



# Case Study - Centaur Media + InGo

## How Centaur Grew Business Travel Show and Travel Technology Europe by 15% Using InGo

### About Centaur

Centaur Live brings together all of the group's 150 annual face-to-face events in one operating division. The business comprises all of Centaur's B2B and B2C exhibitions, together with all of industry awards, conferences, summits, etc, which are supported the group's media and information brands. Key exhibition brands include the National Homebuilding & Renovating Show, Marketing Week Live and Employee Benefits Live. Key industry awards include the Marketing Week Engage Awards, The Lawyer Awards and the Money Marketing Financial Services Awards. Centaur Live is led by Andrew Evans.

### Centaur + InGo Powered Events



The Centaur travel and meetings portfolio consists of market-leading B2B exhibitions – The Business Travel Show, Travel Technology Europe and the Meetings Show UK. The Business Travel Show is supported by the digital knowledge platform, Business Travel IQ.

*“Using the Ingo social registration widget was our most effective marketing activity for both events. The results were outstanding,” said Daniela Kaltenbach, Group Marketing Manager, Centaur Live.*

The main aim is to bring buyers and suppliers of meetings, business travel, travel and hospitality technology products and services together and to help shape the industries for growth and development. The events provide unrivalled sourcing, learning and networking opportunities and are organised by award winning exhibition specialists.

## What Centaur Wanted

Centaur wanted a solution to complement their social media marketing strategy that would deliver both event growth and more relevant attendees.

Registration for both the Business Travel Show and Travel Technology Europe had opened in November 2014. In January 2015, Centaur contacted InGo to see if their software suite could be implemented in a timeframe to have effect on the events, both of which were occurring 25 -26 February 2015. Centaur also wanted a solution that could integrate in a seamless way with their current registration partner.

*“We wanted a solution that could provide growth and target appropriate attendees, but it also had to work with our current registration technology.”*  
- Daniela Kaltenbach, Group Marketing Manager, Centaur Live

## What InGo Delivered

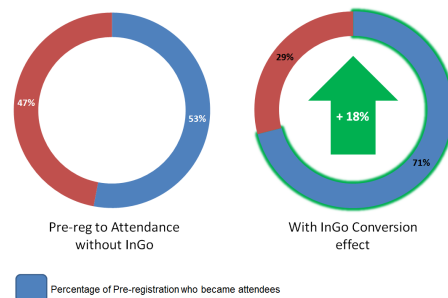
The InGo Suite was implemented within just a few days. The InGo team coordinated the integration process with both Centaur and the registration company, including the configuration, customization and testing.

The solution included the full suite of InGo software: Social Registration (LinkedIn, Facebook & Twitter); InGo’s unique, peer-2-peer Personal Invites; automated Social Posting to the attendees’ social newsfeeds; and the Who’s In widget to display who was already attending.

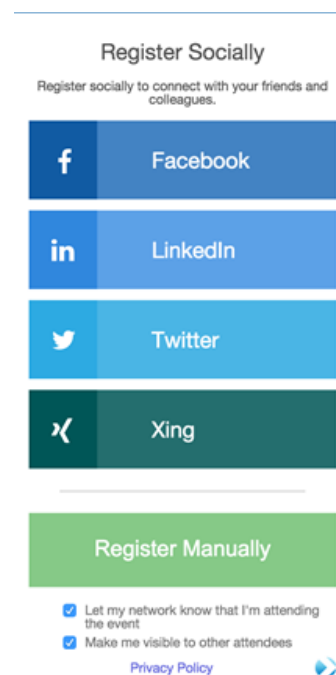
## The Results

In just the few short weeks InGo was live for the two events, the results were outstanding. [Overall attendance at The Business Travel Show grew by 15%](#). InGo was able to provide detailed ROI data to Centaur, including information on the 543 advocates who sent 6,388 personal invitations and created 269,093 trusted impressions. Another significant metric was the conversion from pre-registration to attendance.

The Business Travel Show – Conversion Comparison



*“There was a significant uplift in conversion for the contacts who registered because of Ingo and the rate was an outstanding 71%.”* - Daniela Kaltenbach, Group Marketing Manager, Centaur Live



## About InGo

InGo is an award-winning, event marketing software suite that empowers event organisers and registration companies to exponentially grow their events using InGo's socially-smart search algorithm. InGo effortlessly integrates with clients' landing pages and registration systems through its suite of client-customized web apps. InGo's web apps allow your attendees to socially register and spread your event across their social networks. InGo empowers attendees to send personalised invites to their network, increasing your event's reach and impact. The result is remarkable engagement and growth while acquiring new quality attendees, something every event organizer needs and wants.

Event organizers average double-digit attendance growth when they utilise InGo to its full potential. Top organizers like Reed Exhibitions, UBM, Emerald Expositions, Diversified and more have implemented InGo as the definitive growth tool.

## InGo Features

- Social Registration - InGo speeds up registration by auto-filling fields with social profile data
- Social Posting - Attendees can post to their newsfeed, alerting friends and colleagues of their intention to attend your event
- Personal Invites - Attendees can invite their friends and network from an InGo pre-selected list of social contacts relevant to your event
- Who's In - Attendees discover who's attending your event, both in and out of their network

InGo is the event organiser's marketing solution. If you want to experience double-digit growth, a more engaged attendee and have attendees market for you, then ditch the old, outdated tools and utilise the socially-smart InGo platform for all of your events. This is the power InGo instills for every event, every organiser, every time. For more information, visit <http://demo.ingo.me>.