



Event App Rollout Strategy

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1. INTRODUCTION

From your largest conferences to the dozens or even hundreds of smaller meetings that take place across your organization each year, your event app is ready for action. This document is a guide designed to help you build and support a strong, scalable, and reliable event app program for your company.

2. STRATEGY AND SETUP

The first and often most important step in building an effective mobile event app program is settling on a strategy. We refer specifically to determining which meetings have access to the app and analytics platform, and the process for building and deploying events within your app. This section outlines the different types of approaches available.

Whichever option you decide works best for your organization, rest assured that we are available to respond to your support requests. We are here to ensure that your app and analytics platform is delivering the results you expect for all your meetings and events regardless of size, timing, location or complexity.

2.1. Centralized App Configuration

Your organization can choose to have every event designed, configured and supported by a central app team comprising one or more people depending on usage levels. Whenever an event manager or coordinator wants an event within the app, they submit an order to this team, which then manages the project through to completion. The app team handles everything from configuration to content upload, and may also manage post-event analytics if required. The event manager may receive his/her own login to the content management system, along with training on how to use it, but the bulk of effort resides with the centralized app team.

Event App Strategy	Pros	Cons
Centralized App Configuration	<ul style="list-style-type: none"> • Brand compliance • Control • Quicker adoption across the organization 	<ul style="list-style-type: none"> • Requires more resources, management effort • Concentration of skills • More expensive to scale
Requirements <ul style="list-style-type: none"> • A team of project managers • Stable and scalable order management system and supporting processes • Staff depth that allows for on-site support if/when need 		

2.2. Decentralized App Configuration

In this model, responsibility for app design, configuration and content is delegated across the organization, to departments hosting their own events, to regional marketing/events teams, etc. All users would receive training. Typically there would be a central point of contact between your organization and Concep for technical support and account management. This central point of contact may also be responsible for providing training on CMS and first-line support to remote teams.

Event App Strategy	Pros	Cons
Decentralized App Configuration	<ul style="list-style-type: none"> • Smaller central team required to support the program • More nimble deployment • Likely broader range of skilled users over time 	<ul style="list-style-type: none"> • Requires more training • Loss of brand compliance Less control • Inconsistent user experience • Potentially slower adoption
Requirements <ul style="list-style-type: none"> • An efficient billing and tracking system • More broadly distributed platform training 		

2.3. Concep Delivered App Configuration

In this full-service model, every event is designed and configured by Concep, which also handles most of the content uploading. This model is ideal for companies with little mobile app experience, lack of internal bandwidth to support events across the organization, or for those events where extra care and attention are in order, i.e. annual user conferences, shareholder meetings, or other large flagship events where app performance is critical. In this model, the app team and/or the event manager would work directly with an assigned Concep Client Services representative on each individual project.

Event App Strategy	Pros	Cons
Concep Delivered App Configuration	<ul style="list-style-type: none"> • Least amount of resources required • Least disruptive approach without compromising adoption • Regular access to our highly skilled project management team • Most consistent user experience across events 	<ul style="list-style-type: none"> • Most expensive per-app costs • No development of internal expertise

	<ul style="list-style-type: none"> • Potentially higher adoption 	
Requirements <ul style="list-style-type: none"> • Budget allocation away from staff and over to technology/events 		

2.4. Deciding What’s Best for You

Deciding which strategy best suits your needs will take some time. It will come down to corporate culture, budget, and anticipated demand. In the end, you may find that a combination of 2 or even all three options makes the most sense. We will adapt to whichever approach you want to take.

3. TRAINING

Training depends on whether your organization follows the centralized or decentralized app configuration model.

3.1. Centralized App Configuration

As the internal team for apps across your organization, all the knowledge and expertise around app configuration, content management, and analytics reporting rests with your team. Your license includes, at a minimum, one online training session. Depending on the size of your team and the expected complexity of the events you will be building, you may opt for more time, or to have the training delivered on-site instead of online. You may also decide to undergo extra training and you may need to request additional training for new team members over the duration of your subscription.

