



Event App Promotion

Boost the number of attendees using your app at your next event with this best practices for event app promotion guide.

TABLE OF CONTENTS

1. SEVEN Ways to Promote Your App.....	3
1.1. Leverage your website	3
1.2. Broadcast on social media	3
1.3. Email all participants.....	4
1.4. Create Short Videos	4
1.5. Get your speakers and exhibitors onboard	4
1.6. Post signs and banners on-site.....	4
1.7. Announce your app in person	5
2. Best Practices for Event App Promotion	5
2.1. 60 days before	5
2.2. 30 days before	5
2.3. 25 days before	5
2.4. 20 days before	5
2.5. 15 days before	6
2.6. 10 days before	6
2.7. On-site.....	6
2.8. Post-Event.....	6
3. Contact	6

1. SEVEN WAYS TO PROMOTE YOUR APP

Mobile apps transform ordinary events into dynamic, interactive experiences, giving attendees more ways than ever to learn, share and participate.

Here are 6 ways you can promote your app and boost the number of attendees using your app at your next event.

1.1. Leverage your website

Write a short, informative blurb

To start, try writing a short, informative blurb for your website that clearly answers the question: “Why should I download your app?” Make sure your messaging describes the benefits of the app – not just a list of features.

Make your app download simple

Avoid long and cumbersome download links for your app by creating a short vanity URL that’s easier for attendees to enter. Use websites like ow.ly, bitly or goo.gl to quickly turn a long URL into something short and more memorable.

Create eye-catching banners

Design online banners to promote your event app that link to the app store download page. Use creative imagery and text that generate excitement and build anticipation – then place your banners in high-traffic areas on your website where you’ll get the most visibility

1.2. Broadcast on social media

When your event app is ready for download, make announcements on social media ensuring you convey the right tone of voice on each platform:

LinkedIn

Post a short update to your LinkedIn page using a tone of voice that speaks to a professional audience. Remember to include your app download URL by selecting ‘Attach a link’ – this makes it faster for people to jump to the app download page.

Facebook

Add a post and upload screen shots to Facebook to promote the fun and engaging aspects of your event app, speaking in a more casual tone of voice to get people excited. Choose images for your photo album that clearly display your app to give people a sense of what is coming up.

Twitter

At least one month prior to your event, start sending out tweets to your followers and continue to tweet with different messages at least 3 times per week leading up to your event. Leverage your event’s hashtags for keywords so that anyone who does a search will find your tweet.

1.3. Email all participants

Create motivating content

Create an email campaign for all registered participants that describes the features and benefits of the app and provides quick instructions on how to download it. Remember to include a vanity URL download link to make downloading easier.

Start a campaign

As soon as your app is ready for download, send out your email to all registered participants. One week prior to the event, send a reminder follow-up note using slightly different wording. Two days prior to the event, send out a last-minute reminder to make sure you catch as many participants as possible. On day one of the event, send out a welcome email and be sure to include the same information about the app and how to download it.

1.4. Create Short Videos

Build an intro video

Create a short video that introduces the app, clearly explains the benefits and motivates participants to download and use it. Showcase specific features of the app to show how it will make their event experience better.

Create tutorials

In addition to your intro video, create a tutorial video that walks participants through each feature and shows them how to change personal settings in the app.

Share your videos

Once your videos are ready to go, post them to your YouTube channel and website, send links to them in your emails and announce them on social media. Leverage your videos onsite at your event by playing them on screens throughout the conference center.

1.5. Get your speakers and exhibitors onboard

Upload speaker presentations

Encourage all speakers to upload their presentations to the mobile app to allow attendees to access their presentations through the mobile app 'Documents' feature.

Request social media posts

Ask speakers and exhibitors to send pre-event social media posts to their followers, fans and connections to announce the app and encourage downloads. During and after the event, speakers can broadcast how attendees can access their presentations on the app.

1.6. Post signs and banners on-site

Go big with your message

To gain maximum visibility on-site at your event, create banners and tabletop signs that reinforce the messages you've already sent out through email, social media and the web. Announce the mobile app in as few words as possible and clearly show how

to download it. Use bold imagery that catches the eye and try varying your messages on different banners and signs throughout the venue.

Place signs and banners strategically

Place your tabletop signs and banners strategically by the registration area to greet attendees as they arrive and ensure that banners are located throughout the venue in highly visible areas. Remember to print extra tabletop signs for all keynote sessions, breakouts and social gatherings.

1.7. Announce your app in person

Get a keynote speaker introduction

During your welcome reception, have your keynote speaker generate excitement about the mobile app in his/her presentation. Make sure your speaker gives attendees a sneak preview of the app and clearly displays a link for attendees to download it.

Provide great support

Host a mobile app support booth and place support staff at wireless hotspots throughout the venue to help people who might ordinarily shy away from new technologies or might need some extra help.

2. BEST PRACTICES FOR EVENT APP PROMOTION

2.1. 60 days before

- Contact speakers and exhibitors for content you can include in the app (i.e. slide decks, sales collateral)
- Ask your speakers to write blog and/or social media posts promoting your event app
- If using promotional videos, now is the time to film and edit them!
- Design and print any on-site signage for promoting the app

2.2. 30 days before

- Create a page on your website about the app and include download links
- Create web banners and place in high traffic areas
- Choose and train your app coaches

2.3. 25 days before

- Send attendees an email dedicated to the app and include download instructions

2.4. 20 days before

- From now until the end of your event, post updates on social media promoting the app

2.5. 15 days before

- Post your promotional video on YouTube and share it everywhere
- Train as many on-site staff as possible on how to download and use the app so they can help attendees during the event

2.6. 10 days before

- Send a second email with app download instructions and a link to your video. Also if you've integrated social media into your app, use the email to promote the event hashtag and other social media activities you'd like attendees to engage in

2.7. On-site

- Place signage in high traffic areas throughout your venue
- Have keynote speakers encourage app downloads in their introductions
- Add a promotional slide to the keynote and session decks promoting the event app
- Ask session speakers to do a little plug at the beginning of their presentations

2.8. Post-Event

- Use app to send messages and notifications to attendees (like "Register for next year's event!")
- Encourage attendees to fill out surveys using the app
- Offer presenter content that attendees can download or share

3. CONTACT

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