



CASE STUDY: Direct Engagement: Social Media Portal



CLIENT OBJECTIVE

Direct Engagement is a third-party company which manages roundtable events for businesses and organizations featuring keynote speakers from business specialists, ministers and government representatives. Their current workflow was paper-based which stymied Direct Engagement's reach beyond the Greater Toronto Area. Their website posted information for upcoming events however the registration process required phone contact and payment by cheques only. Event details on the web could only be changed by designated technical staff, which created unnecessarily longer lines of communication to ensure updates were done. Keeping track of registration and payment was also administratively cumbersome as everything was done via manual processes.

CHALLENGE

Direct Engagement's main issue was their paper-based workflow. JIG looked into methods which would encourage online registration, track and store registrant information and have the information easily accessible to better promote future events. An online store was created to ease the registration process and receive payments quicker via Paypal or credit card. A web-based solution was used to allow Direct Engagement access to any and all information from any computer through any web browser. All information was tracked and stored on a MySQL database which was linked to the marketing department for mass-targeted email promotion and reminders.

To maintain the quality of these streamlined processes, JIG reconstructed the website to structurally unite with a graphical interactive editor. This removed the requirement for technical staff to complete content updates and simplify the process for the Event Management department.



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RESULTS

Direct Engagement was able to increase their registration for events due to the ease of online registration for attendees and by having attendee information stored in a database enabling tracking and targeted promotion tailored to interested registrants. Web accessibility to registration database gave Direct Engagement the freedom to focus their administrative and marketing efforts more effectively, as did the flexibility of using a WYSIWYG editor instead of directly editing the HTML.

As well as reconstructing their website and setting up their web-accessible database, JIG enabled their website to support live streaming of their events for registrants to attend seminars online, thus allowing Direct Engagement to market roundtable events from coast to coast. JIG also created a networking system for registrants to interact with each other before and during their respective roundtable events to encourage business networking.

SERVICES

- Construct an interactive website with an online store – event manager.
- Link online registration to merchant accounts for instant payment.
- Update work processes from paper to digital.
- Manage and store digital information with web accessibility.
- Incorporate live web-streaming for events.
- Incorporate promotional networking amongst event registrants.
- Increase size of potential audience and reach to clients.