

Mobile Apps: The New Event Essential



an eBook by:

 **CrowdCompass**



Yesterday's Extra is Today's Essential

Mobile's Everywhere – It's Part of Our
Everyday Lives

Scanning the Mobile App Landscape
to Find Your Best Fit



Mobile As An Event and Business Results Driver

Insatiable Appetites for Innovation

From Transactional to Strategic

Three Business Pillars for Technology Decisions



Conquering Challenges: Why Some People Hesitate

Design Factors for Your Internal Stakeholders

Top Five Pushbacks

Bringing It All Together



Advanced Tools for Smart App Implementation

Criteria for Choosing Your Best Partner

Designing a Smart Implementation Plan

Managing Multiple Events within a Single App

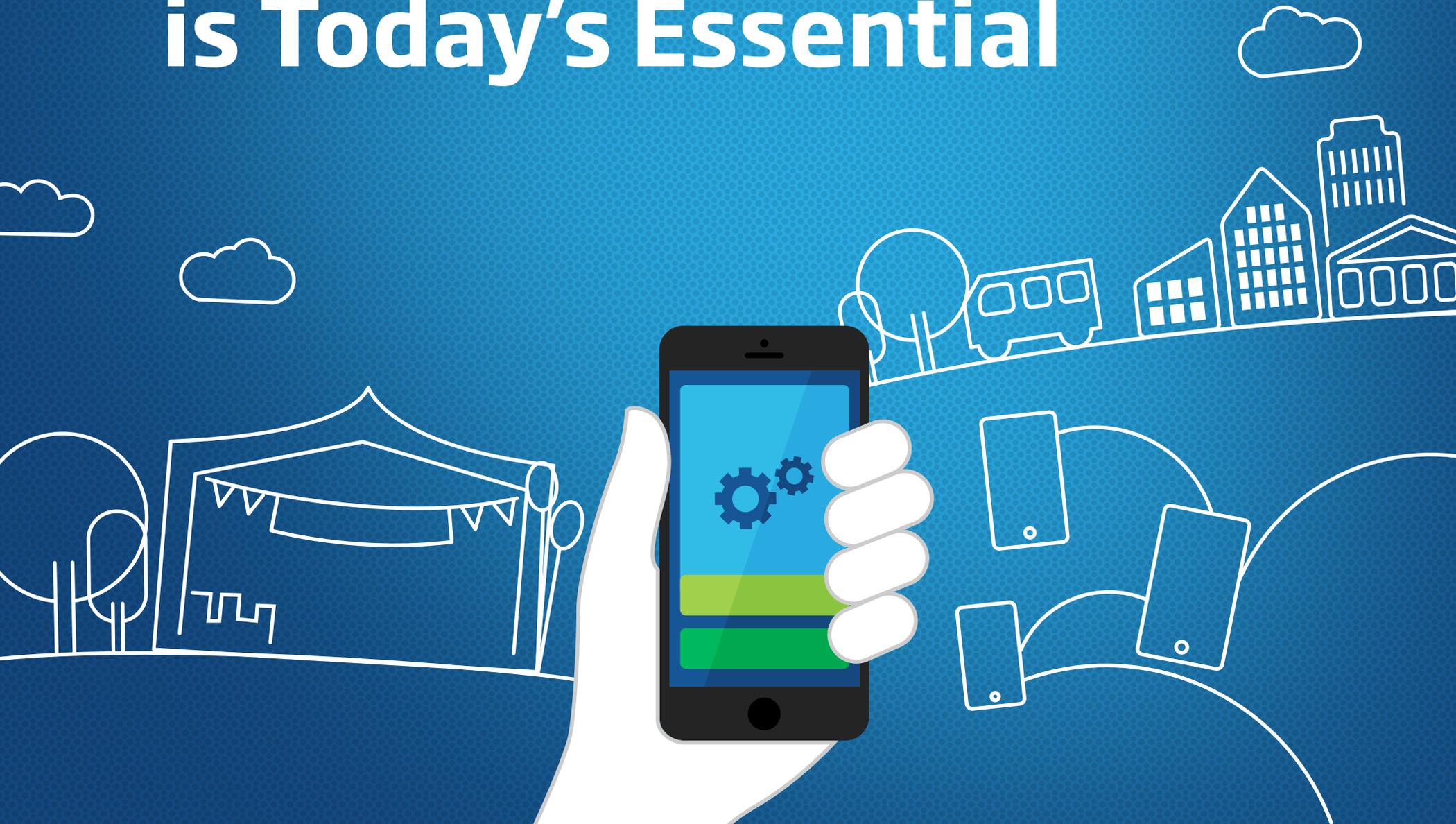
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Yesterday's Extra is Today's Essential



You've downloaded this eBook, so we'll make a couple of assumptions...

You "get it"

You recognize that mobile apps are no longer a future-leaning technology to explore someday, but a vital tool that attendees need (and expect) to customize and enhance their event experience.

Either you've launched a mobile app, and you'd like to make it better...

or

You're thinking about launching a mobile app, but there are a few internal roadblocks you need to overcome to get buy-in.

Make no mistake: The time to go mobile is now and in this eBook, we'll share rationale and proof to help you build your best business case. We'll help you tackle the financials – *How much will it cost? How will we pay for this? How fast can we monetize?* We'll also give you talking points for discussions with your team, boss and even your executive leadership group to gain the necessary buy-in to proceed.

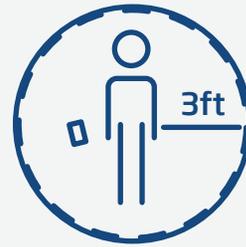
If career advancement is on your radar screen, the more you can lead these discussions and align mobile strategies with critical business objectives, the more valuable you will be to your organization and the faster you'll move up the ladder or receive recognition for your contributions.



Mobile's Everywhere – It's Part Of Our Everyday Lives

With more than a billion smartphones in use, the mobile wave now touches nearly every corner of our world.

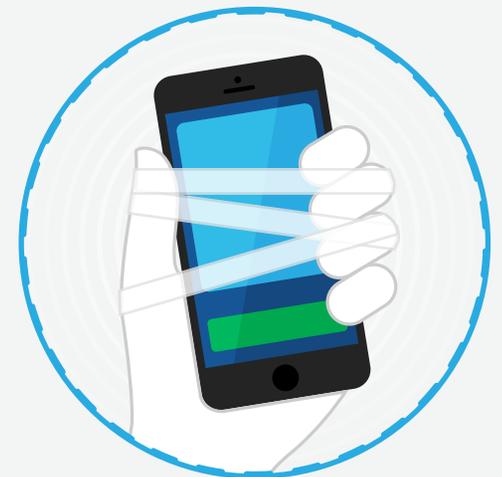
We use them at the grocery store, at the airport, at the local library, even as we walk down Main Street. There's no question, mobile helps streamline and improve our day-to-day interactions and decisions.



91% keep their phones within **3 feet** of themselves

24 hours a day
365 days per year

84% say they couldn't go a single day without their mobile device



data via Morgan Stanley & TIME mobility poll

Scanning the Mobile App Landscape to Find Your Best Fit

Each year, as we watch planners unleash the power of mobile apps at their meetings and events, it's hard to contain our excitement.

