



Learning Ally[™]
TOGETHER IT'S POSSIBLE

“With the ‘smash hit’ INXPO technology and the Learning Ally community, we delivered the most innovative, impressive, accessible and well-organized event of the year!”

- Mark Brugger, Sr. Program Manager at Learning Ally

Who is Learning Ally

Learning Ally is a national non-profit dedicated to helping visually impaired and dyslexic students succeed in education. Learning Ally offers the world's largest collection of human-narrated audio textbooks and literature as well as solutions and support for parents, teachers and students. As part of its mission, Learning Ally provides community support through public and private webinars, active discussion forums and access to exclusive content for parents. As a first in its industry, Learning Ally hosted the virtual conference “Spotlight on Dyslexia” for parents and educators.

Goals

- › **Register** at least 400 registrants for the paid event and 20 exhibitors
- › **Attract** 25% non-member registrants to introduce Learning Ally
- › **Engage** attendees by providing a high quality online experience focused on community sharing from Learning Ally -- “Together, it's possible”

“Post-conference surveys revealed overwhelmingly positive audience approval for the content of the conference as well as the hosting platform that delivered it. Learning Ally's team was so encouraged by these results that that several more virtual conferences are already being planned for the coming year.”

Approach

Learning Ally used INXPO's **Online Event Solution** to host an 8-hour virtual conference focussing on dyslexia awareness for parents and teachers. Over 20 experts and inspirational speakers were featured including an opening session from the White House and a celebrity parent keynote, plus 5 in-depth session blocks. Using the platform's features, including chat and badging, to encourage audience participation, Learning Ally was able to facilitate conversations between parents, experts and exhibitors. The audience paid a registration fee to access the webcasts, chat live and downloaded content from sessions and booths. Registrants received access for two months to the on-demand sessions they may have missed.

Results

63%
of paid registrants
attended the
live event
virtually

1000+
registered attendees
and 23 exhibitors
for Spotlight on
Dyslexia

74%
of attendees spent
4 hours or more
at the live event

11
pieces of content on
average were viewed
and downloaded by
attendees