

App(le) pie:

*10 ingredients to an app
your attendees will love*



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Recipe Build Hype



WHAT'S HYPE?

Think of mobile app hype like a snowball. It starts small but once it gains momentum, it grows and grows until it's bigger (and moving faster) than you could have ever imagined.

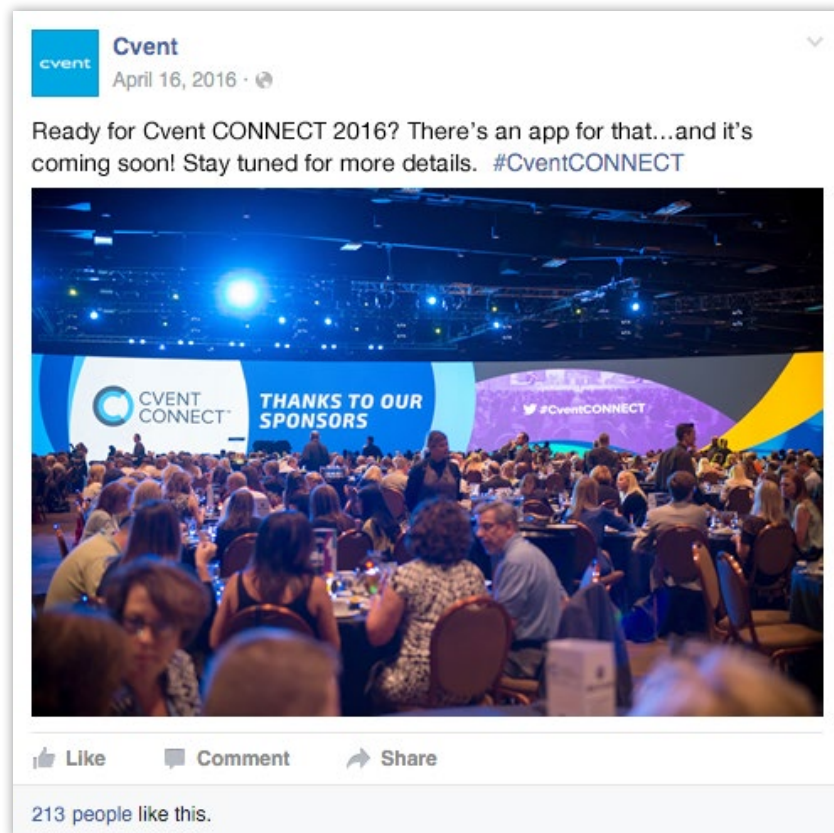
A snowball doesn't build itself. Follow this recipe to get your app the hype it deserves (and then some!)

WHY DO YOU NEED HYPE?

Mobile event apps need excited attendees, intrigued sponsors, and informed exhibitors, long before they're published in the app store. Even if your event app is still a glimmer in your eye, don't wait to start promoting it.

The sooner you get the word out that your event will have a mobile app, the faster your attendees will download once the app is available.





HOW TO GET THE WORD OUT

Once you've finalized the details of your mobile event app, find ways to mention it to your attendees:

- Post on Facebook, Twitter, LinkedIn, and Instagram
- Make a banner ad to include on your event registration page
- Mention the event app at any regional, chapter or monthly events
- Create a "event app" countdown on your event website

Go do the extra credit at the bottom of the page.

Connect with your attendees where they're spending most of their time – on social channels. When using social media, customize your message to match the social channel. Use Twitter to announce and promote your ad in short, simple wording. Facebook is great for building excitement – try posting a picture of your phone and say how it can't wait for the app. For LinkedIn, focus on how your app's features are going to enhance the event from a networking and professional development standpoint. Our ready-to-use social templates are in the Marketing section of the Event Center.

Not your first year with a mobile app? Let your attendees know that the app is back and it's bigger and better than ever. Tease the new features that make it even more amazing than last year.

EXTRA CREDIT:

Mention your event app in your email signature and encourage your entire event planning team to do the same. Once the app is available for download, just add the link.

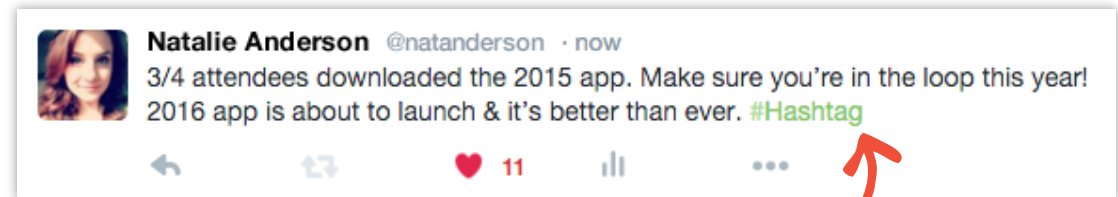


EXTRA CREDIT:

Have a hashtag for your event? Use it whenever you promote the event app.

BUILD INTERNAL HYPE

What's your most valuable resource? Your team, of course. Get some internal app-love brewing by announcing that you're adopting a mobile event app, bringing your event into the digital space, and opening up unending ROI opportunities.



Go check out the extra credit on the left sidebar.

TIP FROM A TOP-CHEF

“

We mention our app on social media, in our magazine, in our weekly e-newsletter, and on our website. We make a big deal about the app and notify attendees of the stages: coming soon, now available, get to scheduling, etc.

”

– Lauren Pirri

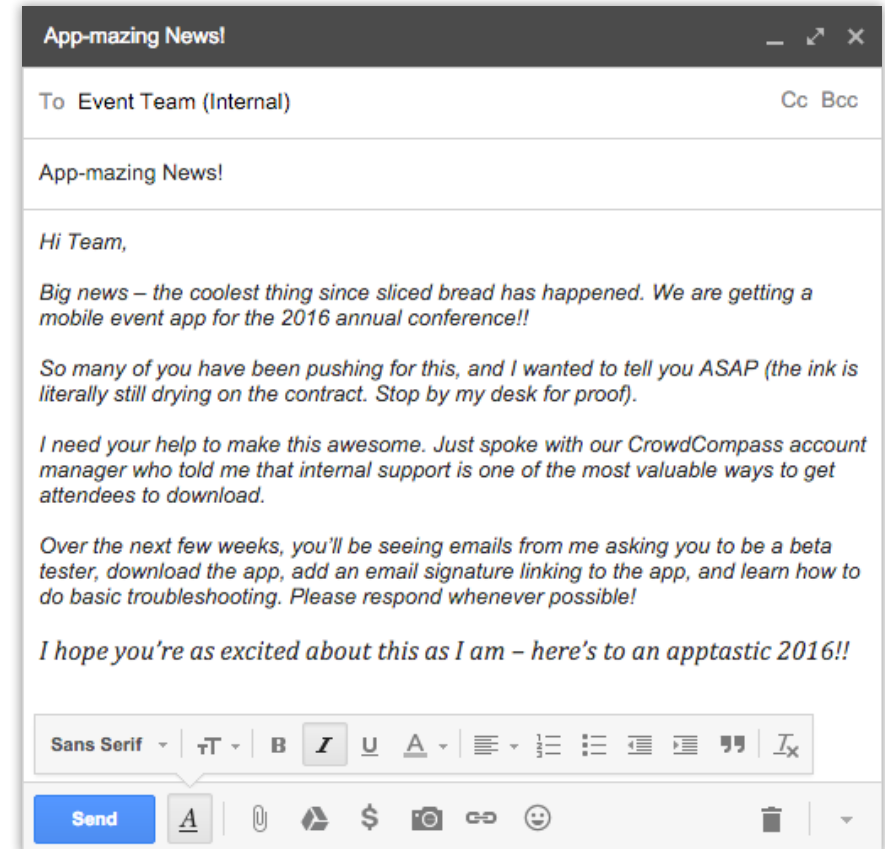
Sales & Marketing Coordinator
American Jail Association

Include a shout-out in your company newsletter, ask your CEO to send an internal email, post fun posters around the office, and recruit a few test-users from your team.

Need some inspiration? Here's an email that an event planner sent to her staff, shown on the right.

Think of your team like a test group of your attendees. If your entire team downloads, they'll be more likely to encourage and assist attendees with downloading during your event. If your team doesn't even know there's a mobile app, how can they champion it?

 **Go do the extra credit at the bottom of the page.**



 **EXTRA CREDIT:**

Give your VIPs the heads up. Giving your sponsors, exhibitors and speakers advance notice about your mobile event app means they'll have a chance to share their feedback, earmark a little extra advertising budget and get their staff on board.

Recipe Publicize



Congratulations! You have officially launched your mobile event app.

We've come up with a list of recipes to help you cook up a publicity campaign that ensures all your attendees and stakeholders will download your mobile event app and start using it.

WHY DO YOU NEED TO PUBLICIZE?

The best way to encourage attendees to use your app is to ignite so much excitement about the benefits that they cannot wait to get their hands on it. Make sure to promote features within the app that will specifically matter to your attendees, like networking through the attendee list, saving content from educational sessions or finding potential vendors through the exhibitor list.

It is essential to your app's success that you promote it before and at your event. Your attendees are most likely to download before the event, but you should still keep the promotion momentum going on the day of the event to catch anyone you may have missed.

