

Film Festival Summit:

Attendees easily navigate complex conference schedules

Trumba Case Study



CASE STUDY:

Film Festival Summit

APPLICATION:

Conference Scheduling

IMPLEMENTATION:

filmfestivalsummit.com

GOALS AT A GLANCE:

- (((Present design-quality event information in a format that's easy to update
- (((Provide ten different tracks of conference events in a clear, easy-to-navigate format
- (((Allow attendees to easily build their own personal conference schedules

The International Film Festival Summit (IFFS) is dedicated to providing resources, information, and avenues of communication for industry professionals, vendors, and anyone committed to the film festival industry. The Summit champions the idea that film festivals are an important cultural celebration, a powerful voice in our society, and increasingly play a vital role in connecting people, not only in the local communities they serve, but also globally.

When the time came to publish event information related to its annual conference, IFFS turned to Trumba® Connect to achieve three goals:

- Present design-quality event information in a format that's easy to update.
- Provide ten different tracks of conference events in a clear, easy-to-navigate format.
- Allow attendees to easily build their own personal conference schedules.



Goal: Present design-quality event information that's easy to update

IFFS discovered that Trumba Connect offers the best of two worlds: ease of use and depth. Anyone at IFFS with a Trumba account can easily add and update events using the familiar, intuitive Trumba Connect editing environment. Changes go live immediately so conference attendees and site visitors always have access to the latest information.

Registration Open

December 3, 2006
Location: Luxor Hotel - Nile Chambers
 Registration will be open all day to accommodate attendees arriving at all times of the day. Pre-registered attendees can pick up their badge and conference materials and on-site registration will be open as well.
Dates
 Sunday, December 3, 1:00pm

Welcome Reception

December 3, 2006
Location: Luxor Hotel - Nile C
 Be sure to kick off the 2006 IFFS with a bang! The IFFS Welcome Reception is open to all registered conference attendees, speakers, opportunity to pick up your IFFS credentials, network with conference delegates, and have a drink or two!
Dates
 Sunday, December 3, 5:00pm

What We Wish We'd Known 10 Year's Ago

December 4, 2006
 This panel will examine what large festivals from around the world have gone through to get where they are today. This esteemed group of festivals will share what they consider to be critical factors in their festivals success, longevity, and where they see their organizations in the next five years.
 Moderator: David Straus, Co-Founder & CEO, Withoutabox
 Christian Gaines, Director of Festivals, AFI FEST Presented by Audi
 Carl Spence, Artistic Director/Director of Programming, Seattle International Film Festival/Palm Springs Int'l Film Festival
 Mark Fishkin, Founder/Director, Mill Valley Film Festival
Dates
 Monday, December 4, 9:00am

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Customer Quote

“We focused on creating an easy-to-use format and display for both our attendees and website visitors. Trumba Connect allows IFFS attendees to browse through events in a number of different formats broken down by subject or day. It’s a great tool for our program because we have a number of tracks happening at the Summit.”

—Waco Hoover

President, International Film Festival Summit

At the same time, Trumba Connect offered IFFS a detailed level of control over the appearance of its published events. IFFS not only had a collection of professionally-designed published views to choose among. For each view, IFFS also had the ability to customize colors and fonts.

Goal: Provide ten different tracks of conference events in a clear, easy-to-navigate format

IFFS took advantage of the power and flexibility of Trumba Connect to publish different views of the conference events. In the Conference Grid, attendees see all events in all tracks, with events arranged chronologically. Each track is identified by its own color.

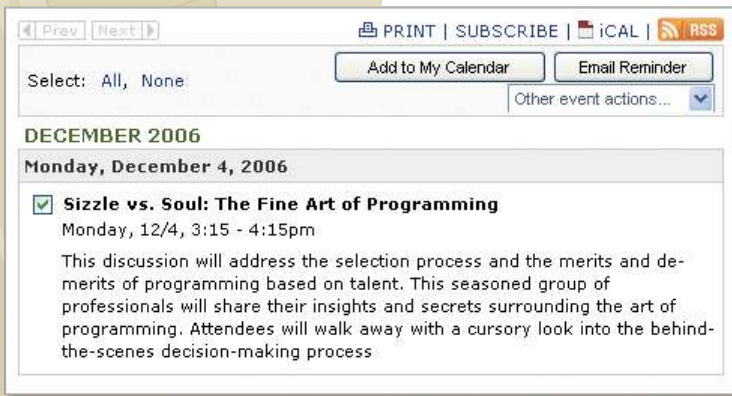


IFFS also made use of one of the widgets that was created automatically when IFFS published its conference events. The Calendar List widget, which IFFS added above the Conference Grid, allows attendees to filter events by track.

In addition to the Conference Grid, IFFS published individual views for each track. From the conference program, attendees have a choice. They can go to the Conference Grid to get an overall picture of the entire conference. Or, if they have a particular interest, they can go directly to a track-specific view.

Goal: Allow attendees to easily build their own personal conference schedules

IFFS wanted conference attendees to easily create their own personal conference schedules built around their own interests. With its interactive events, Trumba Connect provides the perfect solution.



Visitors to the IFFS conference schedules can take a number of different actions with any event they find there. For example, from the Conference Grid or the individual track schedules, attendees can add events to their personal calendars, set email or text message reminders, and arrange to be notified if events change.

They can also subscribe to RSS feeds or add themselves to a distribution list to receive notification of new or updated events.

Additional questions?

- Contact Sales at **1.800.925.0388**.
- Watch an online demonstration. Visit www.trumba.com to learn more.

