

* EGOideas



How to drive Trade Show traffic



OBJECTIVE

- + Increase attendance for the Fall Showcase Professional Development program.
- + Increase awareness and promote online registration for the NWPMA Fall Show case evening entertainment dinner and morning General Meeting breakfast.

RESULTS

- + With Ego Id dog tags & Ego Apps Data Management System NWPMA was able to encourage participation & track results
- + Awareness & online registration increased by 30%
- + Attendance increased by 71%



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