

CASE STUDY: CREATING A MORE ENGAGING, EDUCATIONAL, AND MEMORABLE EVENT



EMPOWERING GROWTH, MASTERING REGULATIONS, AND BUILDING STRONGER CONNECTIONS AT YOUR EVENT.

Johnson Stahle Insurance sought to educate and empower brokers on industry regulations, business growth, and networking in a competitive environment. Partnering with Sweeter Cards, they provided attendees with branded treats featuring a QR code linking to the conference agenda. This innovative approach boosted engagement, resulting in a 40% increase in feedback participation, 85% of attendees rating the event as “excellent,” and a 30% rise in networking connections.



CHALLENGE

Educating brokers on key industry topics while creating an engaging and memorable conference experience.



SOLUTION

Providing branded Sweeter Cards with QR codes for easy access to the agenda, enhancing engagement and interaction.



RESULTS

40% more feedback participation, 85% attendee satisfaction, and 30% more networking connections.

