

Real-Time Updates for Real Event Impact

How NAGARA's app centralized conference communication and achieved 99% user satisfaction with Clowder

OVERVIEW

The National Association of Government Archives and Records Administrators (NAGARA) is a professional association for government archives and records management professionals across federal, state, local, tribal, university, and public higher education institutions. The organization supports records preservation, records management, and access to public information.

NAGARA uses its event app to centralize conference information, streamline attendee communication, and support networking during its annual conference.

PROBLEM

NAGARA faced several communication and operational challenges at its annual conference. The organization relied heavily on printed materials and was managing attendee questions manually, creating inefficiencies during the event.

When unexpected issues occurred, NAGARA had no centralized way to communicate updates to attendees in real time. The organization needed a single source of truth for conference information, including schedules, announcements, session updates, and attendee communication. NAGARA also needed a solution that integrated directly with its iMIS AMS to avoid creating additional administrative issues related to attendee data, logins, and profile management.

AT A GLANCE



INDUSTRY

Professional/Trade Association

SOLUTIONS

Clowder, iMIS

MEMBER SIZE

2,000+

WEBSITE

nagara.org

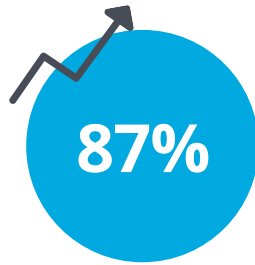
“ Our members love the Clowder app and what's available to them there. ”

- Executive Director at NAGARA

THE IMPACT



of Attendees Reported
Positive App
Experience



Year-Over-Year
Increase In App
Usage



Centralized
Schedules, Sessions,
and Attendee Info



Streamlined Session
Feedback and
Survey Collection

SOLUTION

NAGARA implemented Clowder as a centralized platform for conference information and attendee communication. The app provides real-time schedule updates, push notifications, session information, attendee messaging, digital networking tools, and mobile access to conference resources. Because Clowder integrated directly with NAGARA's AMS, attendee data, profiles, and event information stayed synchronized without requiring manual updates from staff. NAGARA also adopted a simplified approach to app design and communication, focusing only on the features attendees needed most to improve usability and increase adoption.

✓ **Delivered** real-time updates and push notifications during the event.

✓ **Simplified** networking through attendee messaging, group chats, and digital business card features.

✓ **Streamlined** onsite badge management and QR-code-based lead retrieval for exhibitors.

✓ **Centralized** conference schedules, announcements, and attendee information in one platform.

“ Because our audience actively uses Clowder, we've fine-tuned our strategy around what information attendees need and how they access it. The growth in usage reflects Clowder's success. ”

- Executive Director at NAGARA