

Case Study:

Enhancing Conference Engagement with XPAI





Background:

The automotive industry has always been at the forefront of innovation, continuously evolving to match the rapid pace of technological advancements. As such, conferences in this space are critical for sharing knowledge, networking, and keeping stakeholders updated. However, the challenge remains in an age where digitalisation reigns supreme: how can conferences retain their allure, ensure relevance, and promise engagement to participants?

Enter XPAI, a beacon in the world of technology that's revolutionising how we understand and measure offline experiences. The company's mission is clear: tackle offline marketing's most pressing challenge, making these offline experiences as quantifiable as their online counterparts. With its trifecta of innovations - the AVAI ONE Sensor, the XPAI AI, and the Heartbeat data analytics platform - XPAI offers a holistic solution to gauge audience demographics, perception, and engagement. XPAI is committed to GDPR compliance and data protection, demonstrated by its ePrivacyseal.

Challenge:

An automotive client was on the verge of hosting a significant conference. However, they were met with an all-too-familiar hurdle: ensuring that the conference would be insightful AND engaging to attendees. They wanted more than just presentations and panels; they sought a truly immersive experience that would captivate their audience from start to finish.

Solution:

The client recognised the need for a more data-driven approach and turned to XPAI for assistance. The strategy was twofold: initially, the client's conference would be meticulously analysed using XPAI's suite of tools. Key focus areas included identifying which topics resonated most with different audience segments and understanding which presentation formats were best suited for different topics.

With the insights gleaned from the first conference, the client was in a prime position to refine their approach for the subsequent event. Every decision, from topic selection to presentation format, was backed by the data provided by XPAI's Heartbeat analytics platform.





Results:

The benefits of this partnership were evident almost immediately. After just a single round of optimisation, the conference witnessed:

1. 5% surge in overall attention from attendees.
2. An Experience Score that jumped by 3%.

Leveraging XPAI's insights for further rounds of optimisation, the client managed to streamline the conference's content. The outcome was astounding: the conference duration was reduced by 30%, yet attendees reported a 20% better experience and an incredible 20% increase in attention.

In conclusion, with the expertise and technology offered by XPAI, the automotive conference underwent a transformative journey. It morphed from just another event to an optimised, data-backed experience that resonated deeply with its attendees.



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EVENTS THAT TRANSFORM