Attendees are delighted. Some even ask, *"What took you so long?"*

Think about it – your attendees are navigating unfamiliar venues and their schedules are jam-packed. If they're already using mobile apps in their day-to-day lives, when they're away from home at your event, their app needs (and dependence) grows even stronger. A mobile app is the ultimate time-saving tool that empowers attendees to make faster and smarter decisions as to where they will spend their time and with whom... all on the fly.



With that said, we want you to take a good hard look at the full range of mobile app capabilities to determine your best fit. There's tremendous value to be captured, but there's a good measure of hype and over-engineering going on, as well.

Our advice? Start with the basics and gradually fine-tune your strategy with each event cycle. The mobile current is picking up speed – wait too long and you'll have a tougher time jumping in.

Our mission for this eBook is to help you:

- ▶ Learn three business pillars that must be applied not just to mobile app decisions, but to all event technology decisions.
- ▶ Identify five reasons why your organization might hesitate on moving ahead with an event mobile app, supported with evidence to ease and even eliminate these concerns.
- ▶ Assemble your best business case for going mobile, demonstrating how an event app aligns with critical business objectives.
- ▶ Identify decision factors and evaluation criteria to make your best mobile app vendor choice, not only to address current needs, but a partner built to last and grow with you in the future.
- ▶ Design a smart mobile app strategy, where adoption and revenues increase with each event cycle. (We'll also share tips for leveraging mobile to foster year-round engagement across multiple events.)

Click to Tweet!

A mobile app for events empowers attendees to make faster & smarter decisions



Mobile as an Event and Business Results Driver



“As the world is more connected digitally, it only seems to accentuate the need for personal interaction, so conferences are enjoying a real surge.”

—Mike Federle, COO, Forbes Media

This is great news for planners. After a few challenging years, the pendulum is finally swinging back. Events are now taking center stage as a preferred choice for learning and collaboration.

To capitalize on this shift, planners will need to deliver far richer face-to-face experiences. If attendees are already connected with others digitally before they arrive at an event, they’ll be looking to take those relationships and conversations to the next level. Why not leverage the device that’s always on hand to deliver on that expectation?



Insatiable Appetites for Innovation

Click to Tweet!

Your mobile app becomes a valuable resource b/c it's a dynamic capture of the entire event

Innovation is a major hot-button for executives today.

They know they need more of it, yet many struggle with how to make it happen. Meetings and events can be outstanding forums where innovation flourishes and breakthrough discoveries multiply.

If someone asked your event stakeholders to name the top three things they value most about your meeting, would innovation make the list? Launch a smart app that increases and accelerates innovation discussions at your event and you'll be amazed at how perceptions change. Your meeting becomes the breeding ground for game-changing ideas and new business opportunities. The mobile app becomes a valuable resource that gets used repeatedly, because it's a dynamic capture of everything that transpired.

Before, attendees would be collecting business cards and as much print material as they could carry. Now, they crave more insight and connections, but they want it delivered in a less burdensome way. They'd also like to be able to find exactly what they need, when they need it.

The event game is changing and the stakes are getting higher. Will you be ready?

"We need to mobilize our collective brain power for innovation."

—from the IBM CEO C-Suite Study:
Leading Through Connections

From Transactional to Strategic



Not too long ago, rates, dates and space were the big three considerations for event planners.

Their performance was measured largely by the numbers – securing best venues, negotiating best contracts, cost reduction, risk avoidance, registration numbers, satisfaction scores and so on. There was less talk about measuring actual business outcomes from the meeting.

Today, organizations (and prospective attendees) are scrutinizing meeting ROI more closely, asking questions like:

- ▶ How will this meeting help us achieve our most critical goals and objectives?
- ▶ What other options do we have beyond the face-to-face meeting?
- ▶ How much are we investing? What revenue gains or business improvement can we expect as a result of this meeting?

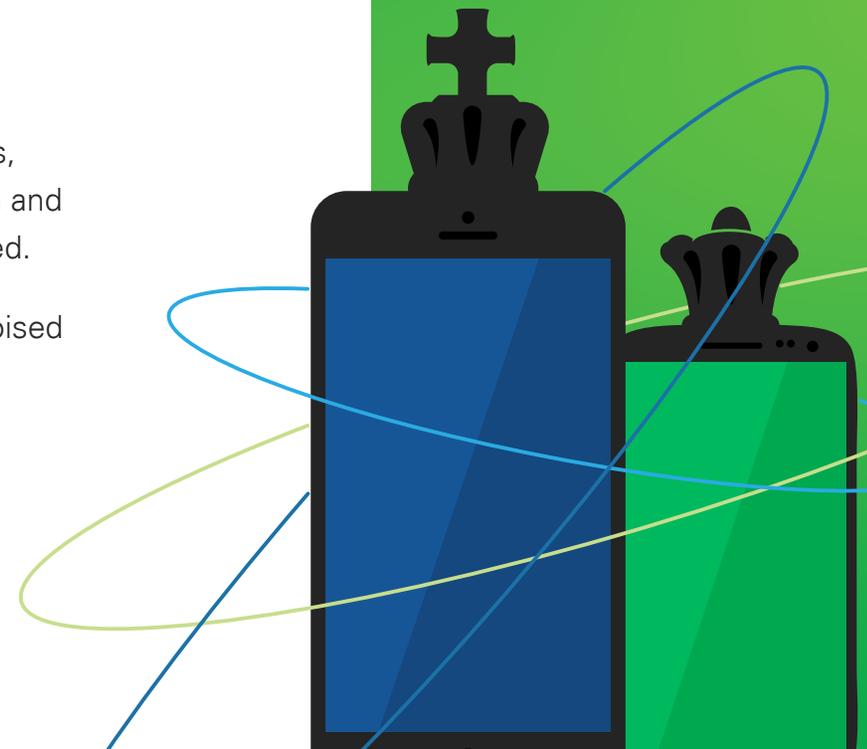
As you'll notice, there's less focus on venues or logistics. Those things are still important, but when planners are called to meet with leadership, the conversations are more strategic. The event planner's contribution is measured less by logistics mastery and more by business results driven by the meeting. In turn, planners are now paying closer attention to both event goals and business objectives, finding every link they can to connect meeting deliverables with business outcomes.

A mobile event app helps planners connect those value dots more efficiently. It also transforms attendees into meeting advocates, as they share and discuss key takeaways with others.

So Charlie, what did you learn about [xyz] at last week's meeting?

In a pre-mobile app world, Charlie would be digging through his notes or relying on what he could remember. But now, Charlie pulls out his smartphone or tablet and in seconds, he's sharing slides, case studies, notes from sessions, and pictures and videos from the meeting. Each and every important discovery is documented, archived and easily retrieved.

That's the speed of business in today's world – and a mobile app is poised to deliver on that promise.



Three Business Pillars for Technology Decisions

Many technology providers will jump right into the money conversation:

“The mobile app will only cost you X and here’s how much you can expect to generate from mobile app sponsorships.”

