

Home/Articles/Dominos Serves Up a Greener, More Cost Effective Global Conference

## Dominos Serves Up a Greener, More Cost Effective Global Conference



This year more than 3,000 franchisees, general managers, and team members from around the world gathered in Las Vegas to receive education and motivation at Domino's Worldwide Rally event. [BusyEvent](#) launched a live event communications system known as Event Bookmarking. At the core of this system a wireless wearable device called a "BeLinker" facilitated a better, greener, cost-effective event that met the primary goals. As Domino's communication and event solutions resource, it made sense that [BusyEvent](#) should help implement a balanced experience for attendees at the Worldwide Rally.

Lynnda Heppler is a member of Domino's Communication team, which is integral to the success of Domino's Worldwide Rally. As Director of Graphic Design/Communication, Heppler works closely with Event Organizer, Chris Brandon, who managed the planning and execution of Domino's Worldwide Rally event in 2009.

Heppler explains, "So much of the communication surrounding an event of this size is tied to promoting attendance, especially this year with challenging economics. Getting our franchisees and members to pre-register early by using technology and putting an online process in place for them is important. Onsite we make check-in fast and easy."



BeLinkers were used onsite to connect people, training and products from the vendor expo to a personal web page (PURL). From their PURL, each attendee can review documents, surveys, online content and email communications from the people they meet. Communication is really the ultimate driver to a successful event." Planning the agenda, location, meeting space, all content and graphical elements including event theme, signage, educational sessions, presentation materials and vendor show were also inclusive of the team's planning responsibilities.



This particular event revolved heavily around training. Franchisees attended sessions with daily themes. Day one featured hands-on workshops that focused on product rotated around approximately a dozen rooms, keeping attendees from many countries engaged with speakers, entertainment and hands-on education. Day two themes centered on profitability, while the last day focused on passion for the business.

According to Brandon, reasons for attending the rally in years past have balanced between the need for motivation and a call for education. While assisting to streamline Domino's high-profile rally, [BusyEvent](#) promotes networking potential through their Event Bookmarking technology. The user-friendly BeLinkers connect attendees wirelessly through assigned identification numbers located on badges, to individual URLs that may contain electronically converted brochures, business cards, or speaker notes.



**Attendees Use BusyEvent BeLinkers to Connect and Share Information.**

Heppler managed many aspects of the registration process with [BusyEvent](#). When attendees registered at the event they were given a short training session over the wearable devices, which differentiated attendee, vendor, and training or session based information. [BusyEvent](#)'s BeLinkers initiated the process of communication between attendees, and allowed a method by which anyone could easily retain relevant information from networking communications.

"According to a Domino's post-event survey, although participants appreciate educational sessions they primarily attend in order to network and learn from one another," explains Brandon. Accordingly, the BeLinkers were essential to facilitating meaningful connections and relationships wherein experiences could be shared across a major global organization with common goals.

### Document Reference

Author: Shannon Lloyd  
Published on: 6/25/2009  
Vendors referenced: [BusyEvent.com](#)  
Meta keywords:

[Lynnda Heppler](#) [Chris Brandon](#) [Domino's Worldwide Rally 2009](#) [BusyEvent](#)