

Ontario Dental Hygienists' Association chooses Vocalmeet's Event Management System



About ODHA

Since its founding in 1963, the Ontario Dental Hygienists' Association (ODHA) has been dedicated to the advancement of both the practice and profession of dental hygiene in the province of Ontario. Dental Hygienists are one of the largest regulated health professions in Canada. Representing the needs and the interests of more than 8,000 dental hygienists, the ODHA is the collective voice of its members on a number of oral and overall health-related topics in Ontario. Specifically, the association has focused its efforts to increase public awareness of dental hygiene, promote access and affordability for dental care, and expand the scope of the dental hygiene profession. For its members, the ODHA provides improved insurance plans, professional development, and lifelong learning opportunities.

THE CHALLENGE

Like most associations, the ODHA relies on member participation at its events and conferences to further engage members and generate revenue. The association needed a way to efficiently manage and support all of its conferences and member events, while utilizing a small staff and providing opportunities for members to easily register and attend events.

“Vocalmeet's event-management system works for all of our events, including our two-day conference. With the integration into our website and membership system, we were able to remove many time-consuming procedures.

~Margaret Carter, Executive Director

THE SOLUTION

Implementing the Vocalmeet Event Management System (EMS) allows the ODHA to streamline the event and conference planning process and manage the various levels of growth and expansion associated with upscaling events. Additionally, Vocalmeet's EMS incorporated the intuitiveness and on-the-go capabilities that today's members crave. The system enables the ODHA to make the member's event experience easier and more intuitive. The association can now increase the frequency of its events, add online and mobile components, and expand revenue streams without substantially inflating costs.

About Vocalmeet

Vocalmeet has earned its reputation by providing state of the art technology, unparalleled project management and customer service, coupled with an unwavering commitment to the success of our clients. Our goal is to delight our customers every step of the way.

Vocalmeet Products

- Learning Management
- Member Management
- Live Webinar System
- Live Streaming & Live Events
- **Events & Conferences**
- Store & Product Management

Easy Registration Process

Wide range of features to simplify the registration process

- Simple registration process
- Registration fees based on member type
- Group registrations, discounts, early bird
- Offer additional session registration
- Pick and choose from hundreds of apps

1. Increased Revenues

Vocalmeet was driven to provide ODHA with an innovative EMS that caters to the modern desire for an Amazon experience online. Through the EMS, members register and update their profiles, sign up for events, and more, all from their mobile devices if they wish. Access is available anytime, before the events or during. Similarly, the ODHA has a 360-degree view of event attendees, vendors, and sponsors, making for more efficient event management.

Vocalmeet's EMS also has full integration capabilities with its Association Management System (AMS), enabling the ODHA to offer a wider range of events. For instance hybrid events that blend in-person events with online - utilizing the AMS' live streaming functionality. By incorporating these elements, the ODHA expands member attendance and advertising space without increasing physical space requirements.

2. Reduced Costs and Better Member Engagement

The easy-to-use EMS from Vocalmeet is designed to be intuitive for both the user and administrator. With the EMS, the ODHA manages the entire attendee registration process all from one place. Tracked member data from the events is being used to better understand members, gauge their needs and better plan future events. Hybrid events have the added benefit of keeping a record of all participant communications, a powerful resource for evidence-based decision making as well.

Vocalmeet's EMS also provides the ODHA and its members with an enhanced experience when it comes to hosting events and event participation. Since the EMS is integrated with Vocalmeet's AMS, members can navigate between the ODHA's website, membership system, and the event-related materials with ease, creating an elevated experience that modern event attendees want but rarely receive.

Extensive Functionalities

Streamline attendee registration for the day of your event

- Accessible via mobile devices, calendar functionality, multiple events, 100+ payment gateways
- Location management, multiple event registrations, phone apps and QR code ticket scanning
- Shopping cart, customizable tickets, name badges and much more
- Pick and choose from hundreds of apps.

Detailed Reports

Extensive reports and analytics to gather feedback and improve future events

- Access data is real time or export later in multiple formats
- Filter by user, event, day, month and more
- View reports and observe trends in registration, export to CSV
- Pick and choose from hundreds of apps.

3. Expanded Technological Capabilities

Vocalmeet placed great emphasis on user experience. The intuitive and accessible system allows members to engage with the ODHA easily and without restriction. In turn, the ODHA is given an accurate snapshot of its members and event attendees. This allows the association to properly scale its events when needed, while the EMS is fully capable to support that growth. The EMS also further develops the conference experience for both the association and its members through an app-based check-in process. Participants print QR-coded tickets that are scanned at the conference, instantly uploading all participant information and activity into the EMS.

When working with hybrid events, the integrated EMS and AMS with their mobile functionality has an always-open communication channel between all attendees. This creates an engaging event experience for everyone involved, allowing for honest and non-disruptive discussions to take place in real-time during the event or after.