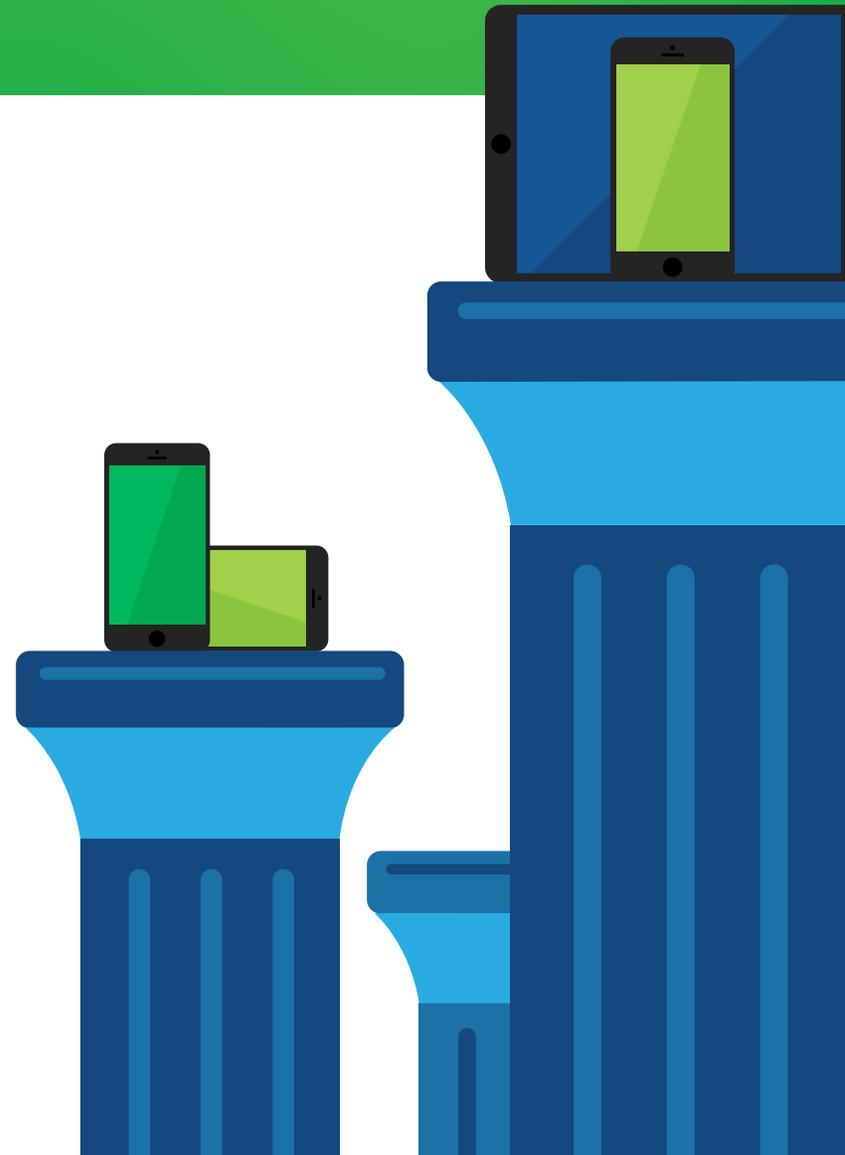
Many will try to make this a no-brainer decision right out of the gate. Usually, when this happens, you’re making decisions for all the wrong reasons.

Can mobile apps be monetized?

Absolutely. They can and they should be.

Is it realistic to expect big profits in the first mobile app cycle?

It happens, but it’s not likely. If you push revenue too hard in the early cycles, you wind up more focused on sponsors and advertisers – thus jeopardizing attendee adoption. Stay focused on delivering over-the-top value to attendees, so they make better use of the app. Do this well and future sponsor and advertiser revenues will multiply.



// I wasn't going to sell sponsorships for our first mobile app. But our lead sponsor was so impressed, they decided to invest their money and pay for the app. //

— Alaina Schulner,
Seattle Science
Festival

Before we go any further on the money talk, it's important that you understand three business pillars that must be applied to any technology decision – not just mobile apps.

- 1. Improved Attendee Experience**
- 2. Improved Process & Efficiency**
- 3. Greater Amplification of Message**

If the technology decision you're looking at accomplishes one of these three, that's a win. Ideally, you'd like to address two pillars. And all three pillars? It doesn't happen often, but when it does, it's quite an accomplishment.

Depending on the size and scope of your event, a well-designed mobile app has the potential to deliver on all three counts, but best results come to those who map out a step-by-step plan, often spanning several event cycles. Let's take a closer look at each of these pillars and how your plan might play out.

Business Pillar #1: Improved Attendee Experience

Obviously, attendees are a top priority. Without a strong core of satisfied attendees, there is no event. As you look at mobile apps in this context, you might be thinking of a much broader event audience that includes exhibitors, sponsors, partners, etc. These segments are important, but for this pillar, we'll need to focus solely on attendees:

- ▶ How will the mobile app improve their experience?
- ▶ What features and insight will they value most?
- ▶ How will you introduce the mobile app and motivate your attendees to download it and use it?

Attendee adoption is a crucial success linchpin. If attendees don't download and use the app, you'll never have a shot at improving their experience and their perception of your organization.

Click to Tweet!

**App adoption is crucial:
If attendees don't use
it, you can't improve
their experience.**



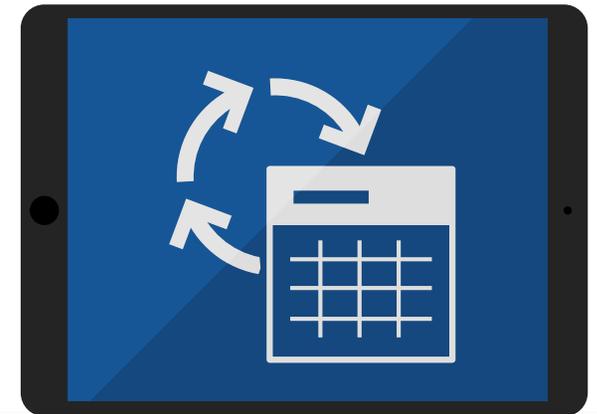
Business Pillar #2: Improved Process & Efficiency

We're all being challenged to do more with less. Event budgets aren't as generous or forgiving as they once were, so when a technology can deliver value on this count, it's meaningful.

How can mobile apps deliver greater efficiencies, data accuracy and cost savings?

For starters, all the research shows that meeting decisions are happening later, which means your planning window is shrinking. Planners today must be incredibly nimble. Now, think about your final print program. Not exactly a nimble process – in fact, print deadlines are fairly rigid. You scramble to gather all program content (often, before it's ready). Then, there are countless hours of proofreading and edits before you send it to the printer. Still, mistakes manage to slip in and there's the inevitable flurry of last minute program or room changes. Often this prompts printing a program addendum.

Imagine if you could shift more content from print to digital. You may not want to completely eliminate your print program, but what if you thinned it down and moved more content to the always up-to-date mobile app? Digital deadlines can more easily be extended. With a mobile app, exhibitors, sponsors and speakers can upload and update their content whenever they'd like. Last minute program change? No problem. Getting updates out to a large crowd is instant.



Click to Tweet!

Exhibitors, sponsors & speakers can upload & update their content whenever they'd like w/ an app

Vendor Consolidation Boosts Efficiency

As you evaluate mobile app vendors, all things being equal, your decision should tip in favor of the vendor you already know and trust. One proven vendor handling data across multiple channels will deliver significant time savings in managing data imports/exports. When customers use one vendor to address multiple needs, sometimes there are volume discounts, too.

