



JOHNSON & JOHNSON GRA EMPLOYEE EXPERIENCE

Johnson and Johnson sees increased networking, community, and professional development through end-to-end engagement solution.



“POKEN is a fantastic tool and I loved the “green and digital” approach to networking.”

- GRA Attendee

THE EVENT:

The GRA Employee Experience is an internal event for the employees of Johnson & Johnson's Global Regulatory Affairs department. The annual event is held in Chicago, USA and attended by Johnson & Johnson employees from all over the world.

THE OBJECTIVES:

Johnson & Johnson had three primary objectives: use networking to strengthen existing relationships, and build new relationships; nurture professional development using breakout sessions and workshops; and to host a green event, minimizing the need for printed collateral.

THE STRATEGY:

Online Registration and Session Enrollment:

Before arriving, attendees registered and enrolled in sessions and workshops online. This helped event organizers and attendees, as the organizers knew the number of people that would attend each session in advance and attendees got insight into the sessions and workshops that they registered to attend.

Onsite Badge Printing, Using Wirelessly Connected Tablets:

The registration area was outfitted with large tablet kiosks and badge printers. Support staff was on site to answer any questions that arose and assist attendees.

The entire badge printing process took less than 15 seconds and each attendee's personal schedule was printed on the reverse side of their badge for immediate reference.

Digital, Interactive Touchpoints:

Rather than having attendees sit and listen to speakers, Johnson & Johnson opted for an interactive conference experience. Participants were led along a specific path that had interactive stages. As they arrived at each stage, they could use their Poken device to participate in surveys and quizzes, and collect digital information. Participants were encouraged to engage with the material and ask questions, thus creating an interactive and more effective learning experience.

Gamification:

At check-in, attendees were divided into teams of 10 randomly selected people. Team members then competed for points by participating in three team building and networking activities which included:

- 188,391 interactions with Poken
- 117,260 business cards exchanged
- 8,528 digital files exchanged
- 5,978 user logins
- 62,100 total page views on the Poken mobile app.
- Top three page views:
 1. Agenda
 2. Personal Schedule
 3. Contacts
- Saved 22,584 documents from being printed — about 37 trees.



LOOKING AT THE STATS

1. **Team Selfie:** Teams could submit their best team building selfie via the Poken event app. Using the same tool, participants could then vote to choose the top three selfies.

2. **Networking Lunch:** Attendees filled out questionnaires at registration which we then used to create a seating chart. To make it more interesting, participants had to figure out why they had been sat at that table.

3. **Colleague Connection:** Attendees had a secret list of 20 people to connect with at the conference. Each time a connection was made, the attendee received 50 points.

Full Featured Mobile App:

Poken created a mobile app and site for the event, and attendees received a link for both via email before the event. The app contained the complete event agenda, which meant that it didn't need to be printed, further helping Johnson & Johnson achieve their environmental goals. In addition, each attendee could see their personal schedule, game points, new contacts, and documents they collected.

THE RESULTS:

With more than 188K interactions over the course of the four-day period, the event was a huge success.

“ Bringing 700 people together from different cultural backgrounds from around the world and expecting them to feel comfortable introducing themselves to one another at a global meeting can be quite challenging. Poken’s device for saying hello through an engaging and fun glowing-green “high-five” hand helped pave the way for comfortable introductions—and opened the door for meaningful conversations to ensue! ”

- Barbara McNamara, Johnson & Johnson

Thanks to the fun atmosphere created by the Poken platform and the gamification tools, each of the 700 participants connected with 167 people on average. The number of page views on the mobile app — 62,100 — showed how the combination of using the Poken interactive USB stick and Mobile App can be an integral tool for the attendees to stay informed, keep up to date on their personal schedules, and make the most of their time at an event Johnson & Johnson also achieved their green objectives, saving 22,584 documents from printing — approximately 37 trees.

To learn more about gamification from Poken, head to our Learning Center on poken.com. Or contact events@poken.com to get started on making your event a success today.