



WOCN[®] Society's 47th Annual Conference 2015

MyWOCN ROI Infographic

Attendee Engagement Trends

68%

Registered attendees used MyWOCN



5,169 Unique Visitors

A large number of WOCN[®] Society attendees accessed MyWOCN to create a Personalized Planner, which included their favorite exhibitors, sessions and scheduled meetings. Attendees downloaded their updated MyWOCN planner in real-time on their web and mobile devices to maximize their ROI while at the event.

5,590 Total My Itinerary Entries

1,838 Total Entries in MyWOCN Expo Plan

506 Downloads of MyWOCN Personalized Planner

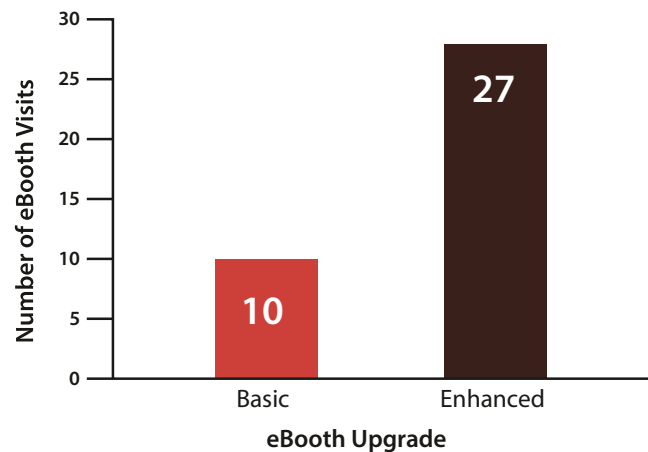
Exhibitor Engagement & ROI Trends

13

Average pre-show leads per exhibitor



Average Number of eBooth Visits



Powered by networkNow, MyWOCN offers exhibitors an online eBooth to showcase their products and engage attendees. Attendees use MyWOCN to search for products, engage exhibitors, and schedule onsite meetings.

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