



Custom Mobile App Case Study for the Dell EMC 2019



REAL TRANSFORMATION

INDUSTRY

Technology

COMPANY LOCATION

South Africa

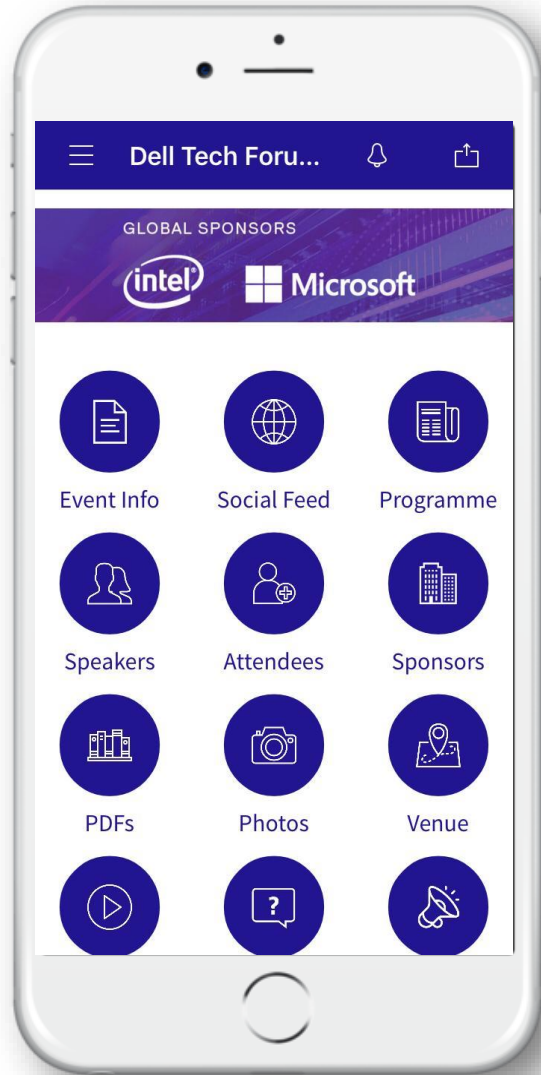
ATTENDEES

1200

The Backstory

The Real Transformation Conference provided a platform to showcase the power of Dell's seven technology powerhouses, all in one place. Delegates had the opportunity to connect with peers, engage with thought-leaders and discover how to make transformational real – every day.

South Africa is open for business and the most diversified African economy, with a host of unique comparative advantages and unique features as a technological destination and trade partner. This conference presented businesses an opportunity to transform, shape their future in terms of innovation. The conference also helped businesses develop with Dell to drive human progress.



The Goal

To allow delegates to experience the power of Dell's seven technology powerhouses, all in one place.

Dell Technologies was looking for a digital solution that allowed guests to register and have access to all the events information as well as enable networking with each other and gain real-time feedback.

Users were able to:



