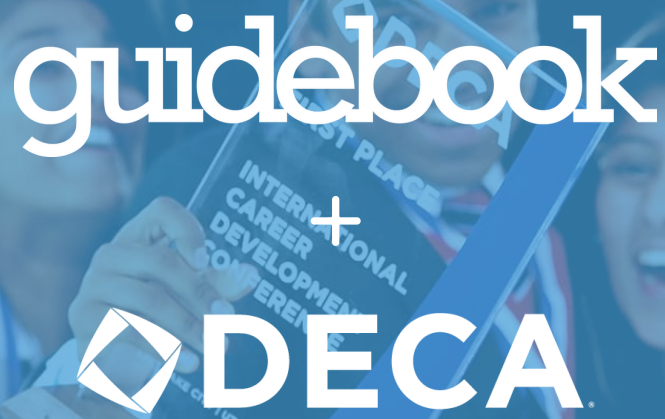




How DECA Connected Virtual International Career Development Conference (ICDC) Attendees with Mobile

The Not-for-Profit Organization Hosted 17,000+ Students Virtually using Guidebook



CHALLENGE

[In going virtual, how could DECA better communicate with remote attendees?](#)

As DECA's flagship event went virtual, the organization needed a way to inform students just as it would with in-person events. With more robust programming than in past years, DECA's solution needed to present its schedule clearly to participants.



SOLUTION

[Offer attendees mobile event access from anywhere.](#)

Relying on mobile to inform remote participants, DECA transformed its event app into a virtual event hub, hosting all event information and resources for students to access leading up to and during the event.



RESULTS

[With Guidebook, DECA kept students informed and engaged.](#)

DECA used Guidebook to effectively connect and inform 17,000+ international students before, during, and after its annual conference. Virtual attendees benefited from access to competition and event resources on mobile.



DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. An integral part of its student programming, DECA's annual events bring tens of thousands of students together for competition and leadership development.

For over five years, DECA has relied on Guidebook mobile apps to support in-person events and competitions. When the COVID-19 pandemic halted all in-person events, DECA worked with Guidebook to deliver information to remote attendees through mobile. And while the competition looked a little different, DECA organizers knew they could rely on their mobile app to keep participants informed anywhere.

By the numbers

Stats from DECA's 3 Week ICDC Conference



30 days

Cumulative time attendees spent in app



54,000

Total app sessions during the conference



18,000

Event schedule sessions views

A mobile hub for event information

In 2021, DECA hosted its International Career Development Conference(ICDC) virtually and used Guidebook as a key component of the event programming. The event, which is typically held over four days, spanned nearly a month, offering international students the opportunity to participate.

Over 17,000 paid participants utilized the conference app to navigate event schedules and access competition resources. The app also served to connect attendees to sponsors.

DECA leveraged a similar event schedule organization as past years, and leveraged the linking feature. DECA's event app served as the event navigation hub for participants. In this case study, we'll look at how DECA used Guidebook as an information hub.

Simplifying a robust event schedule

DECA offers a wide variety of programming, training, and competition during events. To ensure every attendee had the best experience, DECA organizers leveraged Guidebook's complex schedule building to create event tracks. With an organized schedule on the backend, attendees navigated through weeks' worth of schedules.



DECA organizers shared a great tip for presenting a complex schedule: create a high-level overview schedule and pin it in the app as the event schedule. This takes attendees down curated tracks with all of the right information for them and by using cross-linking, there's tons of content pointing to other parts of the app, which keeps things organized and not overwhelming for attendees.

"Guidebook allows us to present a complex schedule in a straightforward and easy to navigate manner without overwhelming our participants."

Event programming, which is organized by career cluster, offered participants unique event experiences depending on their career interests. With hundreds of schedule items, presenting schedules to participants via a mobile app enabled DECA to offer tailored event experiences.

Using notifications to inform

Push notifications came in handy for DECA to communicate directly with remote participants. The organization relied on push notifications to inform students about programming.