To give you a ballpark estimate on the savings you might enjoy as you move more content from print to digital, we collected quotes for a 36-page, four-color print program. Here's what we learned:

- ▶ Average lead time: One month
- ▶ Average design time: 40 hours
- ▶ Design costs: 40 hrs x \$80/hour = \$3,200
- ▶ Print cost for 500 copies = \$3,900

We haven't even factored in shipping. If you could scale back print materials by half, you'd significantly reduce your hard costs. Suffice it to say, the savings and efficiencies to be captured with a mobile app are substantial.

One final caveat: The attendee experience should always trump staff efficiency gains. You never want to implement a technology that makes it easier for staff, but becomes a burden for attendees, exhibitors, sponsors or speakers.



Business Pillar #3: Greater Amplification of Message

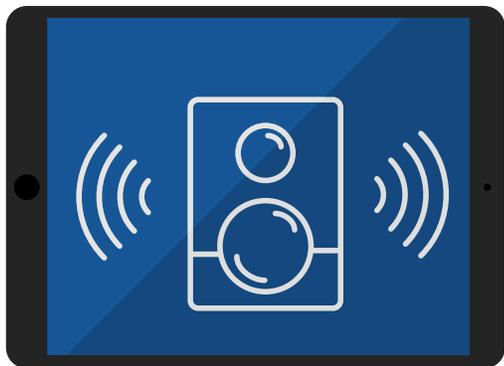
This pillar zeroes in on market reach, social sharing and ultimately, brand image.

Your attendees become messengers, advocates – even evangelists. They're not only influencing fellow participants at the event. They're reaching out to people who might have taken a pass on attending, but now wish they were there. A mobile app makes it easier for attendees to share event highlights and extend your broadcast signal beyond the final day of your event.

Here are three straight-ahead ways to ensure amplification is as good as it can be:

Make It Fun

Who said networking and learning can't be fun? Gamification takes amplification to the next level, but you need to make sure the incentive to play is solid. If I jump into this game using my mobile app, will I meet more people? Will I meet the right people? What treasures will I discover along the way? Run contests where prizes might include VIP access or for corporate meetings, maybe the winner gets a bonus vacation day.



Click to Tweet!

A mobile app makes it easier for attendees to share event highlights & extend your reach.



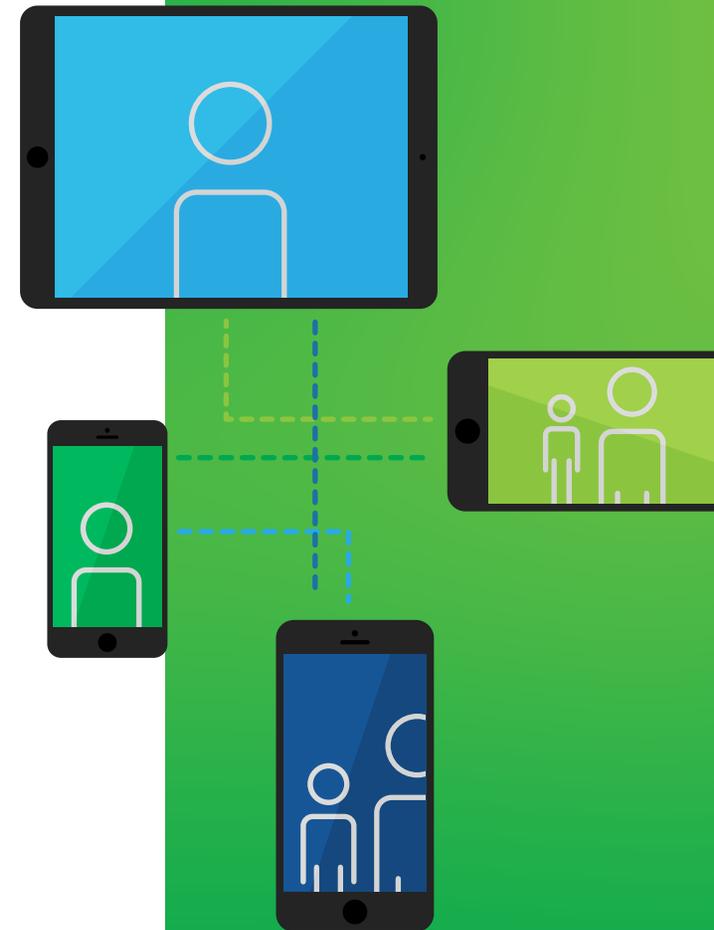
Make It Easy

Don't make attendees leave the app to share big ideas and observations with others. Aggregate all relevant social share channels within the mobile app, so attendees can communicate with just a click.

Make It Worthy

Make sure there's a steady flow of new insight and game-changing ideas being shared at your event. Scale back on the same-old stuff and bring in more late-breaking news. While your entire event has value, there are always those extra special moments, like a keynote delivered by a renowned speaker. Isolate those moments and give them extra attention on the mobile app.

If there are exhibitors or sponsors at your event, coach them on best ways to leverage the mobile app to amplify their own messages. Encourage them to ease up on the product peddling and instead, use the app to experience the event with your audience. It's definitely a faster route to new business relationships.



Conquering Challenges: Why Some People Hesitate

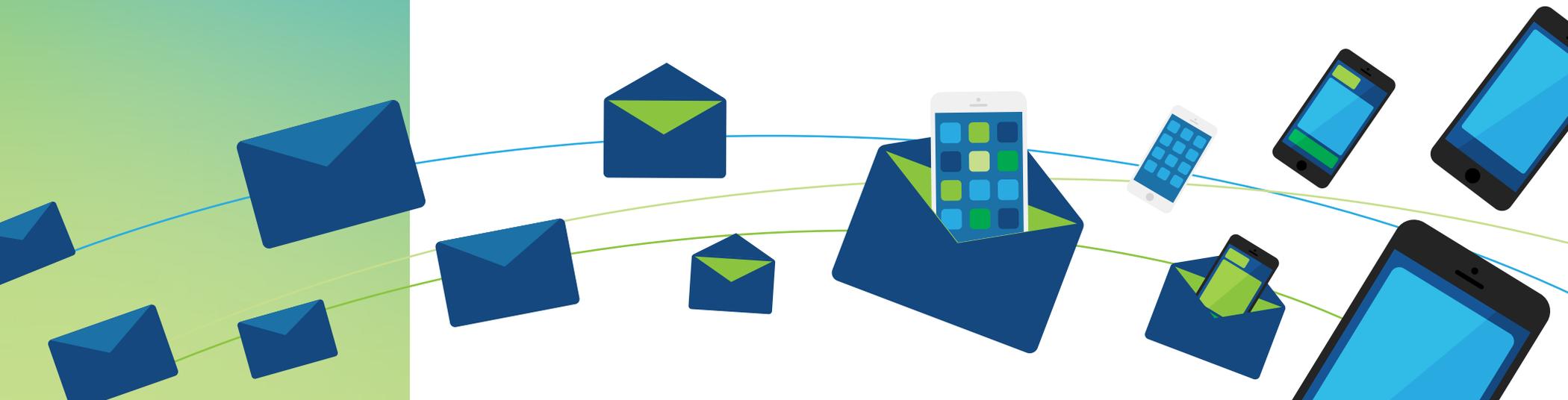


Now that we've covered the benefits, it's time to explore the flipside.

You can assemble an ironclad business case for your mobile event app and still, there may be a few challenges that you'll need to overcome. Nearly every organization has a naysayer or two who will question whether this is the right move for your business.