3.2. Decentralized App Configuration

If your organization chooses to delegate app configuration across the organization and closer to the event organizers’ teams, then additional training will be required for anyone expected to come into contact with the platform. We will collaborate with you to build a schedule for online or onsite training that meets your organization’s requirements.

4. BUILDING AWARENESS

With your operational strategy in place you can now focus efforts on getting the word out across the organization that there is a mobile app platform available for different types of meetings and events. Effectively building awareness depends heavily on the communication channels at your disposal and the protocols governing their use. As with any marketing campaign, the best approach is an integrated one, where you tap into as many channels as possible to achieve the widest reach.

We assume that the options below are readily available. You will need to tailor these recommendations to suit your particular organization. Ultimately, the key is in putting

out a clear message and call to action that is consistent across whichever channels you use.

4.1. Email

One of the easiest places to start is with an email to all the event planners and related teams in your organization. This typically includes Marketing, HR, Training, and Sales. Ideally you will already have a distribution list at your disposal, but if not, you should intuitively know who should receive the message.

Borrowing again from marketing best practices, plan on a steady nurture campaign to build awareness effectively. Chances are the first one or two messages will get missed. Aim for a rhythm that matches the way your company uses internal email; this could be weekly, monthly, or even quarterly. If you do opt for a nurture campaign, try to vary the subject line and message to avoid repetition.

Keep your message short and be clear about what you want people to do next (your call to action). That could be directing them to an intranet site where they can access more resources, inviting them to an internal webinar to learn more, or even to contact your team directly if they have a meeting or event in mind. Of course, the call to action for someone with a qualified need will depend on your operational model – centralized or de-centralized.

See Appendix 1 for an example of an introductory internal email campaign.

4.2. Internal newsletter/blog/portal

Many organizations publish an electronic newsletter or blog, and may have an employee web portal. If this applies to you, then make sure you get regular coverage for your app platform there. For a newsletter, we suggest a cover story on mobile apps, perhaps featuring an app you did for a recent large event. Doing an interview with the event organizer makes for a compelling personal angle and will help people tune in to the mobile app possibilities.

For an employee portal, there should be a ‘What’s New’-type section on the login or first page. That would be an ideal place to include a link to the mobile app section of the portal. If your company’s portal contains banner ads, arrange to secure space for several weeks to promote the app platform. As with email, be sure to include a clear call to action.

4.3. Calls to Action

The best marketing campaigns compel the target audience to take action. The same applies to your mobile app platform announcement. Here are some examples of appropriate calls to action, some of which require additional content:

- ‘[Read more](#)’ link pointing to an intranet page, portal or social network page where people can learn more about the app platform and how to make use of it.

- [‘Watch video’](#) link pointing to a video introducing the platform and describing how to take advantage (often a follow-up call to action).
- [‘Attend a webinar’](#) during which you introduce your colleagues to the app and analytics platform, walk them through the available resources, and inform them how they can go about ordering apps for their meetings and events.
- [‘Contact the App Team’](#) email link that sends a message to you/your team from anyone with an urgent or short-term need for an app, or general questions about the platform.
- [‘Read more’](#) link pointing to a dedicated brochure or similar resource that you want people to keep handy. This could be an order guide or a list of available features.
- [‘Try it today’](#) link to a demo app that you have built on your platform that people can install on their devices and try for themselves.

4.4. Promotional Tips & Tricks

- Treat this as a product launch, not just any other internal story. This means planning what you’re going to say, who you’re going to say it to, and leaving them with clear calls to action.
- Chances are you’ve already used an app at one or more of your company’s meetings and events. If so, use that experience to encourage adoption. Share images of the app in your communications, and ask the event organizer to provide a quote that can help motivate others to use the platform.
- If your company plans on billing internally for platform access, consider offering a free event to the first department.
- If the plan is for self-serve access for trained personnel only, and you are relying on Concep to provide the first round of training as a pass-through cost, consider covering the training costs for the first department that signs up.

5. DOCUMENTATION

Your company intranet or sharing platform is likely the most dependable place for documentation. Below is an example of the information it should contain:

About Us: This section contains information on the team that manages the app and analytics platform, and the services it provides internally.