Programme

View the programme for the day



PDFs

Access and download presentations



Speakers

View the speakers and their bios



Photos

Engage via the Q&A feature



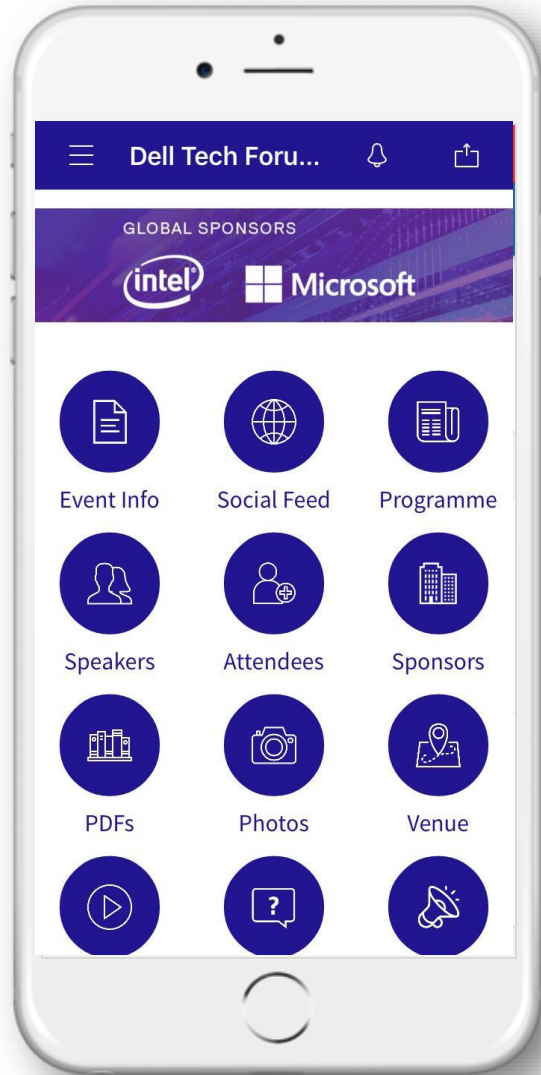
Sponsors

View sponsors information



Survey

Provide event feedback



The Solution

Flock provided a custom branded mobile app. The mobile app had information such as the programme, speaker information, sponsor details, videos, photos, and a survey for guests to provide vital feedback on their experience at the event.

Guests were impressed with the app, we received comments like: **'Flock is the future'** and **'This app is amazing and so user friendly'**.

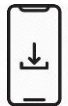
The app exceeded clients, speakers and attendees expectations.

Post Event Analytics

Once the event came to a close, the Flock team were able to provide Dell Technologies' organisers with the event break down and analytics.

The analytics helped them to see the Final Download Stats, delegate feedback and provide guests with a central point to access event information.

Here are some numbers:



