

## CRG Events Case Study - RIO, Structured Networking

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### The Need

Successful conferences and events inform and educate, while creating personal and business connections between its most valuable assets - attendees. Providing attendees with opportunities to maximize their experience at events through networking has always been a primary focus for meeting professionals, yet no solution existed to facilitate this networking.

### The Solution

Developed by CRG Events, Rio® provides attendees with valuable face time to achieve their goals. Rio® is an online structured networking tool that allows attendees to formally connect at your event - to meet the people they need to know and then leverage those connections well beyond the event itself.

*"After its successful debut at the 2004 Convergence conference, Rio structured networking has become a vital element to our annual event, allowing attendees to take full advantage of their time spent at Convergence and of the opportunity to create lasting business relationships with their peers." - Heather Kulla, Microsoft Marketing Manager*



### The Results

To date, Rio has been utilized at over twenty five separate events ranging in size from 200 - 10,000 attendees. At each of these events, roughly 68% of the registered event attendees also registered to utilize Rio®, and schedule meetings with one another. Most recently, Rio® was utilized at Microsoft's 2005 Worldwide Partner Conference (WPC) hosted in Minneapolis, Minnesota with over 10,000 people in attendance. Over the past several years, Rio® has become an integral component of WPC. Allison Watson, Microsoft's VP of Worldwide Partner Sales and Marketing, lists networking opportunities as the most important of the three key benefits Microsoft and partners receive from attending this event. Over 7,000 meetings took place over the course of four days between partners, their Microsoft staff and industry leaders.

*"Attendees have come to rely on Rio to maximize their event experience and this year it continued to be a huge success as it connected a record number of attendees. Networking is a key component of our conference and Rio has proven to be an integral and powerful tool in facilitating this need."*  
*- Dean Martin, Microsoft Worldwide Partner Conference Event Program Manager*

### Our Role

Prior to the event, CRG works closely with the client to ensure Rio® is promoted in a variety of channels, such as the event website, newsletters and email. We develop marketing emails that are sent to attendees with key messaging encouraging them to utilize the networking tool. Onsite, CRG provides customer support to check-in attendees, manage the space dedicated to Rio® meetings and manage the flow of the meetings.