Removing roadblocks and persuading others to see things differently is not exactly new territory for you. As a planner, you're leaping over hurdles and championing innovation on a daily basis. Those same skills will serve you well as you prepare to lead discussions around mobile apps.

In this chapter, we'll explore the decision to go mobile from a number of vantage points. We'll help you see what's top of mind for the decision makers and influencers you need to win over. We'll also get the most common mobile app hurdles out on the table. Then, one by one, we'll provide talking points and evidence to help quell and even eliminate these issues.



Decision Factors for Your Internal Stakeholders

If your organization is like most, technology decisions are made by a team of stakeholders. To get to **yes**, you need to speak their language and anticipate departmental hot buttons.

What's top of mind for Marketing?

How will the mobile app boost our brand? How will it amplify messaging and extend our reach? How will it grow loyalty and help us connect with new, qualified prospects?

What's top of mind for Sales?

How will the mobile app help us cultivate new business relationships? How will it accelerate sales cycles? How will it differentiate us from the competition?

What's top of mind for Finance?

How will the mobile app reduce costs and improve operational efficiencies? What new revenues can we expect? How will it increase margins and improve profitability?

What's top of mind for IT?

How will the mobile app integrate with existing systems? What are the security and business continuity risks? What additional resources will be needed to support this app?

And last but not least, what's top of mind for your CEO?

How will the mobile app drive better business results? How will it help us achieve our most critical business objectives? How will it help us find that next big idea?



Click to Tweet!

Event tech decisions are made by a team of stakeholders. To get to YES, speak their language.

At CrowdCompass, we've designed and deployed mobile apps for thousands of conferences and events. Along the way, we've discovered concerns that sometimes cause people to hesitate.

95% of the time, these concerns fall into one of five categories:

Top Five Pushbacks

1. Cost

"There's no budget for this. How will we pay for a mobile app?"

2. Lack of Time/Resources

"We can barely keep up with what's already on our plate."

3. Not a Good Fit For Our Audience

"Our audience is older and they don't use smartphones. They'll never use the app."

4. The Speed of Technology Change

"Technology keeps changing and it's hard to keep up. Let's wait until next year."

5. Venue Wi-Fi

"We're already struggling with Wi-Fi. We won't have the bandwidth to support a mobile app."

We share these, not just to help you prepare your response if any of these come up – we recommend that you raise these concerns yourself. For every smart business idea, there will always be dissenters. Some will be vocal, while others stay silent. It's only after the meeting that the silent ones start sharing with others. Getting concerns out on the table early will help diffuse the silent dissenters.

Let's explore each of these five categories and dig deeper to see what the data tells us.

Addressing Cost Concerns

It's no accident that we listed this one first. It's the concern we hear most often. Today, organizations are evaluating event spend more closely. Planners are being asked to improve the event experience, yet often with last year's budget.

Then there's the revenue piece. For many, advertising revenues are declining. Exhibitors and sponsors aren't signing up as quickly as they did in past years.

For internal corporate events, new considerations emerge. Towers Watson reported that six in ten companies struggle to retain top performers. If your best and brightest are becoming disenchanted with an employer they perceive to be behind the technology curve, high turnover rates will be the cost hot button. A well-designed mobile app that improves learning and engagement could change that perception and lead to a more connected and committed workforce, thus reducing turnover.

How will mobile apps improve the financial picture?

How will you counter the cost concern?

- ▶ Mobile advertising revenues are predicted to grow 400% by 2016. Total mobile ad spend is expected to soar to \$11.4 billion in 2013 (Gartner).
- ▶ In year one, it's reasonable (even conservative) to expect that one exclusive sponsorship will cover all mobile app costs – some might even enjoy modest profits in the first year.
- ▶ With a smart mobile app adoption strategy in place, revenue performance should improve with each cycle. You're no longer selling a dream – you have app usage reports that prove sponsorship and advertising ROI.
- ▶ Rapid growth in mobile comes at the expense of print, which might explain why ad revenues for your print program are declining. (Gartner)
- ▶ As you move more content from print to digital, print costs will continue to drop.

Click to Tweet!

An app that improves learning & engagement can lead to a more connected & committed workforce

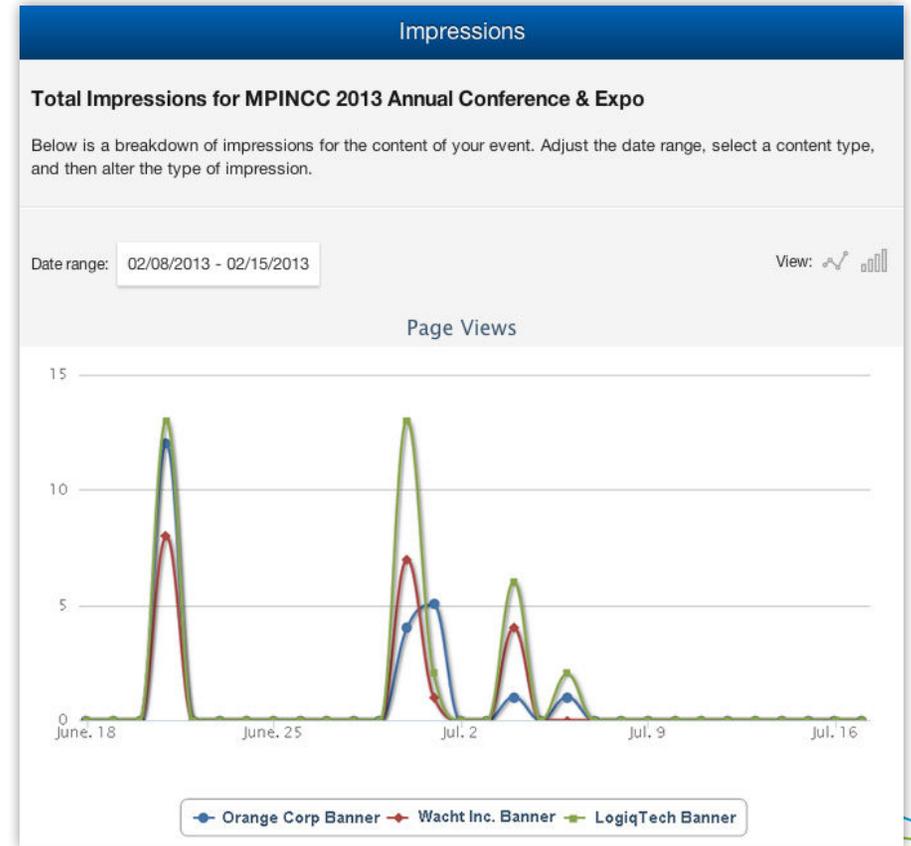


Addressing Time / Resource Concerns

We talked about the time-saving benefits your attendees will enjoy, but did you know mobile event apps can be a time saver for the planning team? With each event cycle, they'll get smarter at finding ways to leverage the mobile app to streamline tasks, improve processes and accelerate communications.