About The App Platform: This section provides information on the features and benefits of the platform, including suggested parameters for use (e.g. size of events, number of participants)

Booking Process: This section outlines what is required by your team to configure an event within the app for the event organizer, including dates and time of the event, graphics and branding, typical lead times, etc.

Showcase: For organizers who have never used an app before, showing them the range of events that you have built could go a long way to encouraging adoption. We recommend you have some type of visual showcase of your events, for example a selection of screen shots that your colleagues can browse without having to download the app and log in to a number of events (which may contain confidential information). An internal demo app is also extremely helpful.

FAQ: As you gain experience with app configuration and support, you will find it helpful to maintain an FAQ (Frequently Asked Questions) for event organizers to consult before they reach out to your team. The FAQ can cover the entire app process, from requisition to configuration to marketing and support.

Best Practices: As a Concep customer you have access to a wide range of resources to help you and your colleagues make the most of your app experience. This includes guidance and best practices on everything from app promotion to gamification and push notifications.

6. ORDER MANAGEMENT

Following a successful multi-channel promotional campaign. It's simply a matter of time before the first app orders begin to roll in. That won't be a challenge with a well-defined process in place for designing and deploying event apps across the organization. This section will help you make sure everything is ready for opening day.

6.1. Order management for centralized app teams

Since you and your team will be configuring all the events used within the app across your organization, you need an efficient way to capture orders, and a consistent way of setting expectations around design and delivery. Let's look at each one separately.

6.1.1. Taking app orders

You should use some type of fillable form that an event organizer can complete to provide you with all the details you'll need to build them an event within the app. This may be a web page, a fillable PDF, or even a Word document or Excel spreadsheet.

Whatever form it takes, be sure to include the following key information:

- Event start and end dates
- Desired app availability date
- Required mobile platforms (e.g. iPhone, iPad, Android, Mobile Web)
- Required app features
- App content (e.g. attendee list, documents, schedule, etc.)
- Main contact person

6.1.2. Pre-event testing and approval

By creating an early version of the app well in advance of the actual event, you can confirm the configuration and leave time for adjustments and corrections. This step helps to maintain expectations and identify potential user experience challenges.

6.2. Order management for decentralized teams

For organizations where event organizers build their own events within the app (after training), the process for creating events is much simpler. In these situations, your team likely fills the role of advisor, offering best practices but doing little actual app configuration. On the technical side, all you will really need to do is allocate event licenses and manage roles and permissions in the CMS. You need a simple way of capturing requests and responding with associated credentials. Email is likely the easiest way to manage this, but you may wish to create a web or intranet form where event organizers can initiate their requests.

6.3. Order management for Concep supported teams

If your organization has opted for a full-service model with Concep responsible for designing, configuring and deploying your events, then your team's role will be even simpler than option 6.2 above. In this model, you need a simple way to accept app requests from across your organization, and then submit them to us. Since we will handle all the project and content management aspects of every event, it might be easiest to put us in direct contact with the event or meeting organizer requesting the app to keep communication channels clear and unobstructed.

7. BEST PRACTICES RESOURCES

Visit Concep's Knowledgebase for access to guides which will help you master various aspects of your event app strategy.

8. APPENDIX 1: INTERNAL EMAIL ANNOUNCEMENT

Subject: Planning a meeting or event? There's a [Company name] app for that.

Body:

Hi Firstname,

[Company name] is now the proud owner of an event app and analytics platform available for all your meetings and events.

Event apps are powerful tools for increasing participant engagement, enabling better communication and networking, and sharing valuable resources and documents for before, during and after your meeting or event. Along with reinforcing your brand and providing an always up-to-date schedule of sessions and activities, event apps help you stay in touch with attendees, collect research and feedback, and keep your finger on the pulse of your event.

For a more detailed overview of what your app can do, visit the resource center here (link to intranet or other internal resource).

[Add some information on the type of support your team offers your company, and how to go about requesting one. If you have a demo app, provide a link to it here, keeping in mind the various devices in use.]

Thank you, and we look forward to working with you on your next meeting or event.

Your event app team

9. CONTACT

If you would like to discuss any element of this document please contact us with the below details.

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