mixtroz™

CASE STUDY

The Kauffman Foundation

These nonprofit experts came up with fresh and innovative ways to run their events with the addition of Mixtroz.

Event planners need new ways of doing things

Today's event planners, in this case those working with large corporate customers and nonprofit organizations, are looking at a totally different world than five years ago. To continue succeeding in event planning, you have to be forward thinking, vigorous, and willing to embrace new ways of doing things.

Fortunately, the demand for in-person events continues to rise with a 5-10% GROWTH IN DEMAND. As a result of this demand, event space costs are now rising tremendously.

Unfortunately, while event costs are dramatically increasing, event planners are only seeing nominal budget increases, which means they have to be more clever than before to pull off the *event of the year*.

Moreover, businesses are finally starting to look at major events as another one of their marketing channels that can drive value for their customers that no other marketing channel can. Why is this? Because events drive people together, face-to-face, in ways that they don't experience in their normal, everyday life.

In the digital world we live in, where we are face down in a computer, phone, or tablet for 80% of the day, event attendees are increasingly craving - and demanding - opportunities for networking and in-person meetings. People want the ability to meet with others in their industry, share experiences, meet a prospect or two, and enjoy exposure to new and different people they don't run across every day.

Event attendees are expecting to have a hand in the personalization of their event experience. And while you can create event attendee personas and "guess" how well different groups of people will get along, a tool like MIXTROZ can definitely give your attendees the engaging experiences they are looking for.

Our MIXTROZ SOFTWARE, an event planning platform that event attendees download for easy, effective, and efficient networking, is a data-driven solution that's been used at many gatherings both large and small throughout the country.
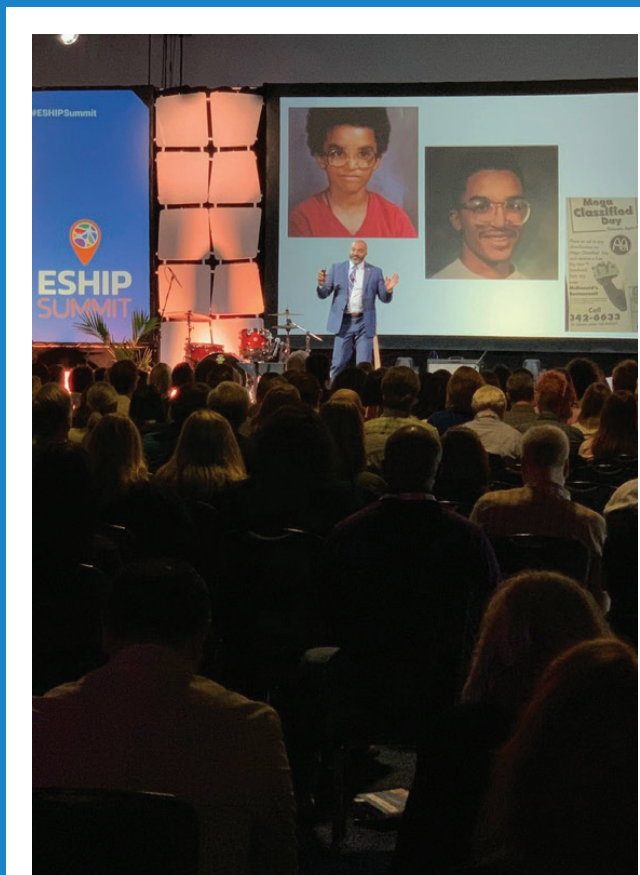
The Kauffman Foundation and their eShip Summit

THE KAUFFMAN FOUNDATION works with entrepreneurs, empowering them with tools and resources to break down barriers that stand in the way of starting and growing their businesses.

Starting in 2017, the Kauffman Foundation, in collaboration with more than 850 ecosystem builders and 50+ national resource providers that support them, has accelerated this emerging field through discovery, design, and delivery of foundational pillars needed for ecosystem building to gain widespread adoption.

In 2019, nearly 600 people attended Kauffman's annual event, **ESHIP SUMMIT**, which focuses on people all across the world who build entrepreneurial ecosystems in their communities.

Andy Stoll, Senior Program Officer for Entrepreneurship at the Kauffman Foundation, created the event. Andy invited a number of U.S. mayors to this event to foster an understanding of the impact the entrepreneurial communities play in their respective towns and cities.

Andy's goal was to pair each mayor with small groups of attendees. Overall, they created 60 groupings.

