



Attendee Engagement

How to use your event app to communicate & engage more effectively with attendees.

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1. INTRODUCTION

Communication and sharing are cited as the top reasons for meeting professionals having a mobile app at their events. That should come as no surprise - there is simply no better way of getting the right word out to the right people at the right time than through an app. But the impact on engagement goes much further.

With a mobile app, your event content becomes more dynamic and interactive: your attendees don't just have to look at the attendee list, they can message each other too. They don't have to just read a static document, they can make annotations directly to it in the app. They don't just have to listen to a presentation, they can add to it using live polling and discussions.

And you, the meeting organizer, can also reap the benefits of your mobile app. Making announcements and sharing news with attendees can be done in seconds. Encouraging further participation is easier with mobile audience response tools that make sharing, learning, and communicating more fun. And if you're really looking to drive engagement, go for a sophisticated mobile app that can easily incorporate gamification.

This document introduces the most popular communication and engagement tools and each one will work for any meeting type.

2. HOW TO USE YOUR APP'S COMMUNICATION TOOLS EFFECTIVELY

One of the biggest advantages of a mobile event app is being able to communicate quickly and easily with one, more, or all of your attendees wherever they may be (and that includes remote attendees as well). An enterprise-grade mobile app and analytics platform offers several ways to do that. The table below provides a high-level overview of each option, along with guidance for its best use.

Component	Best For
Announcements Posts an announcement to your app's Activity Feed. Can be text, a web link, or even a photo.	Non-critical and general interest announcements and updates
Message Manager Allows you to send a message to app users via their in-app inbox.	A welcome message Reminder message about where to find which type of information in the app
Banner Ads Post one or more graphic images or messages displayed at the bottom of the app's navigation area	Normally used to promote event sponsors, banner ads can also be used at internal meetings to maintain awareness of key objectives and provide links to key in app resources

<p>Push Notifications For Apple and Android devices only, push notifications allow you to send messages to attendees even when they are not using the application (they must have opted in to receiving push notifications)</p>	<p>Sending urgent messages to one or more individuals, such as:</p> <ul style="list-style-type: none"> • Room change alerts • Important upcoming sessions • Other time-sensitive goings-on
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3. HOW TO USE YOUR APP'S AUDIENCE RESPONSE TOOLS EFFECTIVELY

Survey, live polling, and discussion capabilities in your mobile app deepen attendee engagement with your event while also providing you with valuable channels for research and feedback. Below are some tips for making optimal use of these components.

Component	Best For
<p>Surveys The convenience of online surveys built right into your app. Can be attached to specific sessions or kept open for general access.</p>	<p>Feedback on content, speakers, sessions, and the overall event</p>
<p>Live Polling Enliven your breakout sessions with live, interactive polls that inspire audience participation, track knowledge transfer and retention, and connect remote attendees to the live event. Can be attached to specific sessions or kept open for general access</p>	<p>Focused, topical questioning Maintaining audience engagement</p>
<p>Quizzes Used as part of a game or on their own, quizzes are the perfect tool for measuring knowledge retention and keeping people engaged.</p>	<p>Training & education events Gamification</p>
<p>Discussions Discussions are a great way to stimulate conversations during event sessions or meetings, all done through your app. You can get the ball rolling, or let your attendees start their own. Since the discussions are accessed via the app for a given session, you can rest assured they'll</p>	<p>Keynote sessions, breakout sessions, training sessions, brainstorming sessions</p>

<p>always be on-topic. Our system offers backend moderation as well.</p>	
<p>Speak Out The Speak Out feature serves as a live social bulletin board featuring user-generated content. It lets your attendees post messages and comments about anything and everything related to your event – or otherwise. Best of all: it all takes place in the app, so you don't have to worry about comments going public.</p>	<p>Events and meetings with more than 50 people, where socializing plays an important role; any gathering where you want to inspire the exchange of thoughts and ideas in a controlled, audience-restricted environment</p>
<p>Session Q&A Encourage your attendees to submit questions to presenters before, during and after the session. Great for helping people bypass their fear of microphones.</p>	<p>Sessions with larger audiences, often including remote attendees</p>

4. HOW TO USE GAMIFICATION EFFECTIVELY

Before you start building a game into your mobile app, it's important to first determine if gamification is right for you.

Gamification is the application of game theory - competition, achievements, and rewards - to non-game situations. Meetings and events fit the bill perfectly due to their inherently social and motivational nature. Whether the goal is knowledge transfer, networking, motivation or sales, gamifying the event is a powerful way of guiding attendees toward desired behavior and increasing the likelihood of achieving stakeholder objectives.

That said gamification isn't suitable for every type of meeting or event, or even every type of audience. Refer to the following guidelines to determine if it's right for your event:

4.1. Understand your audience

Neither age nor gender is necessarily a barrier, but games aren't a sure thing with every group, meeting type, or size. Typically the larger event the better, but even a small internal event can be gamified to encourage the desired behavior.

4.2. Align the game with your goals

Align the game with your corporate and event goals. For example, your user conference is designed to build loyalty, grow revenue, and encourage networking. The revenue goal is clearly also a corporate goal. The game should encourage behavior that supports all these objectives.

4.3. Create clear defined and achievable results

Every game needs rules to keep the playing field level for all participants. No one likes a game where the goals or challenges are unclear and the code of conduct is left to interpretation.

4.4. Different types of reward motivate different people

Your game must offer a good mix of both intrinsic (satisfaction, mastery, learning) and extrinsic (badges, leaderboards, prizes) rewards.

4.5. Incentives

Your game should incent behavior through positive encouragement, not the threat of negative consequence.

4.6. Don't force it

The game will attract players if it is designed properly, but even still, there will always be people who will not want to participate. They should still be able to achieve their objectives at your meeting or event without playing the game.

5. CONCLUSION

It's not just you, the event organizer, who wants to share and connect more during your event. Attendees also want to be more active and engaged, more participant than passive observer. An event app offers many ways of delivering such an experience, through a range of communication, sharing and engagement tools. In fact, the need for a mobile event app can be critical to the success of most events.

Now that you know what your app's communication and engagement features can do, it will be easier to make a decision about which ones make the most sense for your event. Aim to strike a balance between what will help your attendees have a more successful experience and what will help you achieve your meeting objectives.

Finally, remember not to overwhelm attendees with features that offer them little value, or worse, deter them from getting what they need from your event. For example, gamification may not be ideal for a board meeting, as participants tend to be very engaged already, and likely do not need to be motivated to take action.

Designing the right app for your event is easy when you understand your audiences' needs and motivations and set clear goals for your event. Those are all the ingredients you need to create a mobile event app masterpiece.

6. CONTACT

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

Europe

Telephone: +44 (0) 20 7952 5570 Email: europa@concep.com

North America

Telephone: +1 212 925 0380 Email: northamerica@concep.com

Asia Pacific

Telephone: +61 (0) 2 8030 8810 Email: asiapacific@concep.com