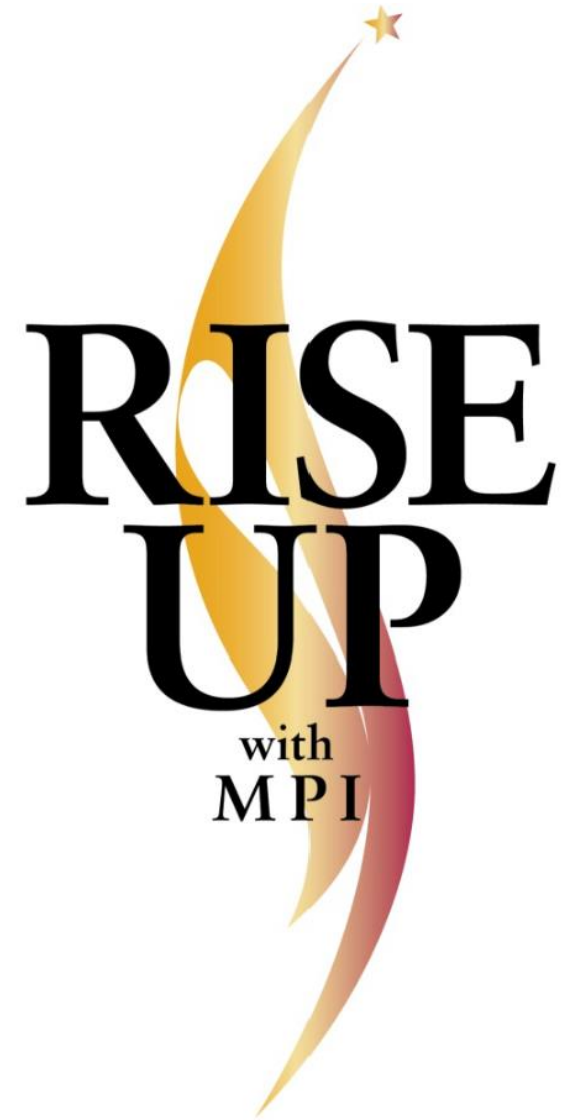


New Jersey Chapter Marketplace Excellence

2025



New Jersey Chapter

Marketplace Excellence

Overview: The chapter sought ways to improve the annual golf tournament by reviewing attendee feedback and analyzing data to develop areas to focus on. A mobile app was created to streamline communications before, during and post event.

Objective: Connect Planners & Suppliers by “Moving Business Outside the Office”.

Elevate the experience of all attendees allowing for pre and post connectivity and greater interactions throughout the event.

Develop a master playbook to be used as a resource for future committee members so they are not recreating the process each year.



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Results:

- The app was developed by an in-kind sponsor and included many features.
- On-site there were targeted groups for text messages which allowed more effective communication and allowed the event to run smoother and resulted in more time for making connections.
- 52% increase to responding to the survey
- Overall rating of 4.6
- 81% said they would return next year
- The app will be used for all the chapter events.



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