



Introduction to Event Apps

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1. THREE PARTS OF AN EVENT APP STRATEGY

1.1. Goal

This is the “Why” of your strategy, as in “Why am I offering this app?” There are a lot of different reasons to offer an app: to show up your competitors, attract, retain and engage attendees, or make your meeting greener. These are all very valid and great reasons to have an app, but you need to make sure that your app mainly exists to make your event better and move your business forward.

Start by clearly laying out the objectives of both your organization and the event and aim to understand both as much as possible. This will help you create measurable mobile app goals that tie back to the overall success you want to achieve as a business by holding your event.

1.2. Method

Your method is the “How” of your strategy, as in “How is this event app going to help us succeed?”

Once you know what your goals are, you can work with Concep to figure out which features will help you achieve them. Concep offers several different features that you can pick and choose from in order to create the ideal event app for your meeting or event.

For example here are some features that would help increase communication between attendees:

- Surveys and live polling
- Documents
- In-app forum

No matter your meeting type, there is an optimal combination of features that will help you accomplish your objectives.

1.3. Evaluation

This is the “What” of your mobile strategy or “What does success look like?” There are two parts to this Evaluation stage: pre-event and post-event.

Before your event starts, you need to set up your metrics for measuring app success. These should be directly related to the goals you set up at the very beginning of this process.

After your event, you’ll have tons of data that can tell you everything from attendee behavior to event effectiveness. First, look at this data and compare it against your evaluation criteria to see if your event was a success. Next, study all the data the app

analytics provide, even the ones not related to your success metrics, and figure out what information you can use to build your strategy for the next event.

The Evaluation stage is where the strategic process begins and ends, and with a mobile app, it's much easier to get the data you need to make smart and informative business decisions for the future.

If you're going to dedicate a portion of your budget to a mobile app, you want to make sure that it's going to deliver the results you want. This means thinking of mobile event apps as more than just digital versions of your printed agenda and as more than just a mobile schedule. For the app to truly have an impact on your event experience and deliver measurable ROI, meeting and event owners need to have a plan that takes full advantage of all the capabilities of an event app.

2. TYPES OF MEETINGS AND EVENTS

Today's enterprise is a sea of internal and external meetings, events, training programs, and off-sites. Every large enterprise plays host to hundreds, if not thousands of meetings that educate, train, drive revenue, and build business strategy.

Examples of today's meeting types include the following:

- Annual Conferences
- Seminars/Workshops
- Team building events
- Incentive meetings
- Leadership off-sites
- Training sessions
- AGMs and Board meetings
- Employee Onboarding Programs
- Corporate Retreats
- Award ceremonies

3. EVERY MEETING NEEDS AN APP

Everyone knows how event apps improve conferences. Better attendee engagement and participation, enhanced networking, no more printing conference guides, better insight into which sessions are popular and which aren't, increased sponsorship revenue and visibility into who are the thought leaders.

Does any of this matter at smaller meetings, where there are no booths or exhibitors? The answer is yes, and then some. Here are some big benefits of enterprise-wide mobile meeting app deployment:

3.1. Engagement

Meetings still tend to be one-way conversations. However with event apps, organizers can keep attendees engaged with surveys, polls and audience response systems that

assist with learning, awareness, and overall participation. Add timely, relevant content into the app and participants will be fully plugged into the goals of every meeting and event.

3.2. Visibility

The ability to look enterprise-wide and see the trends, activities and engagement levels throughout your meeting landscape can prove to be highly valuable with respect to productivity and knowledge transfer. Knowing what content participants were interacting with and how frequently. Discovering who the thought leaders are at your meetings, the ones driving conversations, ideas and decisions. The ability to aggregate employee, client, or partner sentiment through polls, surveys, and audience response. The insights delivered by the app's in-depth analytics are a game-changer.

3.3. Efficiency and Time Savings

Meeting planning, large or small, is a lot of work. No matter the size or goal of the event, nearly every meeting has speakers, content, meals, participants, agendas, rooms, AV equipment, and so on. To be clear, apps can't do everything, but binder assembly and photocopying can be eliminated, agenda changes automatically updated for all to see and surveys appear on tablets or smartphones instead of on chairs. Apps help to reduce the manual, time-consuming activities inherent in managing meetings of all types.

3.4. Participant and Communication

Participation doesn't start when the meeting begins. The minute a meeting has a slot on the calendar, participants are involved in varying degrees. Send a push notification saying that there is a document ready for review in advance of the meeting, available instantly through the app. Inform all participants that a meeting will start 15 minutes late, or that the location has moved. What about polling the audience to determine how well participants are absorbing the information being presented?

And a meeting adjourned does not a meeting end! You can send out a survey notification to gather feedback, or distribute meeting notes and updated materials. All content can be in one central location that all participants can access, anytime, anywhere.

3.5. Spend Management

With today's enterprise app platform deployments, apps create a less expensive meeting experience. Reducing manpower and eliminating paper are the obvious areas of cost control, but providing more timely communications and just-in-time access to meeting-critical content helps to drive hidden costs out of meetings.

3.6. Sustainability

Why print anything, ever again? Ever wonder how many trees had to fall to supply your organization with all of the paper required at your meetings and events? Not only is all content available in the app, but typos and changes won't fall more trees. One

upload and everyone has the latest and greatest, and they have it at their fingertips! Attendees can even make notes directly on the documents or in the notes sections within the app, allowing the entire meeting experience to be green. No pens. No paper. No problem.

3.7. Brand Experience

All meetings, everywhere, will be on-brand. An enterprise app platform enables organizations to create a consistent, repeatable experience for anyone who uses them. Every meeting app could include a message from the CEO, the latest marketing message, or the company's brand promise. Two things happen: consistency and retention; a.k.a. every marketer's dream.

