Captello

SHOW OF SHOWS
VMX
VETERINARY MEETING & EXPO
Orlando, FL & Online
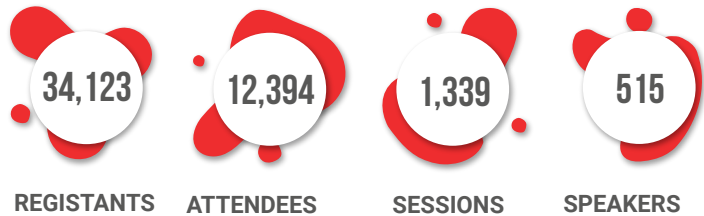
CASE STUDY: Revolutionizing Veterinary Education through Enhanced Digital Engagement

Captello & Swapcard's Strategic Partnership at VMX

A leading nonprofit organization dedicated to the advancement of veterinary professionals showcased its flagship event, the Veterinary Meeting & Expo (VMX) in Orlando, Florida.

34,123 REGISTANTS

12,394 ATTENDEES

1,339 SESSIONS

515 SPEAKERS

VMX aimed to redefine the standards for veterinary continuing education.

This ambition was realized through a robust partnership with Captello and Swapcard, which brought together their cutting-edge digital tools to create a seamless educational and engaging experience for all participants.

OBJECTIVE:
Seamless and Engaging Continuing Education Experience

The main objective was to facilitate an uncomplicated process for attendees to earn continuing education (CE) credits, supported by Captello's comprehensive event engagement platform and Swapcard's sophisticated event management solutions:

1. Captello's Check-In and Self-Claim Features:

These features simplified the process for attendees to record their session attendance, either by scanning at the door or by self-claiming their presence within the Swapcard app.

2. Swapcard's On-Demand Session Tracking:

For virtual attendees, Swapcard's platform was instrumental in tracking session attendance and managing the completion of quizzes necessary for CE credits, ensuring no attendee's efforts went unrecognized.
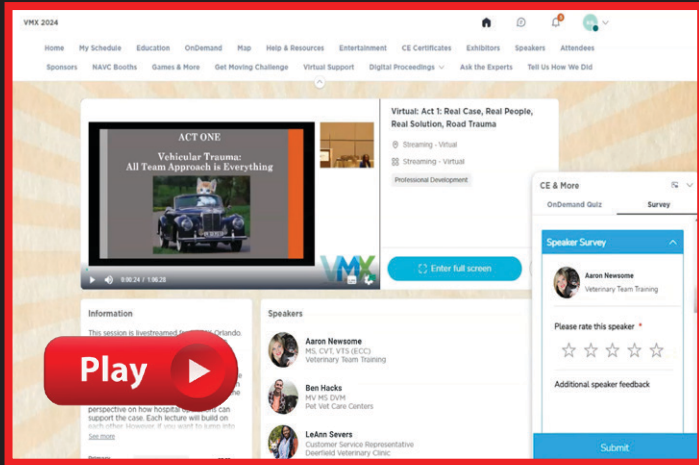
3. Captello's Dynamic Session Surveys:

Leveraging Captello's versatile tools, real-time feedback was gathered for sessions and speakers directly within the app, enabling immediate improvements and adaptations.

IMPLEMENTATION
Integrating Advanced Technology with User-Centric Design

The partnership leveraged both Captello's event engagement platform and Swapcard's robust event app framework to streamline various processes:

1. Integration with Accredible:

Seamlessly integrated by both platforms, this feature allowed instant access to CE certificates through a dedicated portal, which attendees could access immediately after sessions.

2. Automated Data and Engagement Tracking:

Captello's platform ensured accurate recording of CE credits by syncing session attendance and quiz outcomes with attendee profiles, while both platform's analytics capabilities provided deep insights into overall engagement patterns, helping the organizer to optimize the event experience in real time.

The Captello Zone & Swapcard's Interactive Features

A key highlight was the "Captello Zone," a dynamic area facilitated by both Captello's engagement tools and Swapcard's interactive app features, which included:

1. Branded Interactive Games:

Games like WonderCrush, Wow Words, and Trivia were not only fun but also strategically used to enhance participant engagement, with **over 6,000 game interactions recorded**, showcasing Captello's capability to create engaging content at scale.

2. Comprehensive Engagement Analytics:

Both platforms provided robust analytics on participation and engagement, offering invaluable insights that helped shape event strategies and improve attendee experiences.

Results: Metrics of Success

The integration of Captello's and Swapcard's technologies at VMX resulted in significant improvements in engagement and educational outcomes:

- **Enhanced Participation:**
The seamless integration of digital tools for CE tracking and interactive elements encouraged high participation rates in both in-person and virtual formats.

- **Elevated Engagement Levels:**
The interactive and engaging elements within the Captello Zone, supported by Swapcard's app functionalities, significantly boosted attendee interaction and satisfaction.

- **Actionable Feedback:**
The dynamic session surveys enabled by Captello provided immediate insights into attendee satisfaction and speaker performance, facilitating real-time improvements.

VMX exemplified how strategic partnerships and the integration of advanced digital tools can transform an educational event. The collaboration between the event organizer, Captello, and Swapcard not only streamlined educational processes but also created a vibrant, engaging environment that enriched the professional development of the veterinary community.

The event's success underscores the power of technology in enhancing the effectiveness and enjoyment of large-scale professional gatherings, setting a new benchmark for future events in the industry.

Get Started with Captello Today!

Ready to transform your next event?

With Captello's event engagement solutions, you can captivate your audience, increase engagement, and capture more qualified leads.

captello.com/demo