EWING MARION
KAUFFMAN
FOUNDATION

eShip Summit's success relied upon impactful meetings that turned into ongoing collaborations

It was very critical to The Kauffman Foundation that these small groups of attendees achieve their goal of creating and maintaining sustainable entrepreneurial efforts in different towns and cities. The attendees were genuinely interested in learning from one another about what has worked in their city -- and what hasn't. The event needed to be a smooth experience with emphasis placed on the work the groups were doing, not on the process of placing them all together in their groups.
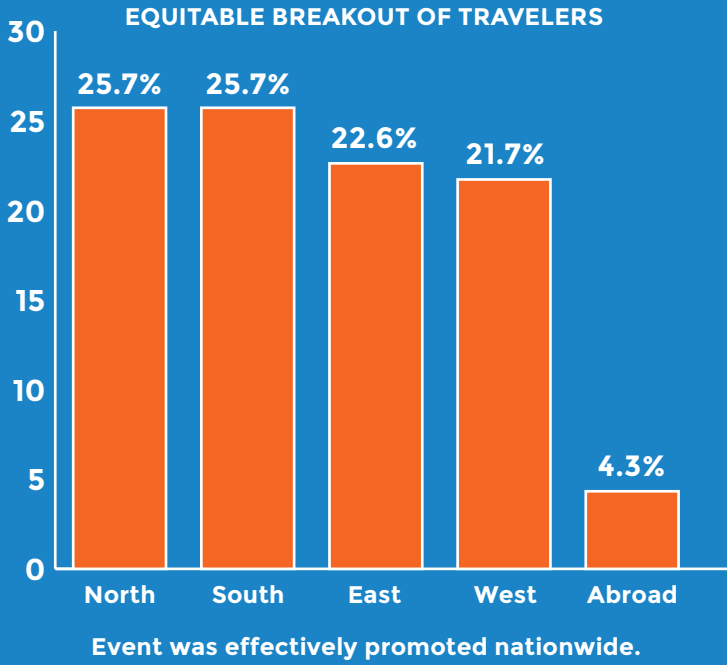
In addition, having 60+ U.S. mayors involved in these small group brainstorming sessions upped the ante on the impact of cities and entrepreneurs achieving success together. The attendees needed meaningful interactions in order to walk away from this event with next steps from the relationships they made at eShip Summit.

As it turns out, Andy and his team were able to discern some of these different data points about their attendees, which Mixtroz used to put together the perfect mix of attendee backgrounds.
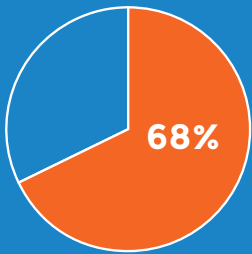
Here are a few examples of the metrics they pulled:

EQUITABLE BREAKOUT OF TRAVELERS

North	25.7%	
South	25.7%	
East	22.6%	
West	21.7%	
Abroad	4.3%	

Event was effectively promoted nationwide.

EFFECTING CHANGE
68%

Attendees interested in learning OR improving their ecosystem.

AREA OF FOCUS
30%

Attendees were driven to the event seeking innovation.

FRIENDS SAY I AM...
65%

Leaders or doers.

IN A BAND I WOULD BE...
49%

A manager.

So we asked Andy if he achieved his goal of having a smooth event experience for his attendees? Andy answered, "Smooth experience indeed! Behind the scenes, my team set up different types of questions to better understand the attendee's passions: some serious, some humorous (i.e., "if you were in a band, what instrument would you be?"). We also gathered some demographics about where each attendee was from, whether or not they were diverse in their thinking, and so on." These small group conversations turned out to be very productive, according to Andy.
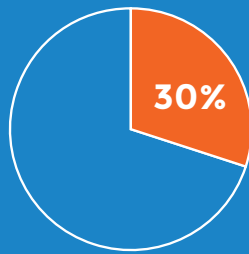
Andy experienced no problems in the physical act of getting people together into their groups. "I expected pure chaos," Andy admitted. "It absolutely didn't happen. Ease of use is the biggest selling feature of the Mixtroz software."

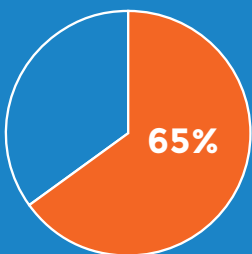> **" I EXPECTED PURE CHAOS...IT ABSOLUTELY DIDN'T HAPPEN. EASE OF USE IS THE BIGGEST SELLING FEATURE OF THE MIXTROZ SOFWARE. "**

According to the data gathered, attendees recognize themselves as leaders and change-makers, revealing them as the people who desire to be hands-on in the positive change and improvements within their ecosystems.

Event planning team Wellington tapped to ensure eShip Summit attendees met their goals

Whenever the Kauffman Foundation plans big events, they call in WELLINGTON, their event planning agency, to bring all of the pieces together. Callie Motz is a Wellington Account Director, and she had seen a demo of the Mixtroz software with the rest of her Wellington colleagues.

With regard to breaking up this large group of attendees into meaningful brainstorming teams, Callie admitted, "...like most event planners, in the past we've used something akin to 'wedding seating' in our small group mixes." She tells us that she's also used other tactics, such as registration platforms that ask questions, to mix and match groups. She's also

used different Excel algorithms she's built herself. With Mixtroz, the process was much less labor-intensive than in the past.