PRE-EVENT PUBLICITY

Publicize your event app across all communication channels and as often as possible in the months and weeks leading up to your event. By focusing on how much your attendees will benefit from the app, not just the fact that you have an app, your message stands a greater chance of attracting attention and increasing your adoption rates before the event begins.



WEBSITE – LANDING PAGE

Create a landing page that will link from your website and be dedicated as a one-stop-shop for everything related to your event app. This page is a perfect location to highlight the features and benefits of the app, answer FAQs and post the instructions on how to download.

Why is a dedicated landing page so important? It makes publicizing your app easier because you only have to create the content once. It also means you can keep your email messages and social media posts short and sweet by linking to the landing page for more details.

Make sure to create a banner or callout on the homepage of your event website that points people to the app landing page.

TIP FROM A TOP-CHEF

“We have a page on the event website dedicated to the mobile app – how to download, navigate, etc. Once it’s available, it’s posted on Facebook and Twitter, and emailed out to attendees. Plus there is ample signage onsite reminding people to download the app.”

– **Pamela O’Connor**

*Director of Education & Events
Association for Community Living, New York*



SOCIAL MEDIA CHEAT SHEET

THE DAY YOU LAUNCH YOUR APP:

of posts: 1-2x on LinkedIn, Facebook and Google+. 4-5x on Twitter

Focus: Download, download, download! The app is available and ready for download. Include a link and point to your app landing page.

2-3 WEEKS BEFORE YOUR EVENT

of posts: 2-3x a week on all your social channels

Focus: Schedule! Encourage your attendees to start reviewing the sessions and adding them to their personalized schedules.

1-2 WEEKS BEFORE YOUR EVENT

of posts: Twice a day on all your social channels

Focus: Call out specific features that your attendees will be interested in. Point to speaker bios, attendee messaging and the activity feed.

THE DAY OF YOUR EVENT

of posts: 1x on all your social channels (we know you'll be busy so schedule the posts to auto-post)

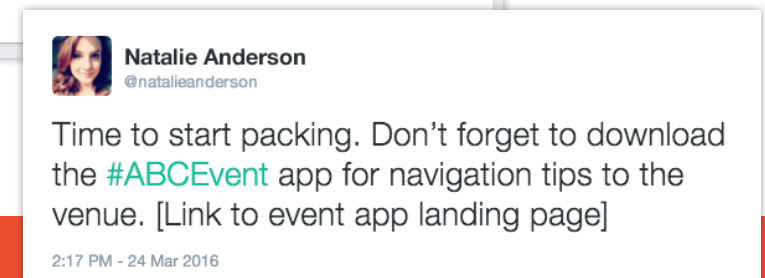
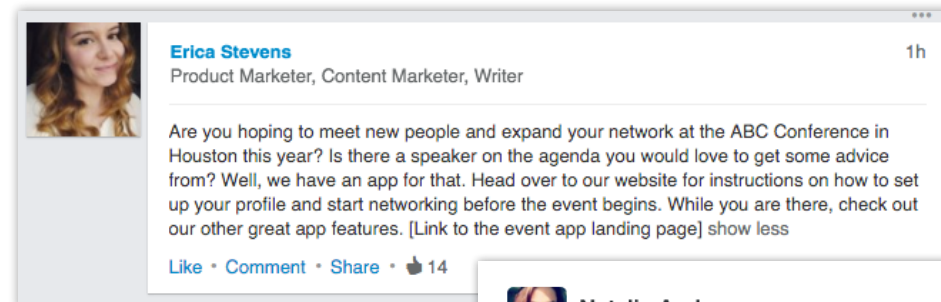
Focus: Last chance to download in order to get push notifications, exclusive content and access to attendee messaging. Don't miss out!

SOCIAL MEDIA

Your app is awesome and you could probably list a hundred reasons why. The only thing you need now? A mega-phone. Think of your social channels as mega-phones amplifying the benefits of your event app to all of your attendees. In **Build Hype**, you used social media to build excitement around your app before it was released. Now that it's released and ready to be downloaded, you have to be louder than ever!

Go do the extra credit at the bottom of the page.

Here are some sample posts to get you started:



EXTRA CREDIT:

Make posts on LinkedIn, Facebook, and Twitter stand out by including an eye-catching image. If you don't have access to a designer, take a screenshot of your app with your smartphone.

EMAIL OUTREACH

Are you connecting with your attendees through email? Be sure to mix in information about your event app. If you are promoting your speakers, include information on how attendees can access the speakers' slides and supporting documents via the event app.

When highlighting a networking event, encourage attendees to get a jump-start on networking by downloading the event app early. Make sure they know that the app offers attendee-to-attendee messaging and the ability to set up appointments within the app.

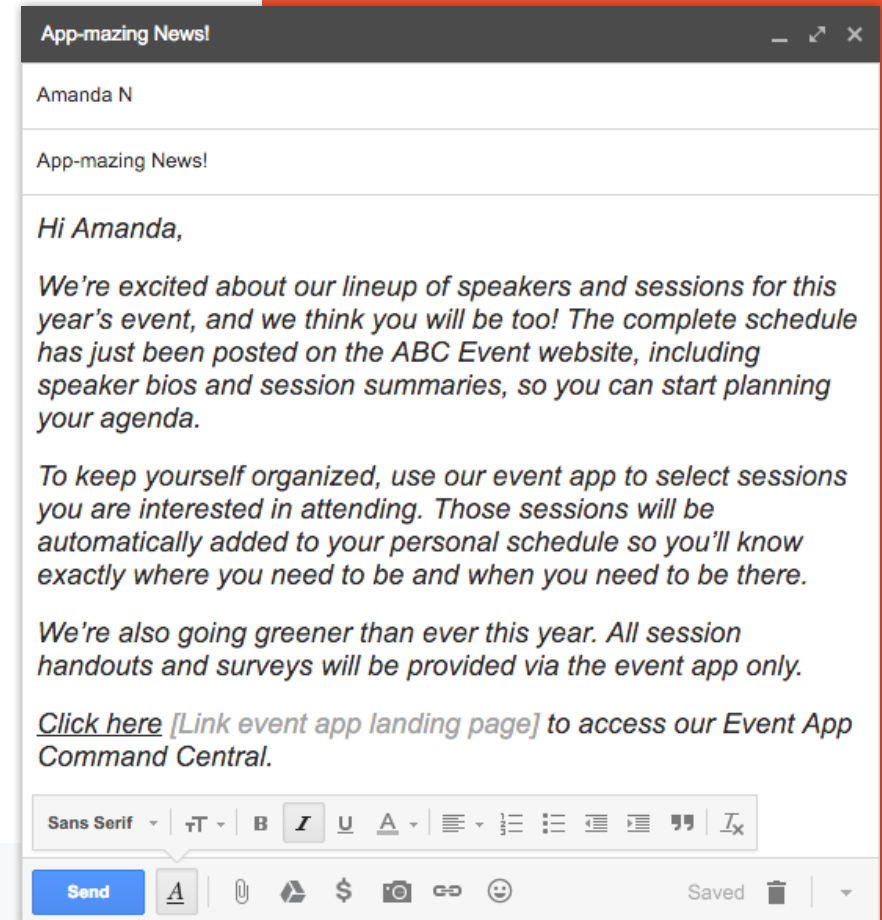
Go do the extra credit at the bottom of the page.

TIP FROM A TOP-CHEF

A couple of weeks before our event, we send out an email blast to all registered attendees on the importance of the app and how to download and set it up. We also inform them of the features available to them with the app at the event. This usually generates excitement and momentum.

– John Holmes

Creative Marketing Specialist
NGP Energy Capital Management



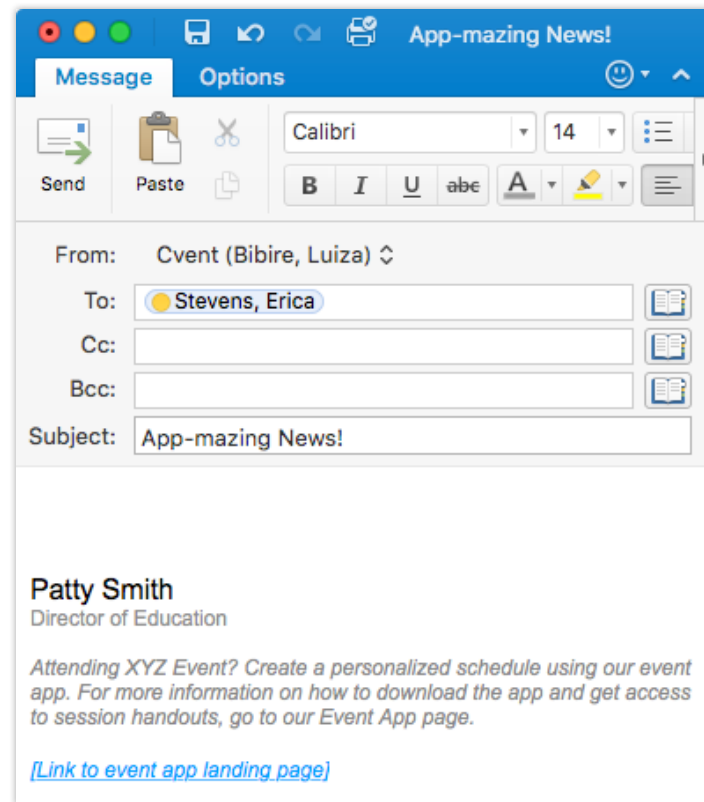
EXTRA CREDIT:

With just a few clicks in the CrowdCompass Event Center, you can send an email to attendees that haven't logged in to the app yet. Use this to send targeted emails and make sure you're not bugging the attendees that have already logged in to the app.

