

Smart events with Swapcard: 3 cases for better ROI

swapcard

Talk to us

Welcome to the era of smart events, the best of online and in-person experiences combined. When done right, they can grow attendance rates, engagement, connections and ROI - all without doubling production efforts. See how these three outstanding experiences mastered running smart events with Swapcard.

Evergreen - DLAC 2022 | Education

Challenge: Clearly communicating a packed hybrid agenda, driving high attendance, especially onsite.

Solution: One seamless registration process and smooth event navigation.

Results: 91% of its 1600+ participants logged in or active in the platform and 25% more in-person attendees than estimated.

Key Features:

Registration & Check-in | Embeddable Widgets | Custom Fields | Event Builder | Searchable Agenda | Personalized Event Center

HLTH - ViVE 2022 | Healthcare

Challenge: Power impactful networking, easily connecting in-person and online attendees to one platform.

Solution: A suite of networking features for all attendees powered by AI.

Results: Over 9,700 connections, 1,300+ meetings and a whopping 46,000+ messages exchanged between attendees, registering twice as many attendees as expected.

Key Features:

AI-powered Matchmaking | 1:1 Chats & Calls | Multi-participant Meetings | Exhibitor Marketplace

POLITICO - 2022 | Media

From Shadows to Solutions: The Future of US Health Care

Challenge: Broadcast TV-quality sessions, maximizing production efforts for online and in-person audiences.

Solution: A suite of networking features for all attendees powered by AI.


Results: Delivered a seamless onsite and online experience for high-profile leaders with no production issues.

Key Features:

Real-time Online support | Cross-platform Web-app | Live Streaming | On-demand Videos | Polls & Q&A | Personalized Event Center

Numbers don't lie:

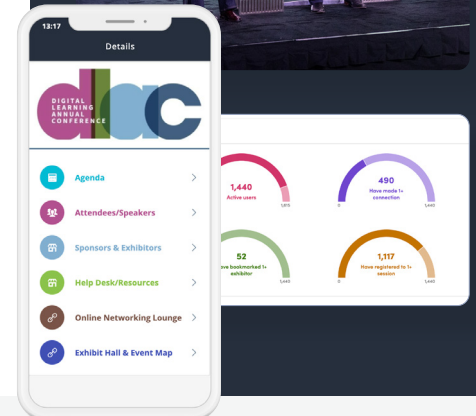
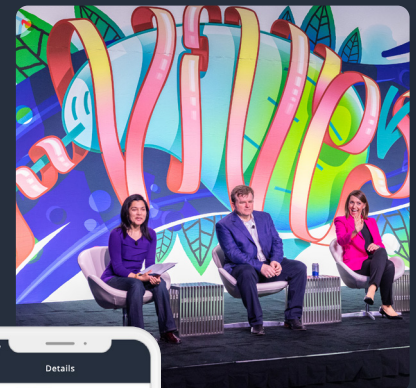
 **91%** of attendees active in the platform

 **25% more** in-person attendees than estimated

 **9,700+** connections

 **1,300+** meetings

 **46,000+** messages exchanged



Ready to create your next smart event?

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