Enhancing the Event Experience

IPWEA's 90% Event App Download Rate and Increased Connections with Clowder

OVERVIEW

The Institute of Public Works Engineering Australasia (IPWEA) is a professional association that serves public works and engineering professionals across Australia and New Zealand.

IPWEA's core mission is to advance the expertise of professionals involved in public works, infrastructure, and asset management. They support their members by providing education, advocacy, and a platform for knowledge sharing.

PROBLEM

Before implementing Clowder, IPWEA had tried two other apps for their national conferences that only provided "clunky" integrations to their membership management software.

Multiple dedicated staff were required to manually set up and manage these apps because of this clunkiness.

Their previous event and membership engagement apps only supported broadcast communications, preventing IPWEA from delivering targeted content to attendee segments. This limitation also hindered exhibitors and sponsors from connecting effectively with these attendees.

AT A GLANCE

IPWEA
INSTITUTE OF PUBLIC WORKS
ENGINEERING AUSTRALASIA

INDUSTRY
Professional Trade Association for Municipal and Public Works Professionals

SOLUTION
Clowder, iMIS

MEMBER SIZE
4,900+

WEBSITE
www.ipwea.org

> " *Clowder enhances the event experience. Everything attendees need to organise their day is on there—easy access to event schedules, speaker and session information, interactive maps, and real-time updates.* "
>
> - Head of Information Technology at Institute of Public Works Engineering Australasia

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THE IMPACT

50%
Decrease in App Setup & Management Time

90%
Event Attendee Download Rate

Easier, Faster, and Accurate Lead Capture for Exhibitors

SOLUTION

The IPWEA team chose to implement Clowder for it's national conferences thanks to the seamless integration to iMIS, their engagement management system. IPWEA now has the ability to sync member data and events to the Clowder app, and they were able to reduce staff admin time and enhances the user experience for IPWEA staff, event attendees, exhibitors, and sponsors.

✓ **Enhanced User Experience.** The IPWEA branded app provides easy access to event schedules, speaker info, maps, and real-time updates.

✓ **Personalized Communication.** Staff can send tailored messages, polls, and posts, engaging attendees more effectively.

✓ **Boosted Connections.** Easy contact sharing and direct chats enhance networking experience.

✓ **Time Savings.** Clowder simplifies event setup and updates, saving staff time.

✓ **Increased Sponsor Value.** Enhanced marketing and client engagement opportunities.

✓ **Exhibitor Value.** Clowder provides accurate attendee info and easy lead tracking.

✓ **Year-Round Mobile Engagement.** IPWEA is phasing Clowder in for year-round use, starting with podcasts and digital membership cards.

✓ **Clowder Support.** Clowder's support team reviews data to offer feedback on improving attendee engagement, app usage, and more.

> " *By the end of the conference, exhibitors were using Clowder to scan badges, look up attendees, and build lists. They said Clowder had more accurate information and was much easier to use.* "
>
> - Head of Information Technology at Institute of Public Works Engineering Australasia

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