



CASE STUDY

Taste of Madison Food Festival Event App



Company

Taste of Madison is a large, non-profit food event held since 1983 in Madison, WI over Labor Day Weekend averaging over 250,000 attendees and featuring over 80 restaurants, more than 25 beverage stands and 3 entertainment stages.



Challenge

Taste of Madison was looking for an effective, economical replacement for their traditional program. Distributed the week prior, the printed program had no way to incorporate last-minute changes. They needed to engage with attendees, increase event awareness, manage content and communicate changes in real-time, with features such as:

- ❑ An interactive event map, including restaurant vendors and beverage stand locations and offerings
- ❑ Schedules and notifications for entertainment stages
- ❑ Push notifications



Solution

V-Soft Digital developed a comprehensive Amazon Web Services (AWS) mobile app solution that used AWS DynamoDB to save details of over 80 restaurants and AWS S3 to save program details for the 3 entertainment stages. To update users about the event, V-Soft Digital configured AWS Mobile push notifications and AWS Mobile Pinpoint analytics was implemented to track user interaction.



Result

The mobile app provides a way to easily update data in real time without having to re-upload the app to respective stores. This also greatly reduces the Taste of Madison eco-footprint by eliminating paper programs.

TECHNOLOGY APPLIED

- ❑ AWS Mobile Services
- ❑ AWS DynamoDB
- ❑ AWS S3
- ❑ AWS Mobile Pinpoint



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