EMAIL SIGNATURES

Think about how many emails you send out every day. Now multiply that by everyone in your organization. That adds up to plenty of opportunities to publicize your event app.

Get your whole organization involved in your app promotion by including text or a graphic in their email signatures that encourages readers to download your app.



DOWNLOAD DAY RECIPE

Experience has shown us that once attendees arrive on-site, they can be so focused on event activities and networking that it's difficult for them to take the time to download and learn how to navigate the event app. Downloading early isn't just easier for you, it's also better for the attendee! It means your attendees have time to start interacting with each other, creating their personalized schedules, and reviewing event content.

You want to encourage everyone to download your app before arriving. That's where Download Day comes into play.

WHAT IS DOWNLOAD DAY?

It's a one day digital "event" with incentives, outreach, and support all geared towards getting attendees to download your app before your event.

PRO TIP

The North American YMCA Development Organization (NAYDO) hosted a well-planned Download Day before their event. One lucky winner received a full refund on their event registration. As a result, 900 attendees had already downloaded their event app before arriving on-site.

We've created this Download Day checklist and provided you with a sample template to help you plan your very own successful Download Day.

CHECKLIST

- ☒ Send three emails to all attendees promoting Download Day. One the week before, one the day before, and one on Download Day.
- ☒ Encourage your exhibitors, sponsors, and speakers to help promote Download Day. Make it easy by providing them email and social media templates.
- ☒ Make sure everyone in your organization includes a Download Day snippet in their email signature that includes the offer, "give me a call to walk you through the download process and how to use the features."
- ☒ Promote your event app through your social media channels every hour on Download Day.
- ☒ Run a contest where a few lucky winners who download the app on Download Day receive a valuable prize. (Prize Ideas: front row seats for a keynote, hotel room comp, next year's registration fees waived, VIP ground transport to and from the event.)
- ☒ Generate some buzz by extending your Download Day contest to those who share your posts on social media with the hashtag #DownloadDay.
- ☒ Send an email one day after Download Day reminding those who missed out, they can still download the app.
- ☒ Download Day post-mortem meeting – gather your staff together to review what was successful and ideas about how to improve for next year.

DOWNLOAD DAY EMAIL TEMPLATES

Want a chance to win a free registration or VIP passes to [your event]?

Recipients

Want a chance to win a free registration or VIP passes to [your event]?

Don't wait until you arrive at [your event] to start networking with fellow attendees, exhibitors, and speakers.

Download our event app today, set up your profile, and start connecting with your peers!

Every person who downloads the app will be entered to win some cool prizes. You might win free hotel accommodations, VIP seating at the keynote, or even free registration to next year's conference!

All you need to do is download the app and complete your profile. For instructions on how to download the app and how to use other key features, head on over to Event App Command Central [Link to Event App Landing Page].

If you have any questions about the app or need help getting started, give me a call, and I'll be happy to guide you through the process.

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Send | A | [Attachment Icon] | [Image Icon] | [Link Icon] | [Emoji Icon] | Saved | [Trash Icon] | [More Icon]

SOCIAL MEDIA



Natalie Anderson
@natalieanderson

Today is #DownloadDay! Attendees who download the #EventHashtag app will be automatically registered to win a special prize. [LandingPgLink]

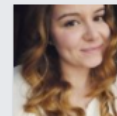
11:58 AM - 25 Mar 2016



Natalie Anderson
@natalieanderson

Download the [#EventHashtag](#) app today, so you hit the ground running [Link to the Event App Landing Page] [#DownloadDay](#)

2:55 PM - 29 Mar 2016

EXHIBITOR
TWEET

Erica Stevens
Product Marketer, Content Marketer, Writer

Have you downloaded the ABC Event App yet? Mark your calendar because on Monday, Feb 15, 2016, it's Download Day. Every attendee who downloads the event app and completes their profile will be registered for a chance to win some awesome prizes. If you don't want to wait until Download Day to start taking advantage of some of the great benefits of the app, no problem. Download it right now and you will still be entered in the contest.

For instructions on how to download the app and how to use other helpful features, head on over to Event App Command Central [\[Link to Event App Landing Page\]](#). [show less](#)

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GET THE WORD OUT – ON-SITE

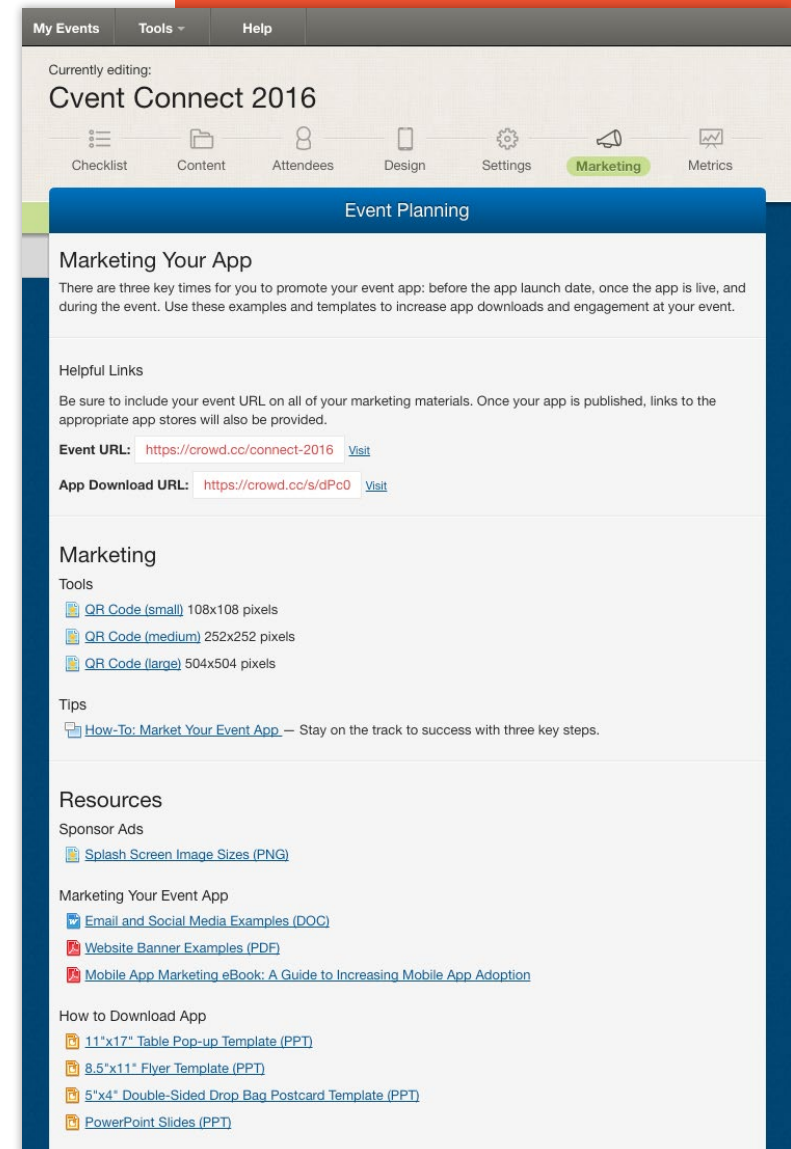
Even if you did a stellar job promoting your event app, some attendees will likely arrive on-site without your app on their smartphones and tablets. All is not lost. We've got some tried-and-true techniques you can use to ensure your attendees are not app-less on the day of your event.

REGISTRATION DESK

Post signs highlighting different features and benefits of the app in your registration area where attendees will be queued up to register (and have time to read signage). Include QR codes, shortlinks and search terms, ensuring everyone can easily find the app. You can find and download QR codes in the CrowdCompass Event Center.

When your registration staff hands an attendee their badge, have them ask, "Have you downloaded the event app?" If the answer is no, they can quickly walk them through the download instructions, point them towards the App Help Desk or give them the link for the app landing page.

The goal here is to make information about the app as accessible as possible by offering digital and in-person assistance.



APP HELP DESK

Just like your event app landing page is the one-stop-shop for your app pre-event, your App Help Desk is the one-stop-shop at your event. Position a kiosk right in your registration area or another high-traffic spot where attendees can go for help downloading and using the app. Want to take it to the next level? Provide a charging station and then help people download the app while their phones charge! Promote the App Help Desk through the registration desk staff, push notifications on the first day of the event and mentions during your keynotes.

KEYNOTE SPEECH

Chances are good you are going to have a packed house for your opening keynote speech. This is a great opportunity to promote your app while you have everyone's undivided attention. Have your speaker mention a few benefits of the app (and remind the audience about the App Help Desk!) while projecting a slide with an image of your app icon and the download link.



ROOM DROP

Include a postcard or flyer in your room drop that mentions several benefits attendees can take advantage of if they download and use your event app. If you are not doing room drops, arrange to have that postcard or flyer handed to your attendees with their room key as they check-in.

Go check out the extra credit on the right sidebar.

EXTRA CREDIT:

More tech-savvy attendees will skip the hyperlinks and QR codes and go straight to their device app store to search for your event app. Make your app easy for them to recognize in their device's app store by including an image of your app's icon in all your event app promotions.