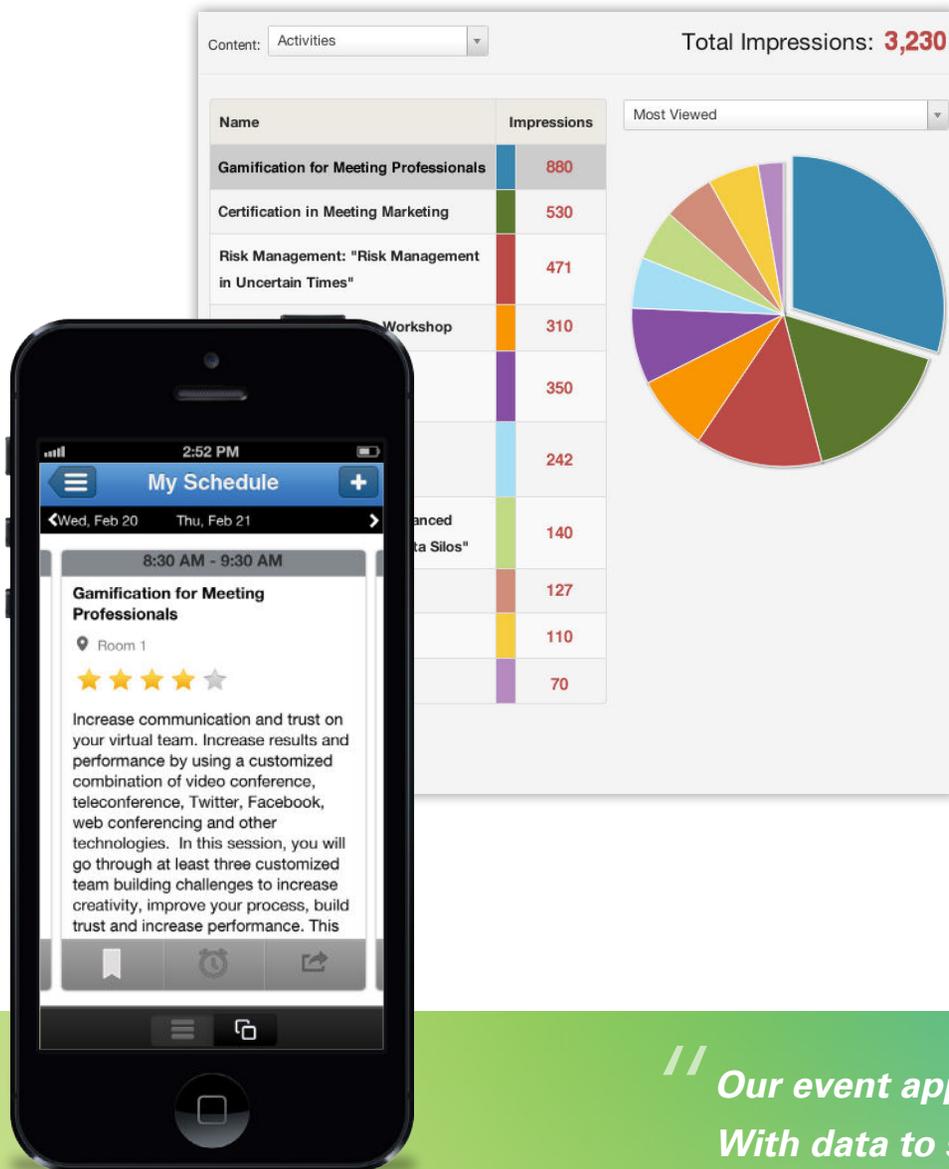
**How will mobile event apps deliver greater efficiencies?
How will you ease time/resource concerns?**

- ▶ Mobile apps designed specifically for business increase productivity by at least 45% (Aberdeen).
- ▶ 76% of IT decisions makers view mobile as having a high impact on organizational performance (TekSystems).
- ▶ Any technology company worth their salt should help you with a fast-tracked adoption plan.



Click to Tweet!

Revenue should improve each cycle w/ a smart app strategy. App usage reports prove ROI



- ▶ Mobile app data can often be populated through simple excel spreadsheets. Exhibitors, sponsors and speakers can now upload materials directly to the mobile app, as well.
- ▶ Last minute room change? In seconds, you can send a push notification via the mobile app to alert attendees. Mobile apps set the stage for more efficient communications.
- ▶ If you choose a mobile app vendor who is already handling other needs (like registration, expo maps, etc.), efficiencies will improve further. Now, one trusted vendor is managing data across multiple channels. You eliminate the need to coordinate and manage data exchanges.

// Our event app downloads increased by 82% this year. With data to speak to the app's popularity, we anticipate securing a bigger sponsor for next year's event. //

— Melissa Nielsen
42nd Annual Critical Care Conference

Addressing the “Not a Good Fit for Our Audience” Concern

Some believe mobile apps are more a Next Gen thing. It’s a better fit for younger audiences. For events where the attendee median age runs higher or for less technically inclined audiences, some wonder if attendees are packing the hardware and will actually download and use the app.

How will you tackle adoption for your supposed non-tech audience?

How will you address the “Not a Good Fit” concern?

- ▶ Baby Boomers are the fastest growing segment for mobile. At last count, 57% have smartphones and 48% use these regularly to research purchase decisions (First Data).
- ▶ Do a quick audience poll to find out how many are using smartphones, tablets or both. The new reality will likely surprise you.
- ▶ By 2014, mobile app downloads will exceed 70 billion annually and most organizations will deliver mobile apps to workers via private application stores. (Gartner)
- ▶ Most attendees (and employees) favor organizations that are progressive. Innovation ranks high for CEOs –the last thing they want is for their organization to be perceived as behind the curve.
- ▶ By the end of 2013, there will be more mobile devices than people. (Cisco) A well-designed mobile app will be an important decision factor for attendees, sponsors and exhibitors.



Addressing Technology Concerns

For some, no sooner do they make one technology decision and another faster, more cost-effective option arrives on the scene. Some have anxiety about making the wrong decision.

One thing is certain: The consequences of delaying a mobile app decision are mounting. No decision is becoming the riskier path, particularly for those who struggle to protect, grow and earn loyalty with event audiences.

- ▶ Most organizations are stuck in the 80/20 IT budget trap. They're spending 80% of their tech budget to maintain existing systems, so they fail to capitalize on technology as an innovation and business results accelerator. (Forbes)
- ▶ Event mobile apps are among the precious few self-funding or easily justified technologies. Sponsors like investing in solutions that improve the attendee experience. Cost savings, time savings and brand perception are icing on the cake.
- ▶ Another way to diffuse concerns: Download mobile apps offered by your competitors. Kick the tires, test out the features. Then, start drafting a list of features best suited for your event and audience. Help others envision what "better" looks like.



Addressing Wi-Fi Concerns

This one is best handled with a little education. Specifically, helping everyone to better understand the differences between web-based and native apps.

A web-based app only works when you're connected to the Internet. All content sits on web pages or "in the cloud." To access content, attendees must have a solid Internet connection. Limited or no connectivity and you're out of luck. Also, given the range of smart devices out there, it's nearly impossible to optimize page displays for each device. This can pose big problems for attendee adoption.

A native app delivers a much smoother and seamless experience. For starters, the app is downloaded to the device. From that point forward, all content can be accessed anywhere (even on an airplane), because there's no dependency on internet connectivity. If updates are made to the mobile app, when attendees are near a Wi-Fi hot spot, these updates can be downloaded.

Years ago, native apps were a bit pricey. Today, the price difference between native and web-based apps is slimmer. For this reason, we strongly recommend going the native route. Remember, the success of your mobile app begins and ends with attendee adoption. Make your attendees happy and everybody wins.



