USE CASE: MAPS AT THE SIMPLEVIEW SUMMIT

Simpleview made the decision in 2017 to move the location of its annual users conference in Arizona from Tucson to Scottsdale. While Tucson was the home of the digital marketing solutions conference for the last 12 years, the need for larger meeting spaces and the capacity for an expanding guest list forced Simpleview's hand to move to a new property in a new city for 2018.

As any event planner can tell you, changing locations (even to one only two hours away) can come with a hefty price tag and a number of challenges, including navigation of the new site. The Simpleview Summit was no exception; after three years at a smaller property, the Fairmont Scottsdale Princess felt like a vast continent of meeting space and landmarks to traverse.

This feeling, coupled with the array of downtown locations available to Summit attendees at the annual Dine Around event, led the brand's marketing team to utilize Simpleview's Map Publisher tool to develop interactive maps for this year's conference. The goal: to improve the Summit attendee experience and help clients get from point A to point B, while using as few tools as possible internally to accomplish this.

TWO USE CASES; MULTIPLE MAPS; EASY, ENDLESS POSSIBILITIES

Simpleview's Marketing team created interactive maps to improve two experiences at the 2018 Summit: the Dine Around Scottsdale event and the attendee experience at the Fairmont Scottsdale Princess.

Dine Around Scottsdale Maps

As in previous years, the Simpleview Marketing team planned a night out for 2018 Summit attendees to help promote local Scottsdale restaurants and businesses. While shuttles transported clients between the resort and three different restaurant hubs, the responsibility of navigating these venues and their respective menus fell largely on the attendees.

Utilizing Map Publisher, the Simpleview Marketing team created three different interactive groupings of restaurants - one per restaurant hub. Listings within each grouping provided attendees
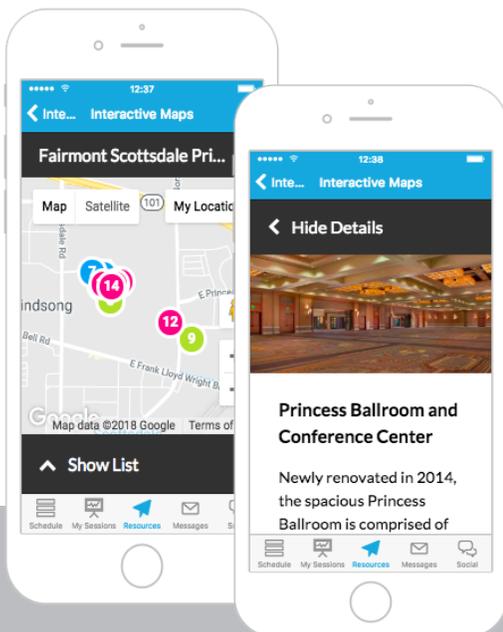
> "I loved the map feature since the hotel was HUGE."
>
> **Madison Graves, Administrative Assistant at Visit Frisco**
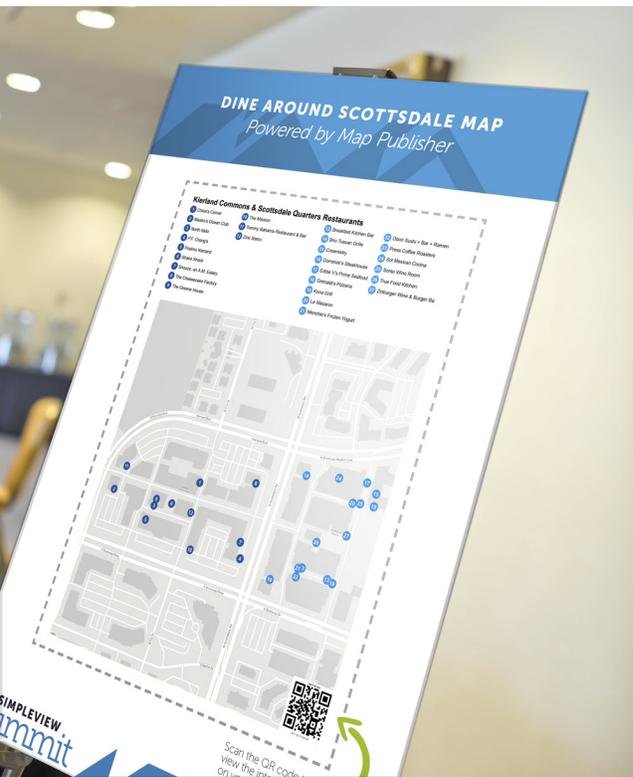
The Simpleview marketing team exported the online Map Publisher maps to A1 paper-sized PDFs, which printed perfectly on foam core signs.