PRO TIP

Have your app QR code printed on bar napkins and distributed throughout the hotel bars. This is also a great idea if you are having a cocktail hour at the start of your event.



Recipe Get Early Adopters



WHO ARE EARLY ADOPTERS?

Early adopters are the very first attendees who download and start using your event app as soon as it's available. They are often your most loyal attendees, or attendees that are tech-savvy and active on social media channels. By offering your early adopters VIP event access and perks, you can get valuable feedback and insights. Early adopters typically fill out feedback surveys, promote the app on their social media channels and offer insights into how the app can be improved.

WHY DO YOU NEED EARLY ADOPTERS?

Early adopters provide you with two valuable advantages. First, they act as your event app test pilots, providing you with direct feedback by committing to filling out a survey. You also get indirect feedback by observing which features are most popular early on and how you can improve the content in your app.

Second, your early adopters help by kick-starting your activity feed. As your early adopters start to post photos and share updates in the app, it will populate your activity feed. The more your early adopters interact with your app, the more life your app will have as the rest of your attendees begin downloading and using your event app.



3 TYPES OF EARLY ADOPTERS (AND 3 WAYS TO GET THEM ON BOARD!)

SUPER FANS

Every event has Super Fans. You can probably name at least ten of them without even blinking. Your Super Fans are attendees who come back year after year. They are attendees who volunteer to staff your event and serve on committees. They are attendees who consistently tweet, post and blog about your event.

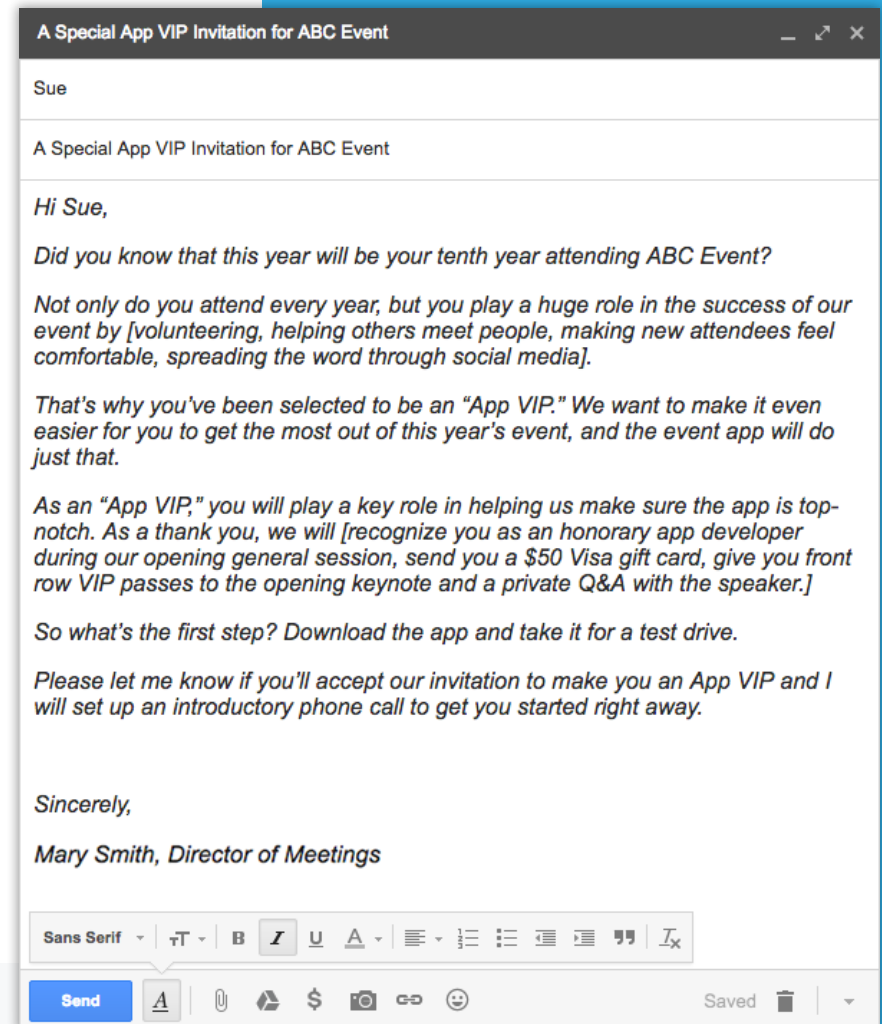
Show Super Fans how much you value them by reaching out to them directly and letting them know they've been selected to be an "App VIP." This will make sure they're automatically invested in the success of your event app. They will feel a sense of ownership in your app because they've helped you build it.

STEP ONE: Reach out to your Super Fans via email and ask them to give feedback on your event app.

TIP FROM A TOP-CHEF

“We have a conference committee that helps shape the conference content. They work with their agency staff to get the app downloaded, who in turn talk to their colleagues in other agencies. Word of mouth is one of the most effective marketing tools we have.”

– Pamela O'Connor
Association For Community Living, New York



EXTRA CREDIT:

Give Event App VIPs incentives to encourage them to promote your event app to their social networks.

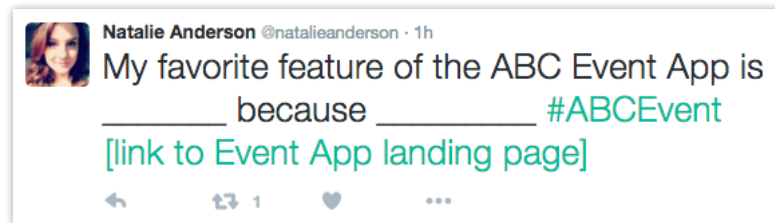
Provide them with a personal trackable download link and pay them a few dollars every time someone uses their link to download the app. Or give prizes out to your App VIPs with the highest number of attributable downloads.

STEP TWO: Host an onboarding webinar.

Once you have the commitment from your App VIPs, host a webinar to walk them through different features of your event app and show them how to best use them to their benefit. Use this opportunity to do a bit of market research. Ask your Super Fans what they like and don't like about the app and how they think you can motivate attendees to download it.

STEP THREE: Create a social media toolkit.

Make sure to select Super Fans who are active on social media. Then, make it as easy as possible for them to promote the app. Create super short videos that highlight specific features they can share with their social networks. Similarly, provide them pre-formatted tweets and posts they can share with their social networks.



Everyone loves to share a fun meme. Create fun shareable images they can use to promote the app.



 Go check out the extra credit on the left sidebar.

EXHIBITORS AND SPONSORS

Exhibitors and sponsors are already highly invested in your success and should be included in your early adopter outreach. Encourage them to fully complete their exhibitor or sponsor profile via the VIP Admin Center, loading it with digital downloads, photos, and videos to increase their ROI.

STEP ONE: Reach out to your Exhibitors via email encouraging them download and start using your app ASAP.

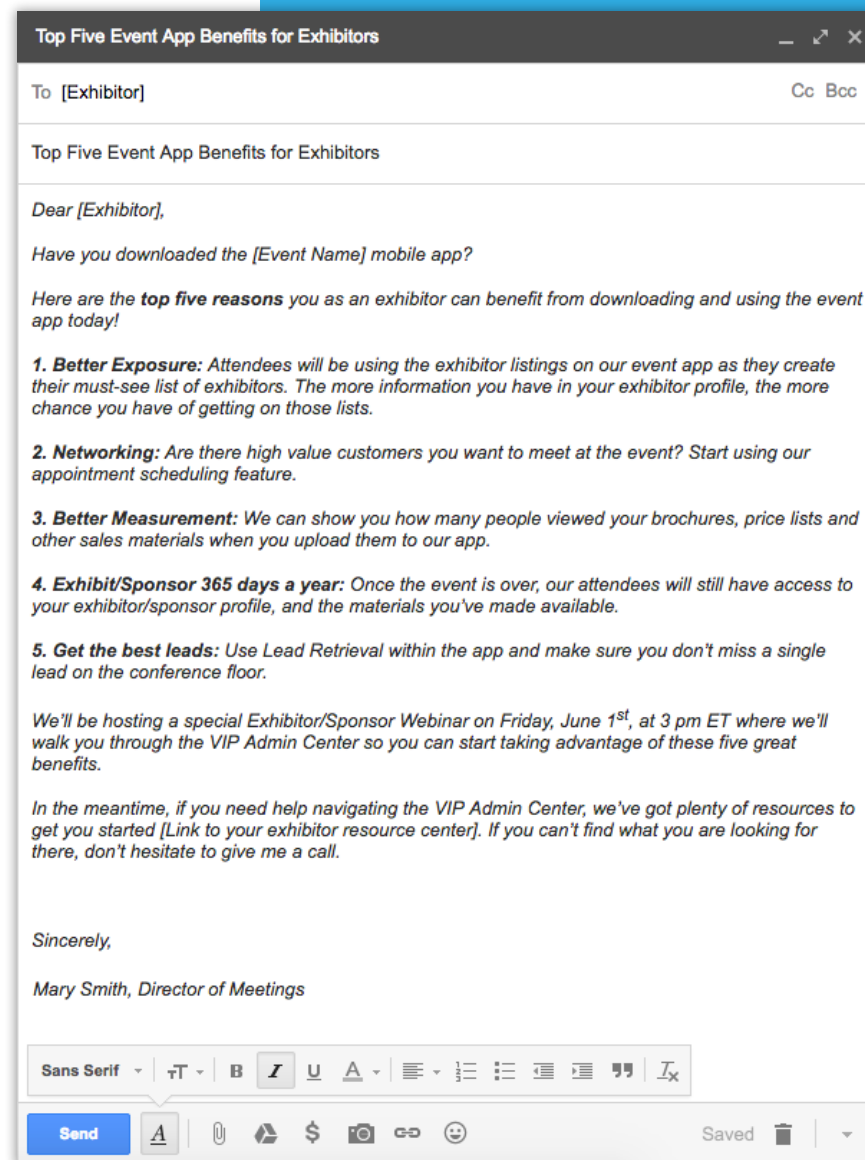
STEP TWO: Host an onboarding webinar.

