Case Study

ITN Helps Citrix Gamify Its Sales Events
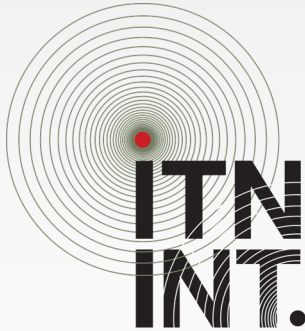
ITN INTERNATIONAL

CITRIX®

Business Challenge

Citrix has been successful engaging attendees of its two annual Citrix Sales Kick Offs (SKOs), but the events' producers wanted to dial up the excitement. They also wanted to begin asking registrants to pre-select the educational sessions they would attend, so rooms could be scheduled based on demand.

ITN's Response

ITN introduced a new session scheduling tool for attendees. To drive adoption and add an element of fun, ITN also introduced "The Citrix Game," a prize competition tied into the two events (Orlando and Singapore in 2013).

Before SKO, attendees earned points for registering for the meeting by the cutoff, and for adding specific educational sessions to their calendars.

On site, attendees were awarded more points whenever they were scanned into sessions, and whenever they were scanned by an exhibitor during one of the breaks. (The number of points awarded for booth visits was higher in the early morning, to incentivize attendees who might otherwise have slept in.)

Each attendee's point-total was reported in real time through the attendee's online Trip Report. For ease of use, the user ID and password required to access the Trip Report were identical to those for the session-scheduling tool.

Also available with the Trip Report were online session evaluation forms, plus an overall event evaluation, for completion at the close of SKO.

Citrix used its own registration system for the events. ITN—in addition to creating the session scheduling tool and The Citrix Game—issued every attendee an NFC badge, using its Enterprise Credential Production (ECP) solution. The company also provided NFC-based session scanning; NFC-based lead retrieval; Trip Reports; and online session and event evaluations.

Results

The producers succeeded in motivating attendees to choose sessions in advance. Armed with the new information, they could allocate rooms more effectively. The producers also raised the level of attendee engagement.