

## ASEAN



"I would like to extend my sincere gratitude to CrowdComms. CrowdComms played a pivotal role in providing a positive experience to our invited guests."

In March 2018, Australia hosted its first Summit with the Association of Southeast Asian Nations (ASEAN). The Special Summit included Leaders of the Member States and the Secretary-General of ASEAN. The importance of the event and its significance in terms of future relationships was recognised by the Australian Government.

CrowdComms built separate event apps for the Special Summit that supported each individual forum but sat within a single branded portal. With attendee connections and information exchange a high priority, the event app supported networking, activity feeds and interactive session details.

CrowdComms provided onsite technical expertise courtesy of our experienced production specialist, Alex Heath.

Over a period of 3 weeks, Alex spent time with the Summit Taskforce onsite in Canberra to make sure the event app functionality and user experience was perfect and ready to launch at the first Summit event.