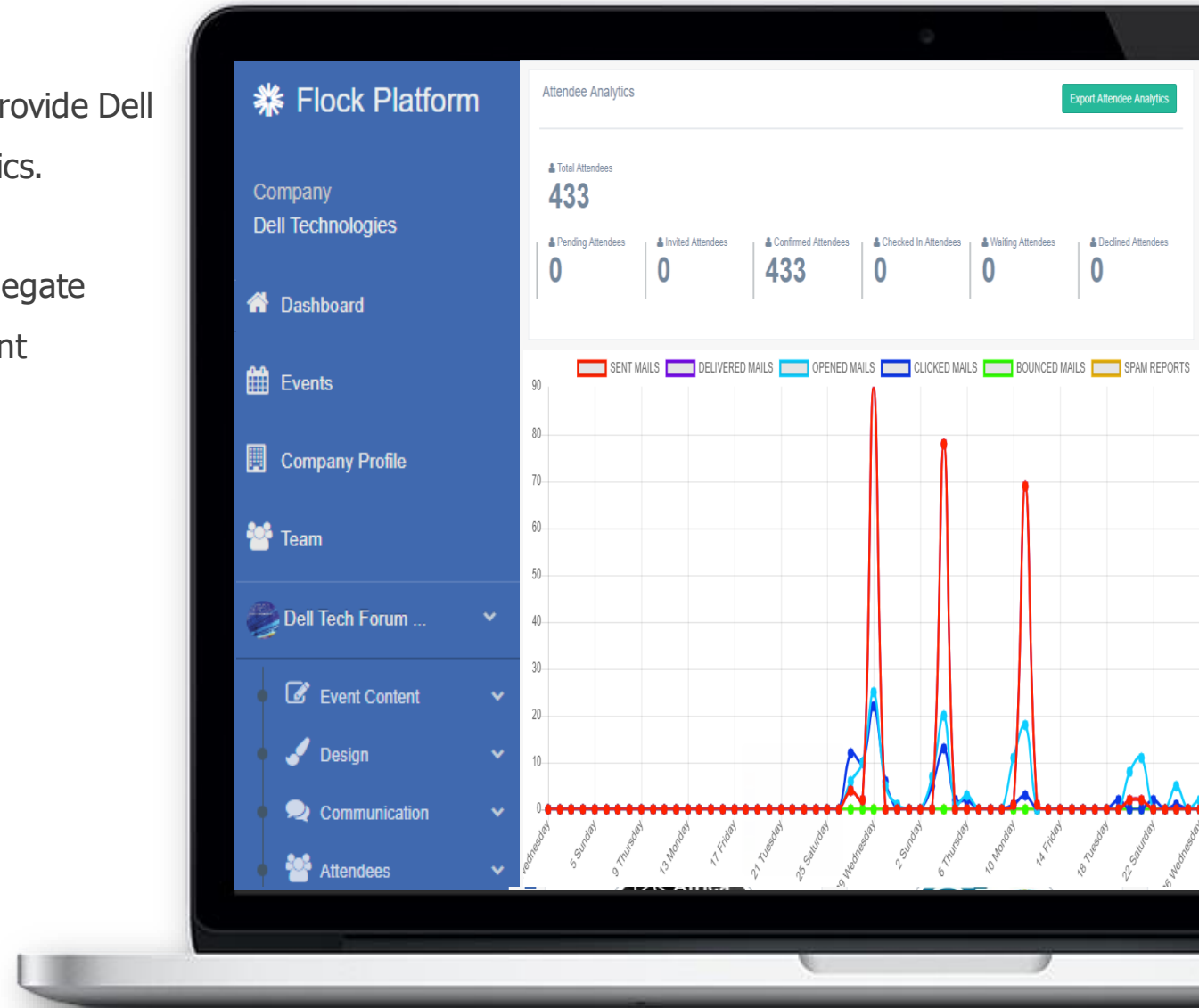
470 app downloads

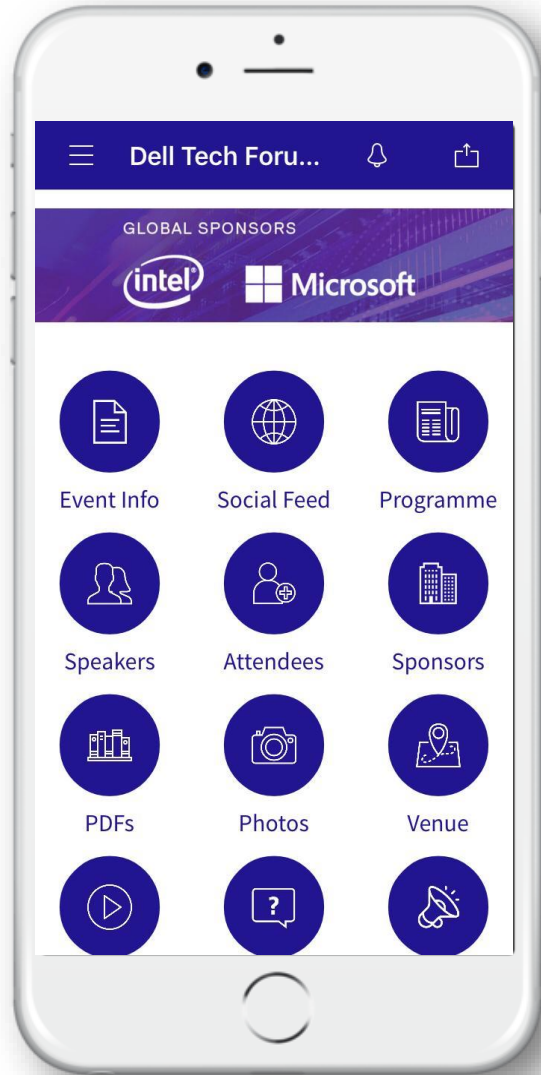


8132 views.

Topics with the most views:

- Customer Panel
- Dell Technologies Keynote
- IT Transformation: Build your foundation for innovation





What's Next?

Flock is forever evolving, ready to bring it's clients the latest and greatest in event technology. **We look forward to growing with our clients.** Ensuring the best possible experience leaving people with meaningful connections.

“Really enjoyed working with a dedicated and patient team on a very stressful project. Thank you for all that you did ”

Andy Appalsamy

Managing Director, Old Shanghai Events Company





Are you looking for an effective and efficient digital solution for your next event?
Let's chat, we would love to help. Click on the button below to book time with us.

[Book A Demo](#)