

SUCCESS STORY:
APPLIED MATERIALS

93 sessions & 23,708 total session visits created with LOOPD

Dynamic insights that offer residual benefits

LOOPD delivered this mission-critical event data to help the event team accurately measure collected training credits and identify key data points on each session topic.

CHALLENGE

Applied Materials’ field team conference is one of the most valuable times for the company as it drives training, networking and connectivity. However, quantifying the value has been difficult.

With significant conference investment, Applied Materials needed to find a way to measure the success of their event with actionable insights. In 2017, they enlisted LOOPD to automate session tracking and to measure education hours for all attendees.

Applied Materials hosts this event to train all customer-facing personnel through informational product-focused sessions, and with interactive skill-sharpening activities.

In the past, conference attendees would check into sessions using either sign-in tools or QR codes. Not only were these methods distracting to each session, they were also extremely manual and time consuming to manage for the event coordination team.

By partnering with LOOPD, Applied Materials enlisted a technology solution to replace outdated methods and gain both accuracy and efficiency.



KEY HIGHLIGHTS



Industry
Manufacturing

Location
Honolulu, HI

Products & Services

- LOOPD Tags
- LOOPD Analytics
- Professional Services

As the largest semiconductor manufacturing equipment company in the industry, Applied Materials is a leader in materials engineering solutions used to produce virtually every new chip and advanced display in the world. At regular intervals, Applied Materials holds a large field team conference to bring all the customer-facing personnel across the world together for training purposes and to drive networking and connectivity across the organization.

[appliedmaterials.com](https://www.appliedmaterials.com)

SOLUTION AND EVENT

In 2017, all 1,100 conference attendees were given LOOPD Smart Tags upon registration. They wore them continuously for the duration of the three-day event, passively collecting training credits with ease.

Before the conference began, the LOOPD Onsite Team placed 110 LOOPD Hubs throughout the venue. These sensors captured social interaction data in key locations including entrances and exits of general session rooms, breakout rooms, food areas, and common areas.

Applied Materials required attendees to stay for at least 10 minutes in a session to receive their training credits. As attendees walked in and out of the sessions, their complete dwell times totaled instantly and training credit reports were easily created by the event team for easy upload into Applied’s training system.

LOOPD Analytics visibly provided information about the most popular sessions and also provided useful information about conference flow and logistics, like how many attendees showed up to meals each day.

RESULTS

Unlike previous conferences, LOOPD helped Applied Materials capture attendance data during training sessions with complete ease and accuracy. This was a win-win solution for both attendees and event organizers.

Attendees could collect 15 training hours without wasting time waiting in line to sign in, and Applied Materials at last had a detailed and accurate record of session attendance. They could see session attendance versus session registration and which session topics had the highest or lowest attendance rates.

LOOPD delivered this mission-critical event data to help the event team accurately measure collected training credits and identify key data points on each session topic. LOOPD also provided valuable data regarding overall meal headcount numbers and overall flow at the event.

With this new perspective, the event team can use LOOPD session data to identify popular topics and plan accordingly for the next event. They can invest their time, energy, and resources to be more efficient and effective, building a better event that accomplishes company goals and improved attendee experience at the same time.

STAT BOX

- Event Type:**
Sales and Field Team Conference
- Number of Attendees:**
1,100
- LOOPD Performance:**
- 93 Sessions
 - 23,708 Total Session Visits

ABOUT AVENTRI

Aventri is a global end-to-end event management software solution. The success oriented and cloud-based platform delivers innovative technology solutions to streamline the event process and increase ROI. Founded in 2008, Aventri has assisted over 20,000 event professionals in planning, executing and measuring their events. The software solution serves customers in corporations, associations, agencies and educational institutions.