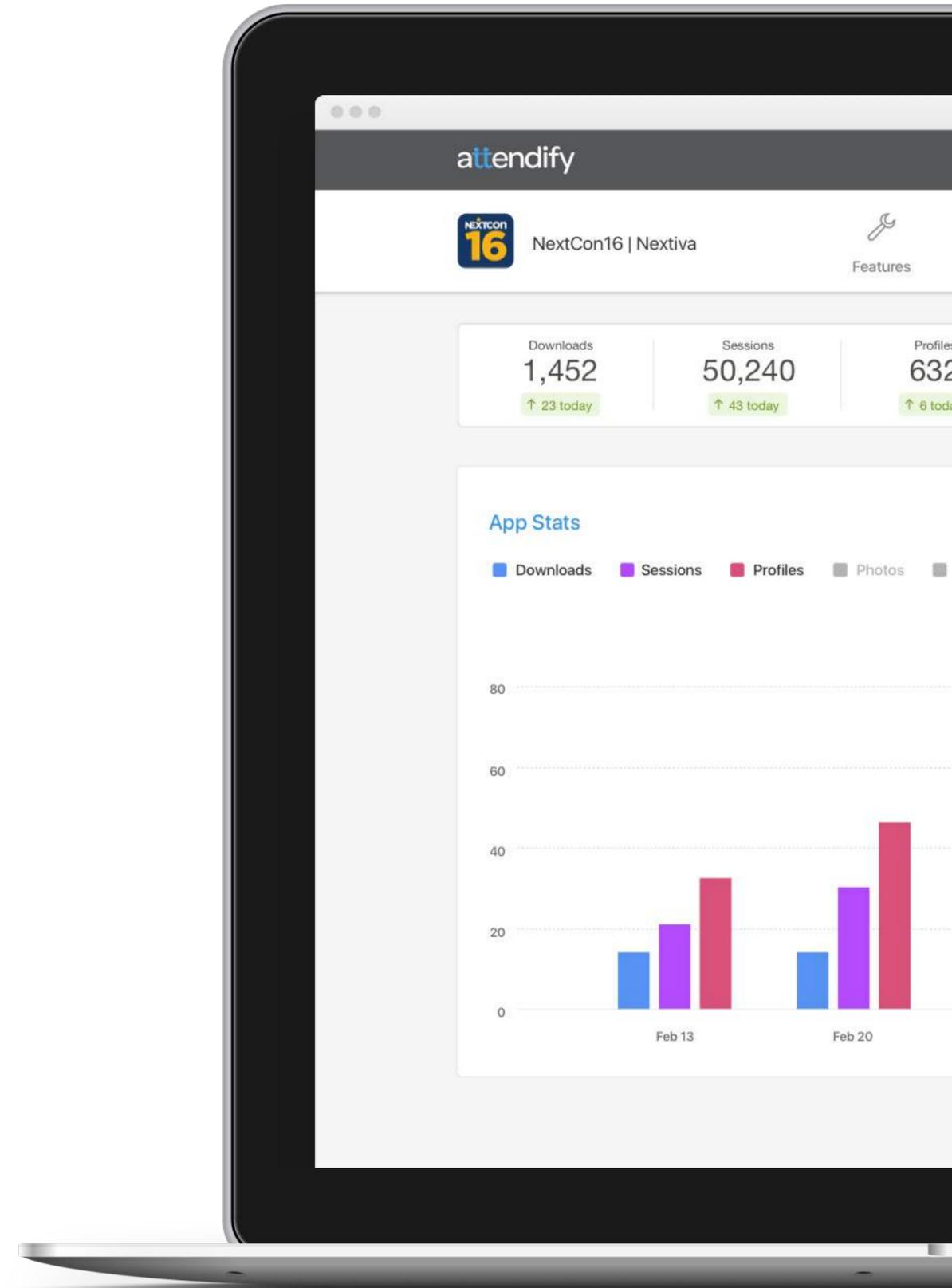
Video Producer form Nextiva



WHAT'S NEXT

Utilize analytics and data gathered from event app to continue working toward next year's conference.

The inaugural NextCon event was undoubtedly a success, and armed with valuable data gathered from this year's event app, Nextiva plans to make 2017 an even bigger year for Nextcon. "The amount of data collected that could be visualized and acted upon was wonderful to have" says Tony. "We promoted the app as often as possible, but its adoption amongst attendees was truly satisfying to see and beyond what we expected. It confirmed we were giving them a unique and fulfilling experience."



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“Attendify really allowed us to be ourselves, promote what we wanted to promote and not get in our way.”

Tony Calvis, Video Producer at Nextiva

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