Webinar/Video: When your attendees download the event app, you want your exhibitor and sponsor directory to be more than just a list of company names.

Pay particular attention to training your exhibitors on how to populate their exhibitor profile with useful information and collateral. Explain why a typical attendee might be more inclined to interact with exhibitors who provide the most useful information to a buyer via your event app.

In addition to your live webinar, create a step-by-step instructional video or PDF using screen capture to make it super easy for exhibitors and sponsors to log into the VIP Admin Center and complete their profiles. Show them examples that showcase all the opportunities you provide on your app.

The webinar and on-demand videos are an excellent opportunity to upsell exhibitors and sponsors on different levels of profile categories if you are offering them.



EXTRA CREDIT:

Reach out to longstanding anchor exhibitors as soon as your app is available to personally walk them through setting up their exhibitor profile. You can then use these exhibitors as examples of how powerful a completed profile is in the listings.

STEP THREE: Create a social media toolkit.

While exhibitors know they get more ROI when they market themselves and your event, they often need the motivation to commit the time and resources to it.

Help them out by creating a toolkit that has everything they need to promote their presence and your app at the same time. Give them sample Tweets, Facebook and LinkedIn posts to get them started.



Natalie Anderson @natalieanderson · 1h

Be more productive on the trade show floor – create your list of must see exhibitors via the event app! #ABCEvent [link to Event App landing page]



EXHIBITOR
TWEET



Natalie Anderson @natalieanderson · 1h

Our favorite feature of the ABC Event app is _____ because _____ #ABCEvent #proudsponsor

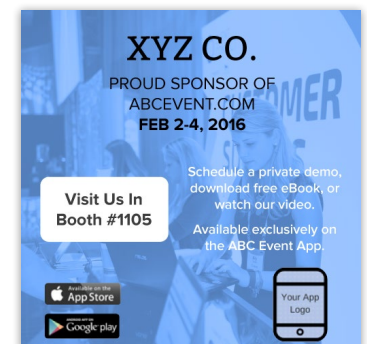


SPONSOR
TWEET

Just like your Super Fans love a great image to share, create a promotional image for each of your exhibitors and sponsors that they can easily share. All they need to do is copy and paste.



Go check out the extra credit on the left sidebar.



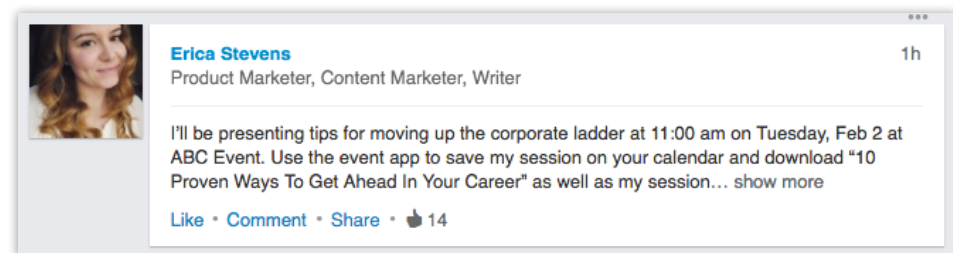
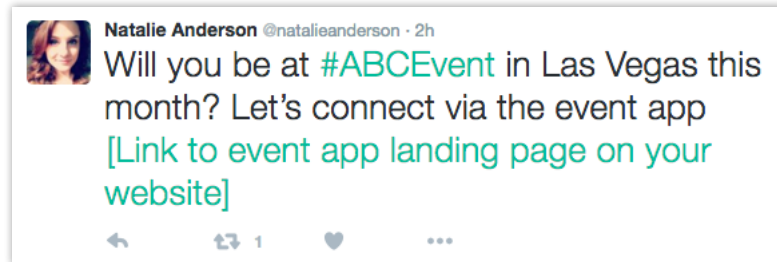
EXTRA CREDIT:

Include app engagement in your speaker contracts. When you're booking your big name speakers, make sure to set up time to walk them through filling out their profile, uploading their presentation materials and posting in the activity feed.

Once your other speakers see how your big-hitters are using the app, they'll be more inclined to jump on board.

STEP THREE: Create a social media toolkit.

Speakers know it is in their best interest to promote their appearance at your event. Make it easy for them as well by providing them with sample Tweets, Facebook, and LinkedIn posts they can share.

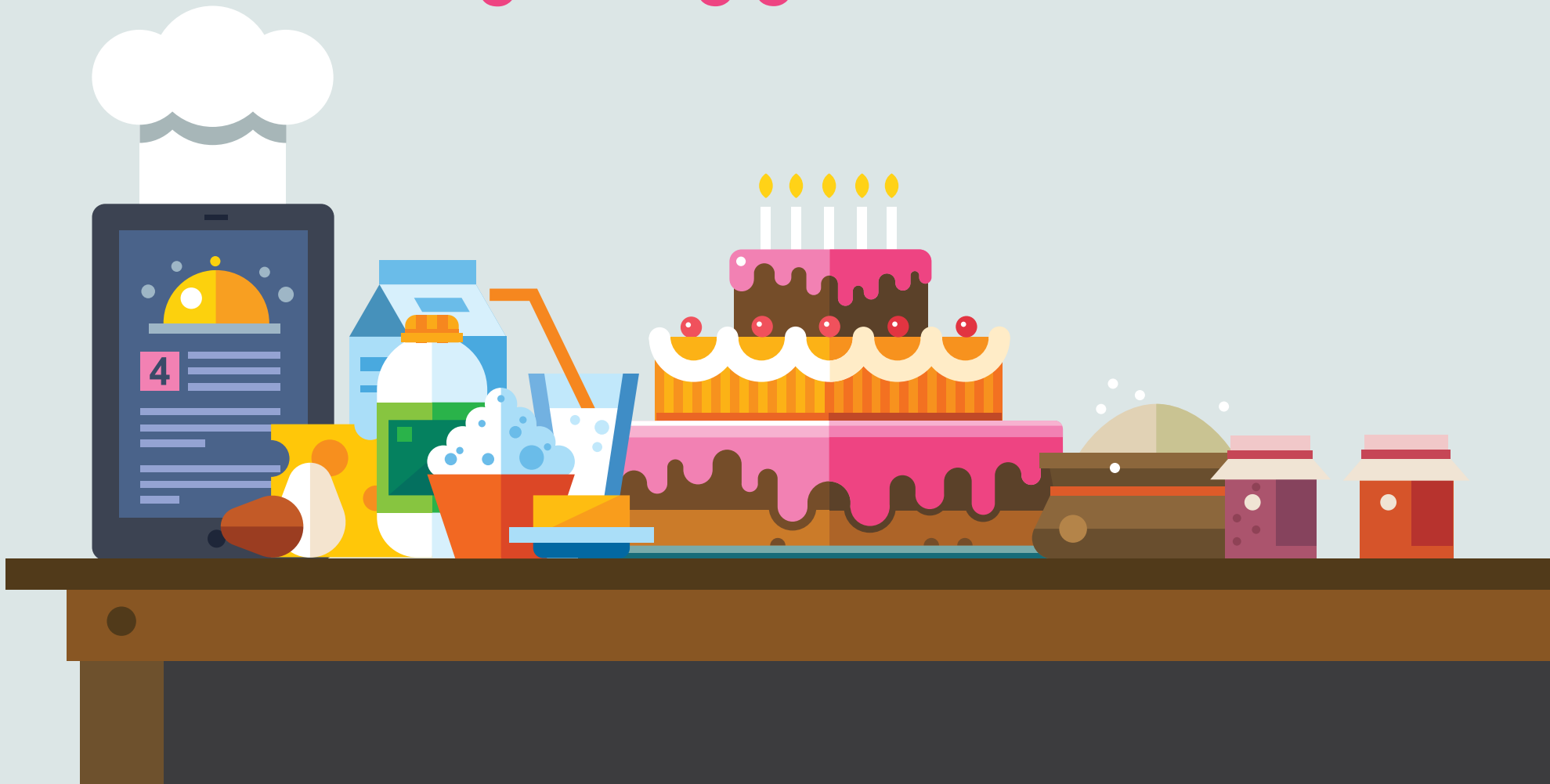


Create customized images for your speakers to share. Be sure to include the speaker's headshot in the images you create for them. How can they resist an ego boost like that?

Go check out the extra credit on the left sidebar.



Recipe Gamify



WHAT IS GAMIFICATION?

Gamification challenges people to accomplish a goal by adding an element of fun. When you apply this concept to events, you are using gamification to encourage your attendees to download and use your app, so they have a fun and rewarding experience at your event.