3.8. Virtual Meeting Enhancement

What modern-day organization doesn't have people on the move? Despite the fact that there are always participants who can't join meetings in person, the virtual meetings movement hasn't taken hold as expected. With meeting apps, everyone is able to join in and access the most up-to-date content regardless of location. It's a great way to connect remote people, especially for global organizations.

4. SIX TIPS FOR SUPERCHARGING YOUR EVENTS

4.1. Fill the gap between speakers and attendees

Your event app lets you add live audience participation into every session, not just the big ones. It accomplishes this in multiple ways, all simple and elegant and immensely engaging:

Session Q&A

Before, during, and even after a session, attendees can pose questions to the speaker through the app. Each session can have its own "inbox", allowing you and your speakers to get up close and personal with attendees. Not only will this help drive session attendance, it will also increase engagement especially if the speaker tailors the presentation content around the questions he/she receives.

Live Polling

Every good mobile app will have live polling built right in, letting each speaker test audience knowledge. A good live polling platform puts the speaker in control of when polls are pushed, when results are shared, and when he/she wants to move on to another topic. Don't settle for pre-scheduled polls, or worse, polls that cannot be controlled by the speaker. These solutions miss the point entirely around live, interactive audience participation.

Audience Discussions

Participation doesn't have to be just between speaker and audience. Why not create a forum for dialog and sharing among attendees as well? This can take place independently within sessions, or aggregately across the entire event. In either case,

letting people have their say and engage in exchanges with fellow attendees beyond those sitting next to them is a powerful experience.

4.2. Real-time updates

Your app will reveal which sessions will be the most popular, where people are checking in and spending their time, who's saying what and to whom, and a great deal more. All in real-time, whether that's two weeks before your event, 2 minutes in, or two days after.

Bend and shape your event to the desires of your audience on the fly. Not as you plan for next year's event, but mid-stream of the current one. Adjust room assignments to perfectly match capacity so no session looks empty or delay lunch by 15 minutes because everyone's completely immersed in a breakout session.

4.3. Gamification

Gamification is the science of applying game theory – competition, achievements, and rewards – to nontraditional 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.

Every deliberate gathering comes with defined objectives and a clear strategy for achieving them. You know what you want to accomplish, and what you want your participants to walk away with. With the right motivation and the right inspiration, everyone can win.

All you have to do is choose which app features will help drive the behavior you want among your attendees, and make them part of the game. For example, if a key success criterion of your event is networking, then reward people for exchanging contact information through the app. If you want people to visit your exhibitor's booths, then reward them for checking in by scanning a QR code or entering a PIN number found only in the booth. If you want people to provide their feedback and ideas after a strategy meeting, incentivize them to complete an in-app survey.

The key is to know what you want people to do, how they're likely to participate, and then design your game and your rewards around that.

4.3.1. Is it Right for You?

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.

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 designed with gamification to encourage the desired behavior.

2. 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.
3. Create clear, defined, and achievable rules. No one likes a game where the goals or challenges are unclear and the code of conduct is left to interpretation.
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.
5. Your game should incent behavior through positive encouragement, not the threat of negative consequence.
6. Most of all, 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.

Game Center is a highly configurable gamification module that can easily adapt to a wide range of use cases. Get creative! And talk to your Account Manager if you need further guidance.

4.4. Enhance Networking

Help your attendees have the most productive and meaningful networking experience possible by tearing down some of the walls that inevitably exist at events. These walls may be: the large number of attendees that make it hard to meet everyone you want to meet; the jam-packed schedule of activities that make it hard to know where to go and when; the difficulty of finding one-on-one time with old acquaintances or new connections; or the need to share a little with colleagues.

Your event app can demolish every one of these walls, and more. Publish an attendee list, match people with similar profiles and enable in-app messaging and one-on-one meeting setup. And of course, let them tweet and post directly from the app – complete with your own hashtag.

4.5. Communication

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. Your 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.

Communication Feature	Description	Best For
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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 all 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/messages visible throughout the app navigation	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
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)	Sending urgent messages to one or more individuals, such as: <ul style="list-style-type: none"> • Room change alerts • Important upcoming sessions • Other goings-on that are of timely interest

Survey, live polling, and discussion capabilities in your event 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 features.

Feature	Description	Best For
Surveys	The convenience of online surveys built right into your app. Can attach one or more to specific sessions or assigned to general access.	Market research Feedback on content, speakers, sessions, and the overall event
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 attach one or more to specific sessions or assigned to general access.	Focused, topical questioning Maintaining audience engagement
Quizzes	Used as part of a game or on their own, quizzes are the perfect tool for measuring knowledge retention.	Training & education events Games

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 always be on-topic. Our system offers backend moderation as well.	Keynote sessions, breakout sessions, training sessions, brainstorming sessions
Speak Out	The Speak Out component 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.	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.

4.6. Onsite App Promotion

Until your company's app is well entrenched in your corporate culture, many event attendees will only download it once they arrive onsite. Make sure it's top of mind by using the following promotional tactics:

- Dedicated signage in the registration/check-in area. This often includes both a QR code and a web address where people can go to download the app.
- On-screen reminders at the start of each session. This usually means having a rotating slide show with the session name and a reminder to download the app.
- Public announcements. Any time someone from your team or company addresses the audience – at the start of a session, introducing a keynote speaker, announcing lunch or a coffee break – they should be reminding people to download the app, providing them with a few reasons to do so. Reasons include having an up-to-date calendar, accessing session specific content, participating in polls, and others that may apply to your unique event.

One of the best ways to encourage strong app usage – other than filling it with valuable content – is to make it a centerpiece of your event's gamification plan.

5. CONTACT

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