

# Institute of Electrical and Electronics Engineers Power & Energy Society Case Study

## A2Z Events Enables Big Show Success for a Show Organizer

More than 800 exhibitors and about 13,500 energy industry professionals from over 80 countries come together each year for the Transmission and Distribution Conference & Exposition put on by the Institute of Electrical and Electronics Engineers' Power & Energy Society (IEEE PES). After years of using different solutions, show organizers tapped Personify's A2Z Events for its expo and conference management platform, which provided a suite of comprehensive capabilities and project management support.



### Highlights



Unified platform for effective expo & conference management



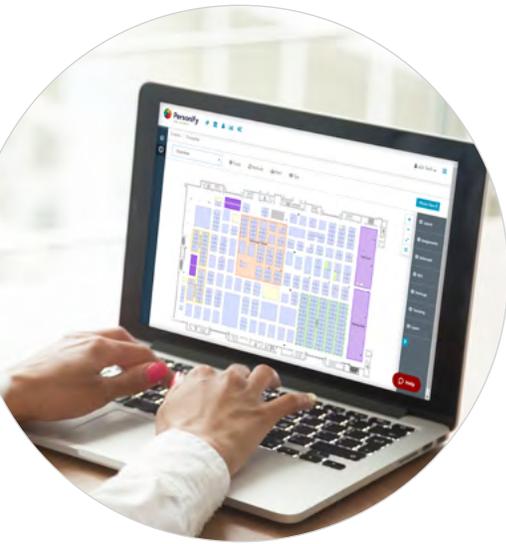
Ability to manage 1:1 conference sessions and host multiple sub-sessions within a session

### CHALLENGE:

#### Ending the Never Ending Search

When Shawn Boon, President of Canfield Event Management, took on the role of exhibit chair for the IEEE PES conference, she tried various approaches and several vendors for floor plan management, booth selection, exhibitor profile creation and conference session scheduling. None were able to provide her with everything she was looking for, including an online floor plan and the ability to manage parent-child conference sessions. For years, Boon had to migrate data and exhibitors from one platform to the other after online booth selections had already been made.

She then discovered the A2Z Events exposition management platform, which Boon noted was the only solution that delivered a robust, cloud-based exposition management system complete with an exhibitor dashboard to allow companies to upload and update company and product information on their own. The platform also allowed for multiple sessions within a session—more focused examinations of a larger topic—a hard-to-find capability required for the conference. On top of that, Personify's project managers guided her through the challenges of changing vendors mid-stream.



*The A2Z Events platform is well thought out. Accurate reporting is critical, and I trust the data from the A2Z Events platform. It makes generating monthly reports and balanced accounting much easier.*

**SHAWN BOON**

Exhibit Chair  
Canfield Event Management

### Big Support for a Small Staff

As a one-person exhibit team, Boon was able to manage space selection, contract processing, payments and directory listings for 855 exhibiting companies. She managed the online conference schedule for 100 technical sessions and 885 speakers. Throughout the process, she worked with Personify's project managers to successfully transition to the new platform.

"The project managers were patient and kind. They listened to my questions and thought about how trying different ways of doing things would affect the overall business and processes. It made my job a lot easier," said Boon.

### Next Steps

In future years, Boon plans to use the platform for the entire show cycle and allow exhibitors to purchase sponsorships and other opportunities when they rent booth space. She also plans to load exhibitor profiles and data from the previous year into the platform, making the process easier for them and allowing for year-over-year comparisons.

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### About A2Z Events

We offer a multi-event, multi-year system to meet a wide range of exposition management needs. Show organizers set up, manage and share the exposition floor plan online in real-time using access-level based admin access. Exhibitors use a secure portal to update their online and print directory information. Attendees plan for the exposition by searching for exhibitors, adding them to the favorites and creating a personalized walking map on any device. Visual dashboards and robust reporting provide mission critical data at show organizers' fingertips.

- Increase and expedite exhibit sales with an easy-to-use, real-time online floor plan
- Increase productivity by more than 30% by streamlining and automating exposition management processes
- Provide exhibitors with additional exposure while creating additional revenue streams for show organizers

**Learn More**

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