THE PSYCHOLOGY BEHIND GAMIFICATION

While any contest can be fun for your attendees, we think games added to your app should go beyond just fun and create a more immersive event experience. Your game can help your attendees get the most out of your event by promoting activities such as downloading the app, exploring the features, and connecting with other attendees. Your game must help them discover aspects of your event they may have never known about otherwise.

Jane McGonigal, author of “Reality is Broken: Why games make us better and how they can change the world” believes that when people play games, they are trying to achieve a feeling of “eustress,” which is a positive stress that motivates us to perform our best.

Ideally, you want your game to be easy enough to play so that attendees do not divert their attention away from your event and spend all their time “playing,” but you also want to make it challenging enough, so your attendees do not get bored. You want them to experience that feeling of eustress.

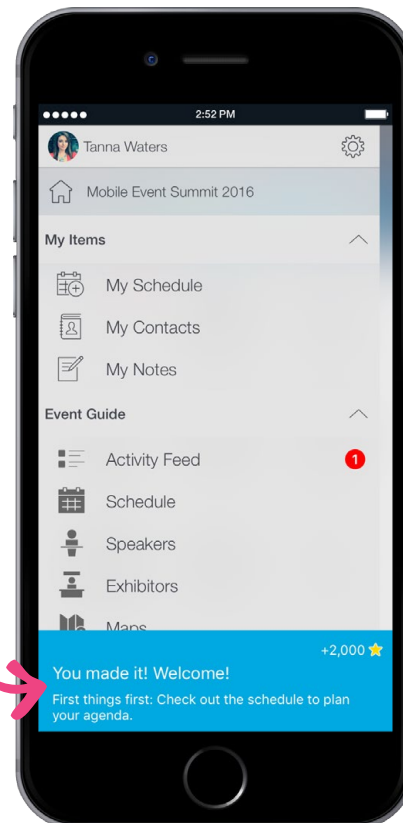


WHAT IS A QUEST GAME?

One way to challenge your attendees and keep them engaged is by encouraging them to embark upon a quest. If you have ever played Angry Birds, Candy Crush, or Pokemon GO, then you have experienced what psychologists call the Zeigarnik Affect. It is a trigger in your brain that says, you must complete this next task.

Some of the most popular mobile games are quest games, and CrowdCompass models our gaming options on the quest concept. Our Click add-on feature gets attendees interacting with your event through a photo scavenger hunt, and our built-in game gets them interacting with your app in a way that can help achieve their professional goals.

**INSTANT REWARDS
ENCOURAGE
ATTENDEES TO KEEP
PLAYING THE GAME**



**5 QUEST GAMES YOU
NEED TO DOWNLOAD
RIGHT NOW:**

Temple Run
Subway Surfer
Angry Birds Rio
Fruit Ninja
PokemonGo



BENEFITS OF QUEST GAMES

One of the great things about a quest game is they are naturally addictive. Once your attendees start the quest, the Zeigarnik Affect kicks in and keeps them engaged. This means that all you need to do is get them to start playing. Once they start, they will not be able to stop.

Step-by-step you will guide attendees through the challenges, driving them to do the things you know will enhance their event experience. You might use a photo scavenger hunt to encourage attendees to meet new people, interact with exhibitors and sponsors, and discover aspects of your event they might not know about.

Let's look at how you would do that.

NETWORKING

1. **Take a selfie with someone who has a similar role or responsibility as you.**
(Now they have met a peer—someone they can exchange ideas and struggles with)
2. **Take a selfie with someone who has been in the industry for over ten years.**
(They may have just met a potential mentor)

EXHIBITOR & SPONSOR INTERACTION

1. **Take a selfie with an exhibitor or sponsor you never heard of before coming to the event.** (Great way to help your sponsors and exhibitors gain recognition)
2. **Take a selfie standing next to XYZ Exhibitor's new product. Booth 1043.**
(This is a great challenge to sell to an exhibitor. It drives traffic to their booth and increases brand awareness)



EVENT DISCOVERY

1. **Take a selfie in our bookstore while holding up your favorite book.**

(Drives attendees to your bookstore and maybe even a purchase)

2. **Take a selfie next to your favorite product in our New Product Showcase.**

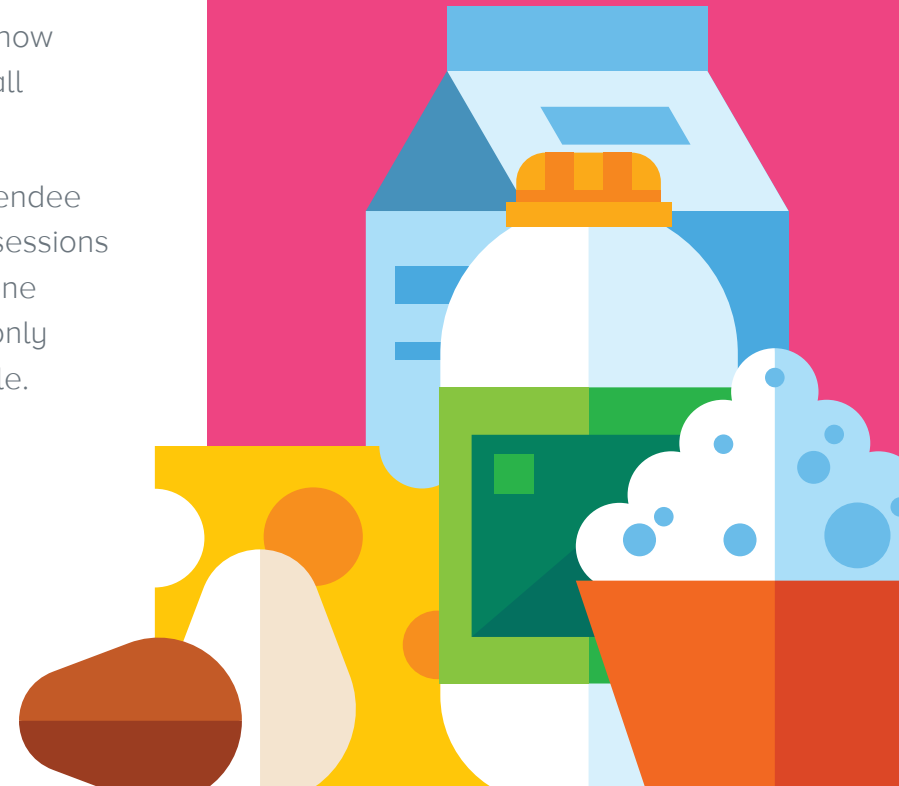
(Provides added value to your exhibitors and drives traffic to your Showcase)

You can also use gamification to drive attendees to dig deeper into the features of your event app.

1. **Create a quest stage that encourages attendees to check out the app's activity feed.** When they open that feature, not only do they receive points for completing this quest stage, they are also prompted to complete the next quest, which is posting a photo on the feed.

Not only have you made your attendee familiar with the activity feed and how to post on it, but you have also gained a more robust activity feed due to all your gamers posting on it.

2. **Create a quest that encourages a desired behavior.** For example, an attendee is directed to view the event schedule. From there, they are led to adding sessions to their personalized schedule. Because you don't want them to add just one session to their schedule and then move on, this quest stage is complete only when they've added a pre-determined number of sessions to their schedule.



PRO TIP

Adjust your quests to reward attendees with higher point values on the actions you want them to complete. If you want to encourage attendees to network with one another, assign a high point value to that activity.

These examples are just a few ideas to get you started. You can use your games strictly as a way to get attendees to interact with all aspects of your event. You can also use your games as a source of revenue by selling challenges to your sponsors and exhibitors.

Perhaps, allow sponsors to contribute a prize to the top ten people on the leader board. If you're including a scavenger hunt type of game, you could sell individual challenges to different service providers, or have one vendor sponsor the entire game.

WHAT DRIVES GAMERS TO PLAY?

There are two main types of gamers. Those who love to compete with others, and those who get satisfaction from personal achievement. Here is how you can get both types of gamers playing.

GAMERS WITH A COMPETITIVE STREAK

Some people love the thrill of competition. They regularly check their position on the leaderboard and wrack up as many points as possible. Leaderboards are for the folks who are driven by competition.

Keep in mind; you want to encourage your attendees to complete tasks that keep them engaged with your event. Make them dig deeper into the app and use more features to earn points as well as improve their event experience.

You can even use your game as a prize based tool. For example, you could give the attendee who finishes at the top of the leaderboard a free registration to your next event.



ACHIEVEMENT BASED GAMERS

Some of your attendees will not be interested in competing with other people, but are driven by competing against themselves, or against the clock.

They don't care where they fall on the leaderboard, but merely want to see how many points they can achieve before the end of the event. They are not driven by the promise of a prize; they are motivated by the quest itself. They care less about the points awarded than they do about milestones achieved.

Your game can be structured the same for this type of gamer. The only difference is this attendee will not have much interest in the leaderboard. They will only want to keep track of their own progress. The results will be the same.

Gamification Best Practices

- Create a list of app features and activities with which you want your attendees to engage. Assign appropriate point values to those activities based on importance.
- Assign a high point value for downloading the app. This will encourage them to continue playing.
- Be sure to communicate the fact that your game is available. Get attendees excited leading up to your event by promoting the game on your social media channels. Give them a hint as to what kind of prizes they might win by playing along.
- Promote the game during your event and build momentum by announcing the top players on the leaderboard during general sessions. That announcement will also tempt those on the sidelines to participate.
- The more rewards you give, the more satisfaction players have. Don't just give out a prize to the overall winner, but include prizes for a variety of achievements.

