



New Energy, New Possibilities



Phillips 66 is a recognized brand with more than 130 years of innovation in the energy industry. Five years since hosting their last customer convention in 2008, the company and its customers from across the country representing fuels, aviation and lubricant businesses gathered for the 2013 National Convention in Las Vegas. Given the time between meetings and the number of invitations, the 2013 convention was the largest-scale event that Phillips 66 had ever hosted. The company reserved the Aria in Las Vegas, and adopted the theme, "New Energy, New Possibilities," to highlight its commitment to bigger and better opportunities ahead for its marketing customers.

Highlights



Largest-scale event hosted by Phillips 66, since separating from Conoco Phillips in May of 2012



Achieved a 75% app adoption rate, more than double the goal



98% of attendees surveyed rated the app as Good or Excellent



App helped a traditional brand be more innovative and modern

Giving the Event App a Central Role

Central to these new opportunities for Phillips 66 is an emphasis on technology. As a part of embodying the New Energy, New Possibilities theme, event organizers wanted technology to play a central role in the convention, driven in part by a mobile event app.

“We wanted to make this a first-class event,” said Mike O’Connor, Manager of Programs and Brand Image for Phillips 66. “The venue, business message and entertainment were top notch, and we felt that incorporating mobile technology would also add value for our customers and perception about the importance of this meeting for the entire organization. It would also add a contemporary and exciting element to our meetings that was not there in the past.”

Given the importance of the app, finding the right developer was critical for Phillips 66. After a rigorous meet and greet process where event organizers evaluated several mobile meeting apps, they selected QuickMobile.

“We chose QuickMobile because of its combination of features and price, which aligned with what we needed for our event,” said O’Connor. “QuickMobile’s flexible platform offered a level of simplicity that was perfect for our audience. We also quickly learned that QuickMobile’s level of client service went above and beyond what we could have hoped.”

A Step Closer to Paperless

In the past, Phillips 66 offered attendees a “big, clunky document that was outdated as soon as it was printed.” Phillips 66 made the mobile app available prior to the convention, so attendees could get a feel for the event prior to arriving. For those that did not download prior to the convention or had questions, QuickMobile provided live on-site support. While the event was not completely paperless, all the information attendees would need was in the app, readily available at their fingertips.

“We weren’t quite ready to go entirely paperless, so we did print materials for the 2013 convention,” said O’Connor. “However, considering the strong adoption of our mobile app, I think we could make a strong case for paperless when we hold our next convention.”

Engaging Attendees Throughout the Convention

“From a marketing perspective, we promoted the app as a new and innovative solution for keeping everyone in the loop and on schedule,” added O’Connor. “We used it as a creative way to highlight tradeshow vendors and sponsors, and it really helped to get everyone engaged. People loved to build their own schedule and thought the functionality was impressive and overall very professional. The app allowed us to connect with customers before, during and after the event in a way that we couldn’t in the past.”

With more than 1,800 attendees, the app was the central tool for keeping everyone focused on the event. Throughout the convention, event organizers used QuickMobile’s content management system to push updates and reminders through the app, promote activities that attendees could participate in, such as a poker tournament, and announce prizewinners. There was also a high level of engagement through the app’s Q&A functionality – attendees submitted more than 200 questions during general and breakout sessions.



A Forward-Thinking, Modern Brand

“More importantly than keeping everyone on schedule, the app helped position Phillips 66 as an innovative and forward-thinking company,” stated O’Connor. “It showed that we want to be a more modern brand, and that we are open to adopting new technologies. The app was very well received and definitely added to the energy of the convention.”

While organizers were hoping to get more than 30% of attendees to download the app, adoption surpassed 75%. A post-convention survey also found that the mobile app added significantly to attendees’ overall event experience.

O’Connor added, “We asked our attendees to rate the value that the app added to their convention experience on a scale of one to five, with 1 being no value and 5 being very high value. The average score was 4.66.”



Some of the comments from the survey included the following:

“Excellent means of organizing the convention”

“Well thought out, interactive piece”

“Best conference app I have used”

“User friendly”

“Because of our experience with QuickMobile and our attendees’ enthusiastic adoption of the app, mobile will likely be a standard offering for our future events,” stated O’Connor. “QuickMobile made it easy for us and we have great confidence in their ability to support our needs. Everyone is excited for how the app can be used from a planning perspective, as well as a revenue builder. From QuickMobile’s service level to the app features, everything was excellent.”

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