"They had a great time in those groups - folks actually made plans to stay in touch," said Andy. "One of the things that I noticed about the way we placed people into groups – it was as though they really understood they were meant to be together. Sort of like the mentality of 'hey, we're a team now!' which was cool." He described a genuine camaraderie with the groups that were placed together by the Mixtroz event planning software.

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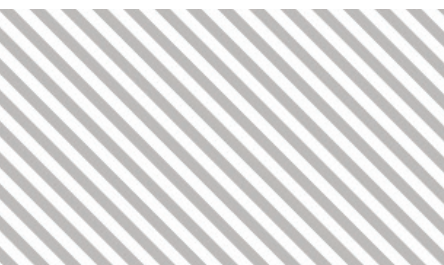
The eShip Summit result? Camaraderie, meaningful dialogue, incredible networking

One of Callie's favorite experiences was when her CEO Joan Wells participated in the mix. Joan's comment to Callie: "Our group didn't find just one thing they all related to; however, you could tell we all meshed together in conversation. You couldn't put your finger on it; it was just magical."

Callie also shared that many of the attendees mentioned to her how nice it was to see a visual of who you were going to be meeting with. Once the groups were assigned, your groups' individual selfies pop up -- you feel connected from the start.

The whole experience of eShip Summit can best be summarized by these thoughts from Essence Lofton, who was the Atlanta Community Lead from Digital Undivided and an attendee at the event. She tells us, "One of the breakout sessions at the eShip Summit involved attendees breaking into groups for a curated sharing session. I wondered how are the organizers going to get 300+ people in groups within a short time frame?"
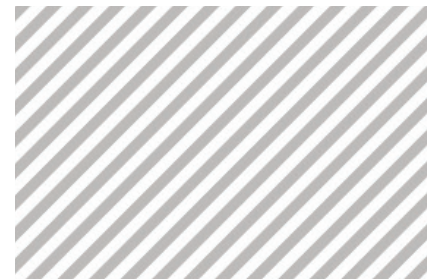
Mixtroz was the answer!

"After we downloaded the app, it was so easy to use. I answered a couple of quick, fun questions and using my best angle, I took a selfie to let my group know who to expect when I arrived (love this feature!)."

She continued, "one of the other cool features of the app was for us to mark ourselves here when we arrived in our sharing sessions. We were able to introduce ourselves to each other while we waited for the other participants. I go to a lot of social and networking events and I truly feel that guests would have a more memorable experience if Mixtroz was involved."

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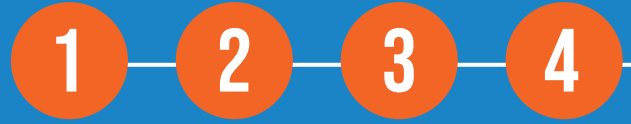
ESSENCE LOFTON

ESHIPSUMMIT
entrepreneurs. ecosystems. economies.

6:00 AM	**MIXTROZ IS DISCOVERABLE TO YOUR ATTENDEES** Note: As your guests arrive over the course of the day, YOUR staff at Welcome/Registration should instruct attendees to download (if not yet completed) Mixtroz, launch the app, and complete their profile/questions in approx. 3 min over the course of the morning.
6:30-10:25AM	**ESHIP TO ENCOURAGE ATTENDEES TO LAUNCH THE MIXTROZ APP AND COMPLETE PROFILE.**
10:30AM	**MIXTROZ ACTIVATION BEGINS** Note: By this time your attendees will have received a group meeting location in app and will move to the corresponding number to meet their Mixtroz group. Once in the group, they will be provided conversation starters to kick off the conversation, and your collected data will be immediately available.
11:30AM	**FORMAL MIXTROZ ACTIVATION ENDS** Meaningful small brainstorming groups, containing the perfect mix of attendees for this event. Impactful conversations resulting in ongoing networking and idea sharing. A real sense of "group think" and professional intimacy. And actionable data that The Kauffman Foundation can use for next year's event. All these things were made possible by Mixtroz, the software that increases engagement and gathers data in real-time.

ABOUT MIXTROZ

Mixtroz is an event management platform that engages and improves events for attendees while collecting data for our event hosts - a 360-degree ROI. Users download an app, complete a virtual name tag and survey customized by the host. At a predetermined time, the platform simultaneously matches attendees and guides the curated group connection experience IN REAL TIME! While the attendees "mix" the organizer gains the visualized survey data collected from the interactions which can be used to drive future marketing and programming decisions. Mixtroz can be up and running at your event in no time at all. To get started working less and innovating more, visit Mixtroz at www.mixtroz.com, or contact us here.

THE ONLY WAY TO INCREASE ENGAGEMENT & COLLECT DATA IN REAL-TIME

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