PRO TIP

Offer your attendees the option to opt out of appearing on the leaderboard and compete only against themselves.



EXTRA CREDIT:

Repurpose Photos for Future Marketing

While your attendees were running around snapping photos and connecting with one another, they were achieving that feeling of eustress. But that's not all they were doing.

They were also building you a library of fantastic images you can use for future marketing campaigns. Say good-bye to stock photo images, and say hello to fun, energetic, and authentic snapshots.

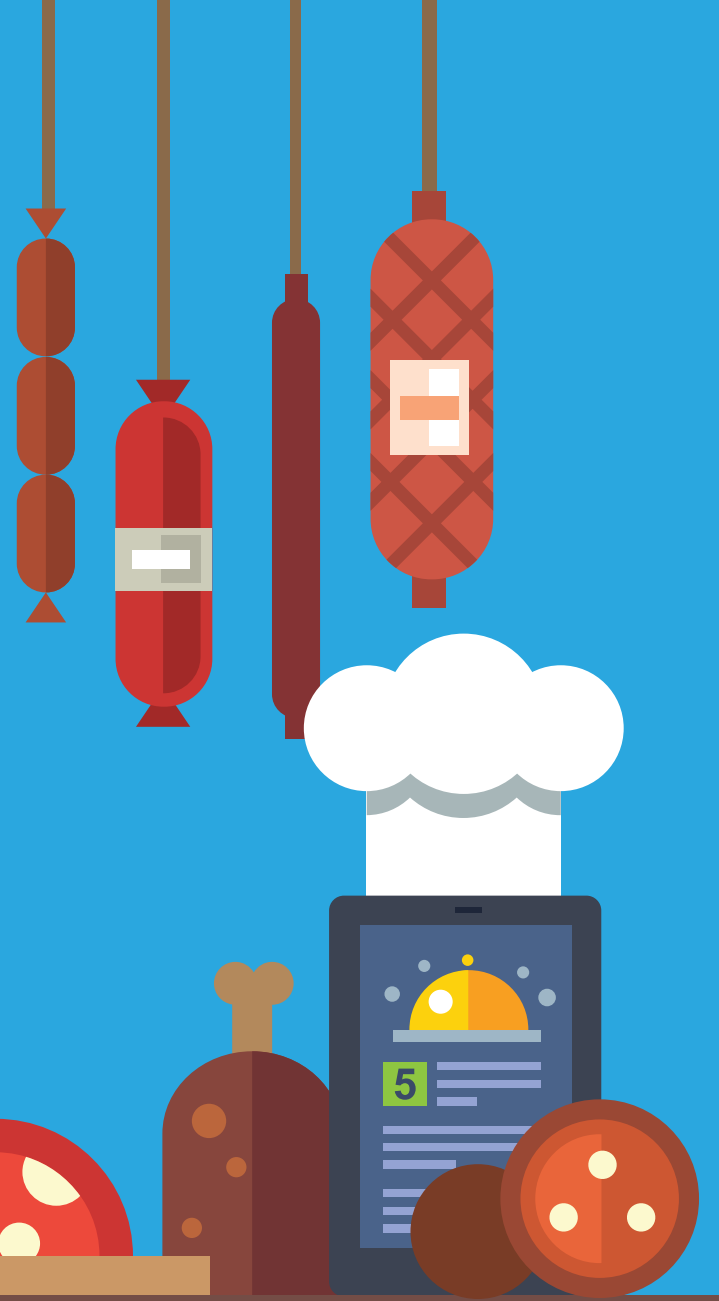
5 Ways to Promote Your App's Game

1. Include information about your game along with the announcement of the launch of your event app. Direct potential players to where they can find instructions on how to play.
2. Post information about your game and instructions for how to play at the registration desk. Have your registration staff remind all attendees to download the app and play along.
3. If you are giving away prizes, display them in the registration area or other high traffic common area to entice attendees to start playing.
4. Jumpstart the leaderboard by having your event staff play the game. Just fair warning; the Zeigarnik Affect does not just work on attendees. You and your team are susceptible too!
5. Ask your keynote speakers to give a shoutout to the top five players on the leaderboard to feed your attendees' competitive streaks.

Go check out the extra credit on the left sidebar.



Recipe Incentivize



EXTRA CREDIT:

The more visible the incentive, the more hype it will create.

Try to offer incentives that will get noticed by other attendees.



WHY DO YOU NEED INCENTIVES?

If you've ever planned an event, you're probably already an expert in incentives. Incentivizing is a common tactic that event organizers use to motivate and excite attendees. We're going to show you how incentives, when used correctly, can help you get closer to 100% app adoption rates.

Don't fight human nature, use it to your advantage! Incentive theory argues that people are more motivated to perform activities if they receive a reward for doing so, above and beyond the benefits they receive from the activity. In this case, you are incentivizing attendees to download and use your event app.

INCENTIVE INGREDIENTS

PRIZES AND REWARDS

Incentives can be monetary, think Starbucks gift cards—or they can be rewards that have tremendous value to the recipient but won't affect your bottom line, such as front row seats to a keynote presentation. Some incentives you may have to budget for, like a VIP cocktail party--and others may require you to reach out to partners for assistance, like ground transportation discounts.

Go check out the extra credit on the left sidebar.

VIP Access to Events

Create an incentive for attendees who are among the first to play your app's game. Try a front row seat to keynote presentation, or a special Q&A session with industry thought leaders (and a glass of wine!). Check your leaderboard before the event has started to see who your top 10 players are.

Special Invite to an Exclusive Event

Incentivize attendees to download your event app before your event by offering limited tickets to an exclusive VIP cocktail party. Give tickets to the first 30 people who fill out a survey in the app.

Discounts and Freebies

Offer an Uber coupon code directly within the app so only attendees who download have access to it. Give free drink tickets to the first 50 attendees who show their app to the bartender (make sure they're logged in!).

Free Upgrades for Complete Exhibitor Profiles

Get your exhibitors to fully complete their profile by offering an upgrade on their listing if they complete it before your event starts.

 **Go check out the extra credit on the right sidebar.**

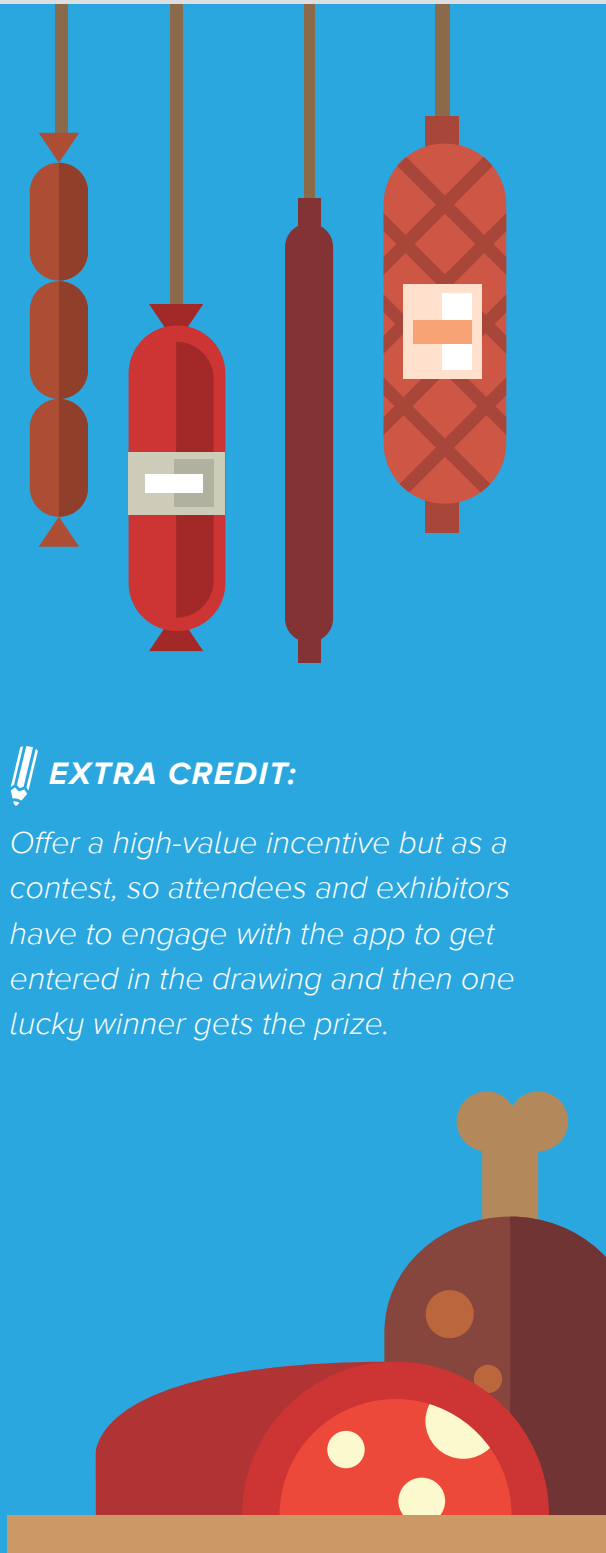
TIP FROM A TOP-CHEF

“The only way to win a door prize or grand prize at our closing keynote celebration was by completing a breakout session survey via the mobile app. We sorted all breakout session surveys completed by attendees in the app and randomly drew our winners from there.”