with photos, phone numbers, websites, and descriptions of each venue. Information that enabled them to preview menus on the way to the restaurant, make reservations in advance, and visually locate each restaurant's location before ever getting off the shuttle.

Built within Simpleview CMS, the maps were conveniently exported as A1-sized PDFs to be printed onsite as large foam core signs at the resort's Fedex office. The signs were displayed by the shuttle pick-up zones, where attendees could review each restaurant hub and restaurants. Upon selecting the restaurant hub and corresponding shuttle of choice, attendees could then either scan the QR code printed on each sign or use the Summit conference app via VisitApps to utilize the interactive maps.

Fairmont Scottsdale Princess Map

While Dine Around Scottsdale only was for only one night and contained within three restaurant hubs, the 2018 Summit (including pre-conference trainings and events) spanned four days and across two large meeting facilities and recreational spaces on the resort grounds.

To help attendees get a handle on the spacious new property, the Simpleview Marketing team converted one of the maps handed out at the front desk by the Fairmont Scottsdale Princess into a Map Publisher map. The map highlighted resort facilities that were of particular relevance to Summit attendees - 14 in total across four categories. The color coding and categorization distinguished resort amenities from meeting spaces, as well as onsite dining options and even local golf courses. Contact information was also included in case attendees needed additional information.

2	3	48	534
foamcore signs	**interactive maps**	**points of interest**	**user sessions**

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AN ESSENTIAL TOOL FOR THE SIMPLEVIEW SUMMIT

Of the many new gadgets and tools utilized at the Summit, Map Publisher provided the Simpleview Marketing team the most convenience for the following reasons:

One Map for Print and Digital

The Simpleview Marketing team creates a massive amount of print collateral for the conference each year in the form of signs, handouts, swag, and more. Typically each of these pieces are designed individually in Adobe InDesign before being sent to the printer.

Map Publisher, however, was the exception. Each type of interactive map was created just once in Map Publisher and embedded digitally on the app or web page. Then, when the time came to print, the tool allowed the team to export the digital map into a number of PDFs that could be customized in a number of ways, including by logo, QR code, theme, or layout. Any tool that customizes one piece of collateral for five or more different use cases is an immense time saver for event planners and designers.

Easy-to-Use Listings

Creating an interactive map with detailed listings provided for a level of detail for Dine Around Scottsdale that was not available in previous years. While the listings information was entered manually by the Simpleview team, DMOs have the advantage of pulling their member/partner listings directly into Map Publisher to build these tools even faster and with greater accuracy.

Equally as Formidable as a Standalone Tool

It's no secret that some of the greatest benefits of Simpleview products are unlocked when they are integrated. But for Simpleview's Marketing team, some of the company's products built specifically for DMOs do not always offer additional benefits for a B2B interactive agency. One major advantage to Map Publisher is that an empty instance of Simpleview CMS can be created for clients to run Map Publisher by itself. So despite not having a Simpleview CRM or API that fed listings to Map Publisher, the Marketing team was still empowered to create the exact same, high quality map for their event.

Events are expensive, and saving a buck here and there adds up when planning a conference. For the Simpleview Marketing team, the new Map Publisher drastically reduced the number of hours and resources it would've taken to create these products individually with a combination of tools. In addition, the user experience for attendees transferred seamlessly from digital to print, greatly improving the experience for staff and clients alike.

Map Publisher will no doubt make a return to Simpleview Summit in 2019 and provide attendees with new use cases on how to enhance their visitors' experiences, all the while saving time and money!

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