Bringing it all Together

With the five concern buckets soundly addressed, let's revisit the decision factors we listed earlier. Remember those questions that were top of mind for internal stakeholders?

Let's fast forward and describe the happy endings by department:

Marketing

Thanks to the app, attendees shared many more valuable event takeaways with their followers, who then shared these with others. Your prospect universe multiplied and the accolades continued for weeks following the event. Those who attended were extremely satisfied. Those who didn't wished they had.

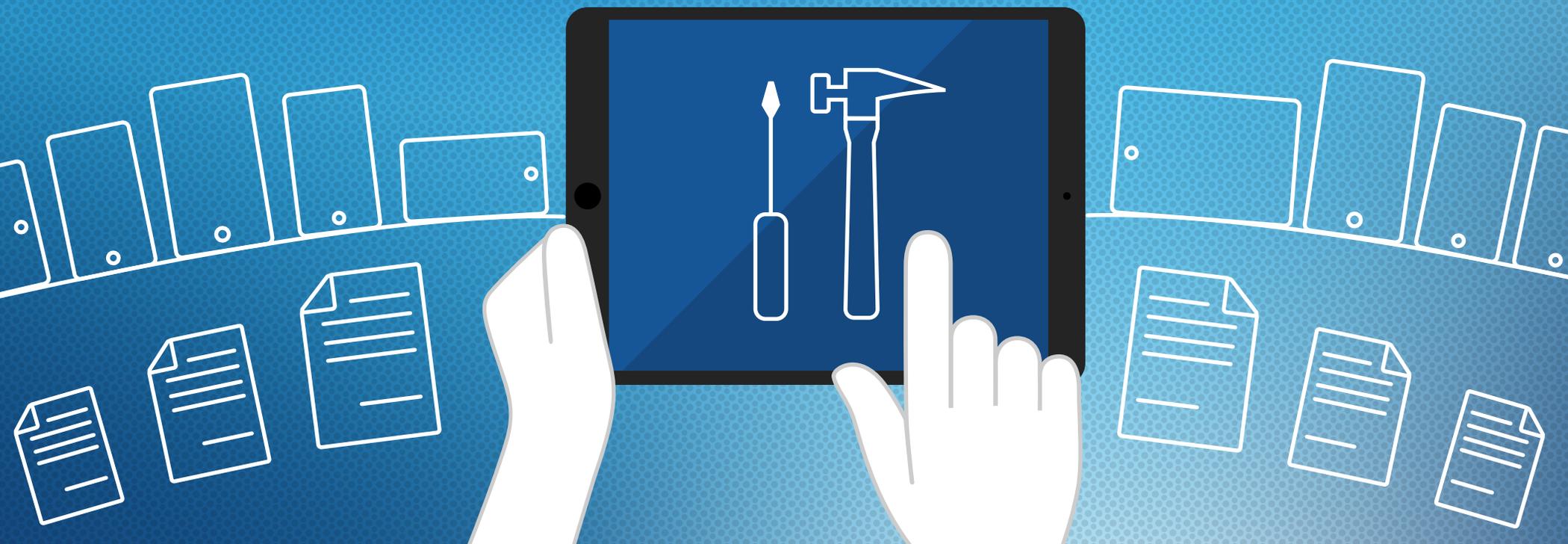
Sales

Attendees appreciated how the app helped them quickly find the people they most wanted to meet with during your event. The networking buzz was non-stop, as participants swapped contact info via the app. Once the app sponsors got a look at usage reports, they were eager to sign on for the next cycle.



Advanced Tools for Smart App Implementation

Once you get the green light to move ahead with mobile event apps, these tools will help streamline preparation steps for a successful launch.



Criteria for Choosing Your Best Partner

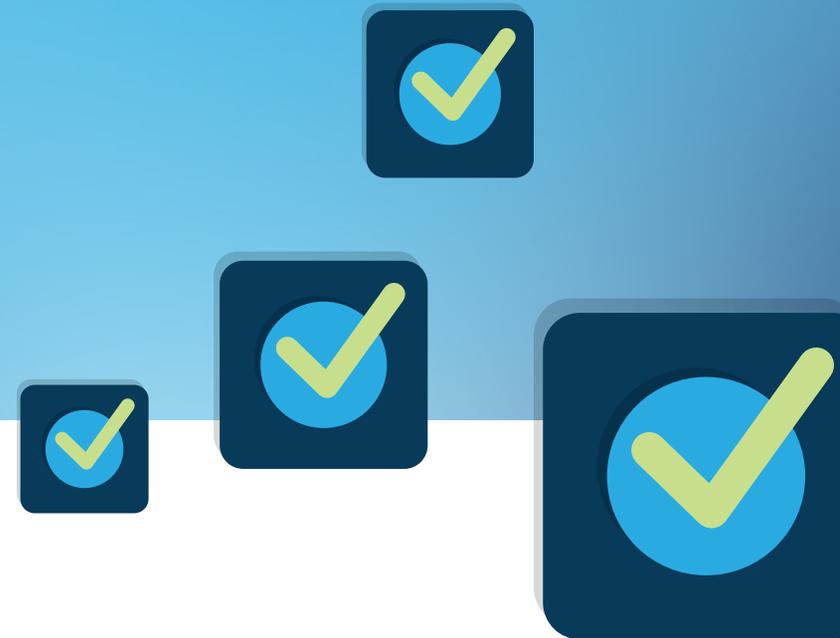
Here are five big decision categories with questions you might ask (or include in an RFP) to narrow the field of contenders and make your best choice:

Stability & Proven Track Record

You need a partner that's built to last. Someone you can depend on and grow with for at least three consecutive event cycles. Be cautious with start-ups or early stagers that are learning from you.

- ▶ How many years have they been in business?
- ▶ How many employees? How does this compare to three years ago?
- ▶ How many active clients? What percentage of clients renew for another year?
(Some client attrition is to be expected. If client retention rates fall below 80%, that could be a red flag.)

- ▶ Do they have experience working with events similar to yours?
- ▶ What are average first-year app download rates? How does this improve in year two?
- ▶ Ask for references and be sure to reach out and talk to these people.
- ▶ Google the company name and see if you can find clients they didn't mention. Check them out on iTunes or in the Google Play store. Get feedback from at least one they left off their list.



Capabilities & Features

Create a scorecard with “must have” features and capabilities, plus a few wish list items along with pricing. An Excel spreadsheet works well for this.

- ▶ How easy is it for attendees to build itineraries? If they start building an itinerary using one device, can they pick up where they left off using another?
- ▶ Which multi-media files are supported within the app? Video? Photos? Live stream?
- ▶ What social media integration options are available? (Twitter, Facebook, hashtag feeds, etc.)
- ▶ Can attendees swap contact info with others using the app?
- ▶ Are there polling capabilities within the app?
- ▶ Can session evaluations and post-event surveys be completed using the app?
- ▶ What additional fees might you incur for customization, design, data import/export, web services integration, etc.?
- ▶ What other advanced features do they offer for future cycles? Do they provide an upgrade path with recommendations?



Mobile app success is fueled by strong attendee adoption.

Learn how to increase mobile app adoption with our other eBook!



Ease-of-Use and Adoption Support

A strong platform is essential, but you also want it to be nimble and intuitive.