- Notify attendees of upcoming event sessions
- Share event resources
- Announce and celebrate competition finalists
- Share submission deadlines

DECA notifications were especially helpful in reminding remote students of key deadlines.

Providing clear value to sponsors

When DECA made the decision to go virtual, the organization rethought sponsor - attendee engagement. Rather than complicate the event with clunky exhibit hall software, DECA opted to offer partners a sponsor page within the event app. Sponsors were thrilled with a simple and effective way for students to engage.



Each sponsor had the opportunity to customize a sponsor page including their social media links, link to their website, and resources they wanted to share with attendees. Many sponsors shared with DECA organizers that they appreciated being able to showcase their information on a well-organized page.

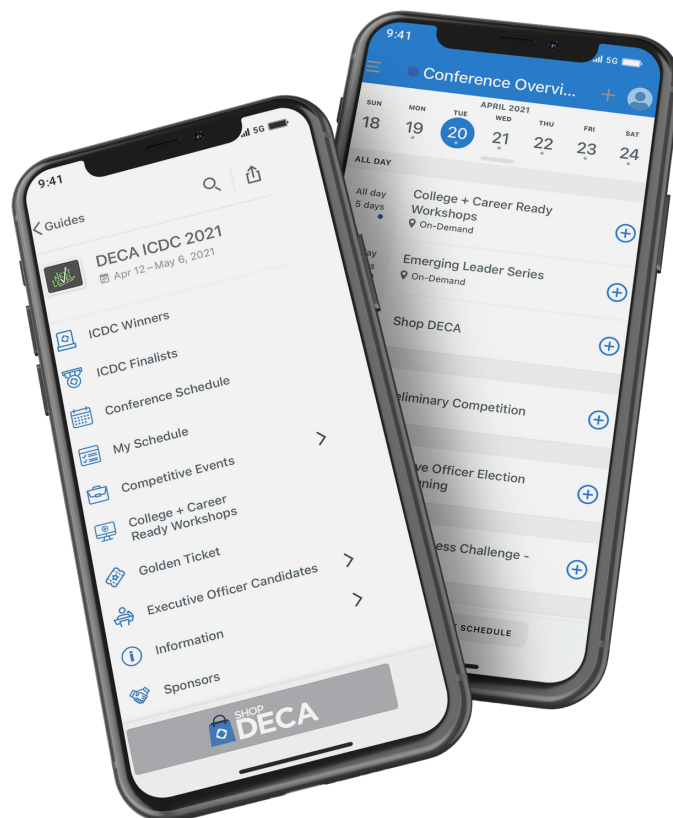
Throughout the event, attendees had access to engage via a Sponsors menu item, and following the event, sponsors received clear engagement and access metrics. DECA found that its sponsors preferred this over a 'live virtual' career fair or exhibition hall.

An adaptable event solution

With Guidebook, DECA confidently pivoted its flagship event to provide students with an engaging event experience from anywhere in the world. Though it looked a little different than in past years, DECA provided the same level of support to its emerging leaders with mobile.

Top features used:

- Event schedule with multiple session tracks
- Competition content and resources
- Sponsor profiles and content
- Live content links and push notification reminders



About DECA

DECA is a career and technical student organization that prepares emerging leaders and entrepreneurs who are interested in careers in marketing, finance, hospitality, and management. DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, apply learning, connect to business and promote competition.

About Guidebook

Guidebook empowers organizations to create beautiful feature-rich, custom mobile applications – without any coding. Businesses, associations, and universities around the globe choose Guidebook to engage and inform audiences, whether in-person or virtually.

More than 100,000 organizations, including industry- leading brands such as Coca Cola, Amazon, YouTube, Google, and Samsung, and the world's top universities have selected Guidebook as their mobile application platform of choice.

Guidebook-powered apps have been downloaded more than 14 million times in over 75 countries. Based in San Francisco, Guidebook is a private, venture-backed, award- winning company with offices in the U.S., Europe, and Asia.

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