- ▶ How quickly can your team get up to speed with using the app?
- ▶ Are there training modules and help guides?
- ▶ How will they help you with attendee adoption?
- ▶ If there's a last-minute tech snag, particularly once you're onsite, who would you call?
- ▶ Guaranteed response times? What additional fees might you incur?

Reporting and Back-End Analytics

If you're looking to grow revenues, usage reports will give you ROI proof.

- ▶ Request samples of dashboards, reports and other back-end analytics.
- ▶ How easy is it to create and customize usage reports by attendee segment?

Continuous Improvement & Innovation

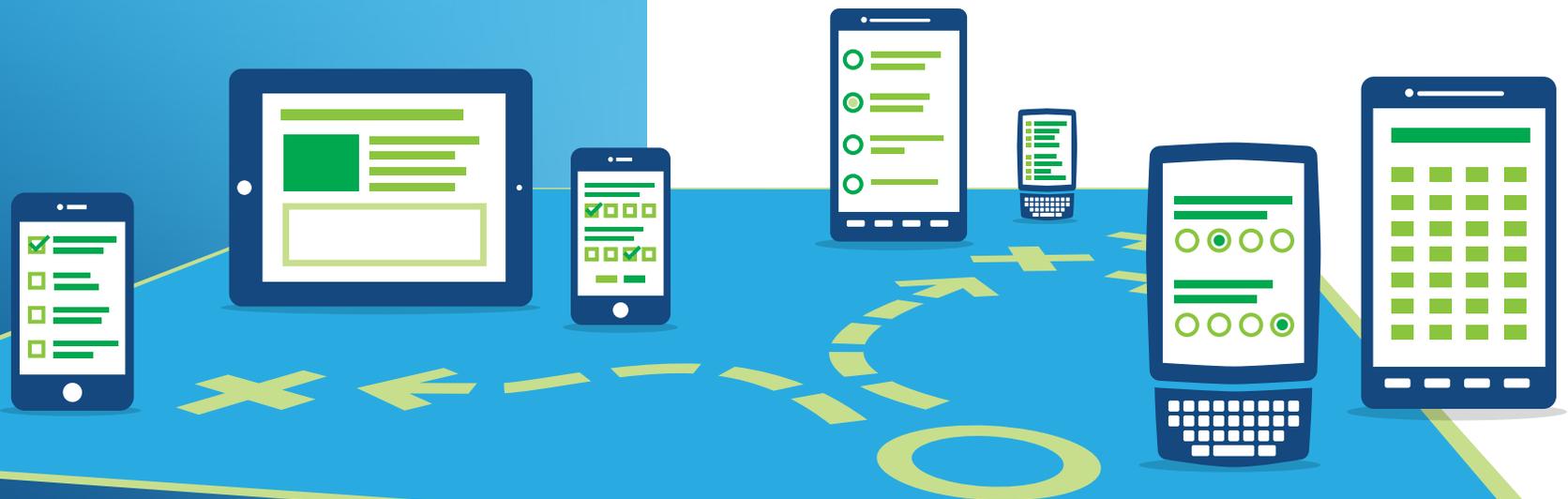
You need a partner that's forward leaning, innovative and always improving.

- ▶ How often are new releases or patches issued?
(Most progressive companies will do three or more releases per year).
- ▶ How do they make decisions on what to include in the next release?
- ▶ How many staffers are dedicated to product development?

Designing a Smart Implementation Plan

Scan the menu of mobile app features and it's hard not to overindulge. As with all things, moderation is key. Deliver too many features and you run the risk of overwhelming your audience.

Better to start with the basics and deliver on these soundly. Stay laser focused on growing adoption in the first cycle and give your attendees a chance to get comfortable with this tool. Then, with each event cycle, layer in more advanced features – the ones your attendees value most.



Mobile App: Year One



Program

Browse All Sessions, Browse by Day, Browse by Category or Track, etc.

- ▶ Sessions: When someone clicks on a session, they should see an overview that might include a brief description, learning objectives, speaker(s), date, start and end time, location (many forget to include the room number) and other pertinent information
- ▶ Speakers: Bio, contact information, photo, website, social media profile links
- ▶ Session Materials: Handouts, slide decks, video links, etc.



Navigation

Venue maps, expo hall maps, city maps, etc.

- ▶ Airport shuttle information, cabs with contact info, etc.
- ▶ If you're offering shuttles to other activities, include details here
- ▶ Directions to hotel(s) and other nearby spots where attendees may congregate



Exhibitors & Sponsors

- ▶ Expo hall map
- ▶ List of exhibitors and sponsors with descriptions, contact info, booth location, etc.
- ▶ Ability to search by company name, product category, keyword, etc.



Social Media

- ▶ Twitter, Facebook and any other social channels your audience frequently visits



Event Updates

- ▶ Show dailies, photo galleries, quotes from others at the event, etc.
- ▶ A running list of alerts and push notifications issued during the event

Make sure the app goes live at least 30-days before your event starts and include a download link in registration confirmations. Then drip out valuable content and updates regularly, so that each time your audience opens the app, there's something new and helpful. That's your best bet to earn more downloads and grow adoption.

Mobile App: Future Event Cycles

Before you start digging into advanced features, go take a look at app activity reports for the first year. Which content or messaging earned more views, clicks, and downloads? Do you have a good gauge on what's valued most by your attendees?

If you went with one exclusive sponsor for the first cycle, now is the time to scale up revenues. With solid performance in year one, you might choose to stick with one exclusive sponsor, but increase pricing (because now you have the ROI proof to support that price increase). Or you might add banner ads, featured exhibitors and other messaging that opens up the field to other sponsors.

Advanced app features you might explore include:



Gamification

- ▶ Scavenger hunts on the expo floor
- ▶ Photo contests (make sure there's good integration with social channels)
- ▶ Meet-up contests at networking receptions



Richer Multi-Media Content

- ▶ More audio, video, slide decks, case studies, research, tip sheets, session highlights, etc.
- ▶ Expanded tagging and content search capabilities

- ▶ Live stream: Are you live streaming general sessions? Broadcasting interviews from the expo floor? Create an Event TV channel within the app and amplification will grow.
- ▶ Will a remote audience participate in some of the live sessions? Use the app to increase interactions between live and remote attendees.



Advanced Networking

- ▶ Give attendees the opportunity to build profiles
- ▶ Build out features so attendees can swap contact information with a click
- ▶ Tagging and notes for post-event follow up with new contacts
- ▶ Fast access to connect on LinkedIn, Twitter and other relevant social channels.



Deeper Learning Engagement

- ▶ Note taking for sessions with the ability to email notes and session materials to others
- ▶ Session recommendations by segment



Expanded Feedback Channels

- ▶ Polling, session evaluations, speaker evaluations, post-event surveys, etc.

Managing Multiple Events within a Single App

Some planners serve audiences that will attend multiple events in any given year. Rather than downloading a separate app for each event, a select number of mobile app partners are offering advanced features, where attendees can use one app to capture, organize and search highlights across multiple meetings.

When it's a fit, this is an outstanding way to build community and nurture year-round engagement. You're providing your audience with a one-stop shop to manage all knowledge content and contacts.

Attendees download one app. When they open it, they see a menu that includes every event they attended. With a click, they're now accessing content for a particular event or searching across multiple archives for helpful, just-in-time insight.





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