— Rhonda Fiechuk
Learning Sciences International

EXTRA CREDIT:

Offer a high-value incentive but as a contest, so attendees and exhibitors have to engage with the app to get entered in the drawing and then one lucky winner gets the prize.



EXTRA CREDIT:

Use push notifications to let your app users know where and when all the giveaways are happening or set a beacon near the bar with a discount code for the next drink.

EXCLUSIVE CONTENT

Not all of your attendees will be motivated by prizes and rewards. Some attendees, due to company policy, are not allowed to accept gifts of any kind. But that doesn't mean there aren't other exciting benefits you can use to get them to download your app. We've found that many attendees are motivated by access to exclusive content.

Speaker Slides and Handouts

One way to encourage attendees to download and use your event app is by making session handouts and slides available only through the app.

Content 365 Days of The Year

Get your attendees to download your app and keep it on their phones all year by offering exclusive content every month that they cannot get anywhere else. For example, get the most popular speakers from your event to write a blog post that will only be available on the app. Send out a push notification once it's published.

Pre-Release of Your Digital or Print Magazine

Does your organization publish a print or digital magazine? Why not make a mobile version that is released via your app a few days before the print or web version?

Discounted Registration Rates

There's no better way to increase next year's app download rates than to ensure your attendees have it on their devices already. Promote the fact that exclusive discounted pricing codes for your next event will be announced only via the app.

 ***Go check out the extra credit on the left sidebar.***



TIP FROM A TOP-CHEF



Because of the app security features, we were able to put our session handouts on our app. We end up posting our session handouts through a password protected link on our website, but not until after the show and for a very limited amount of time. Having them on the app, where attendees could access them before, during, and after the conference was great!



– **Lauren Pirri**
American Jail Association

BRAINSTORM WITH YOUR TEAM AND PARTNERS

Coming up with your own list of incentives can be a fun and creative activity, so make sure you tap into all aspects of your event. Include your education committee, food and beverage, registration, hospitality, special events, and exhibit and sponsorship sales. You never know where the perfect incentive idea will come from.

Make sure to reach out to your partners to see if they have anything they can add to your list. Invite someone from the Convention & Visitor Bureau, host hotels and venues, your GC, and even the local Chamber of Commerce. You could end up with free passes to museums, hotel upgrades, discounts at local retailers and restaurants, tickets to sporting events, and even a free exclusive tour package.

 **Go check out the extra credit on the right sidebar.**

EXTRA CREDIT:

Worried about how you're going to pay for all these incentives? Sell it as a sponsorship package and let a sponsor give out discounts on their products or free services.



NORTHERN CALIFORNIA
CHAPTER
MPI
MEETING PROFESSIONALS INTERNATIONAL

Have a latte on us



Download the app by searching MPINCC in iTunes or Google Play and get a free espresso drink of your choice!

Offer available 8:00–9:30AM

Located near the mobile lounge

Offer sponsored by:

CrowdCompass by Cvent

CASE STUDY

When we found out that a partner of ours was using the CrowdCompass app, we wanted to experiment with incentivizing. On the first morning of the event, we hosted a coffee bar and offered an espresso drink to anyone who downloaded the app. We put up signs all over the event, heavily promoted it on social media and emailed out a notification to all attendees.

The end result? Doubled the adoption rate from the previous year.

Have a latte on us!

FEBRUARY 10, 2016



#MPINCCACE

CrowdCompass by Cvent



Espresso start your morning!

#MPINCCACE

CrowdCompass
by Cvent

NOTIFYING ATTENDEES

Use the app to your advantage when notifying attendees of incentive opportunities or prizes. Announce winners via push notifications or segmented push. For private announcements and coordinating details, use attendee messaging.

10 INCENTIVE IDEAS

1. Access to an app lounge (stocked with plenty of charging stations)
2. Chance to win invite to a pre-gala cocktail party
3. Chance to win invite to a keynote meet and greet
4. Express registration lounge / line
5. Exclusive access to research studies
6. Chance to win exclusive event merchandise
7. Discounts and coupons for dining, area tours and shopping
8. Recorded version of the event
9. Discount on next year's registration fees
10. Keynote speaker book giveaway

 **Go check out the extra credit on the right sidebar.**

EXTRA CREDIT:

It's great if you can offer up amazing incentives, but don't worry if your budget is tight. Remember that getting the word out about your incentives is just as important as offering high-value items. Focus on building up hype with incentives and you'll be surprised how many downloads you'll get.



Recipe Educate



EDUCATE ATTENDEES = GET MORE DOWNLOADS

Remember the first time you used a smartphone? Or tried to get Netflix to play on your Apple TV? All technology has a learning curve, and that includes your mobile event app. So how can you help your attendees short-cut that learning curve and get more out of your app? Education is the secret sauce to getting more attendees to use your app, faster.

While your event app should be intuitive and easy to use with little to no instruction, our customers tell us that the key to increasing engagement within the app is educating their attendees.

For example, you know that networking is important to your attendees so you made sure your app helps your attendees to connect with each other. By educating your attendees on how easy it is to network with speakers and peers within the app and showing them exactly how to do it, you're removing all barriers and ensuring your attendees will be excited to download the app and start making connections immediately.

Start educating your attendees before the event but don't stop there. You also want to have a plan in place to educate your attendees at your event so that you can sway your straggling (and least technically savvy) app adopters.



PRE-EVENT EDUCATION

In this digital age, it is easy to provide educational tools in the format each attendee prefers to learn. You can provide how-to instruction via webinars, on-demand videos, infographics, and onsite at your event.

EVENT APP COMMAND CENTRAL

Remember the Command Central from our second recipe, **Publicize?** It's a page on your event website that is dedicated to your event app. The first step to educating your attendees is to make sure your Command Central has every resource your attendee needs to fully utilize and engage with your app.

Here's a list of things you'll want on your Command Central page:

- Link to the app store(s)
- Directions on how to download and log-in to the app
- Frequently asked questions
- Instructional videos
- Educational webinar
- Registration details
- Tutorials for speakers and exhibitors
- Contact information to get more help from your team

 **Go check out the extra credit on the right sidebar.**

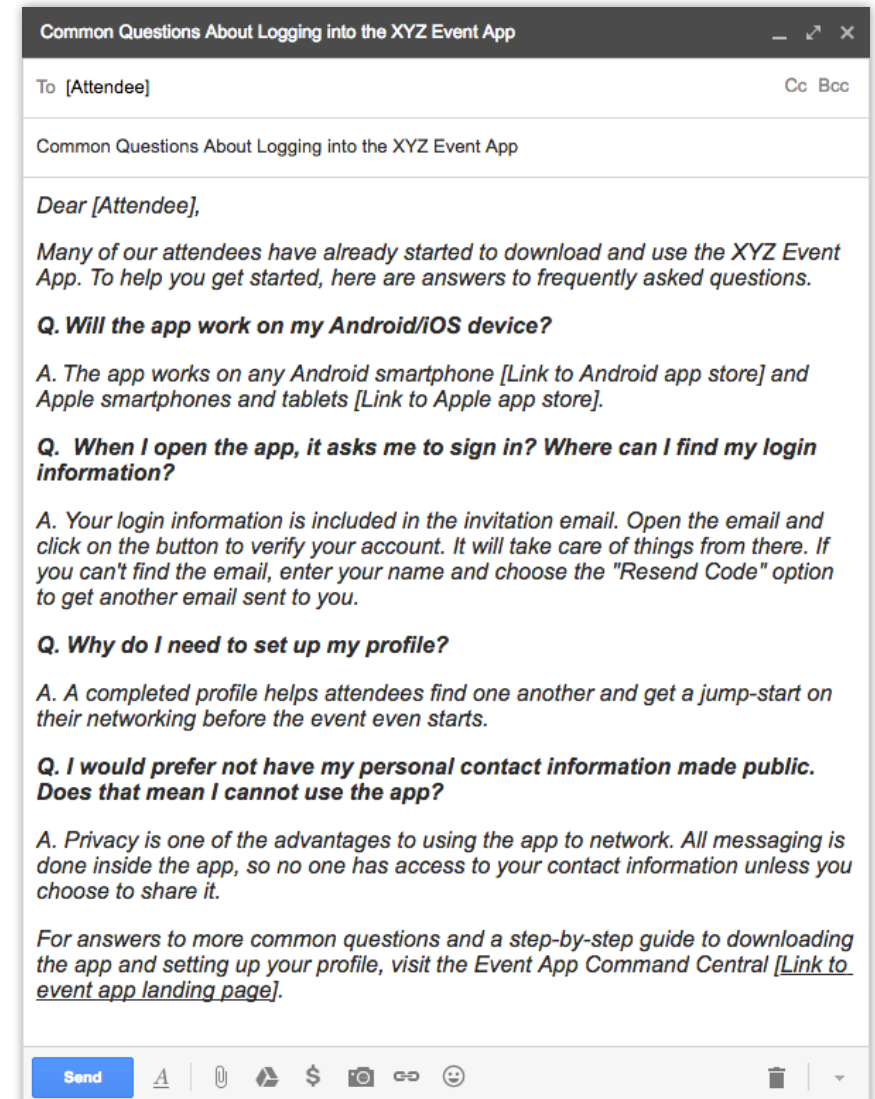
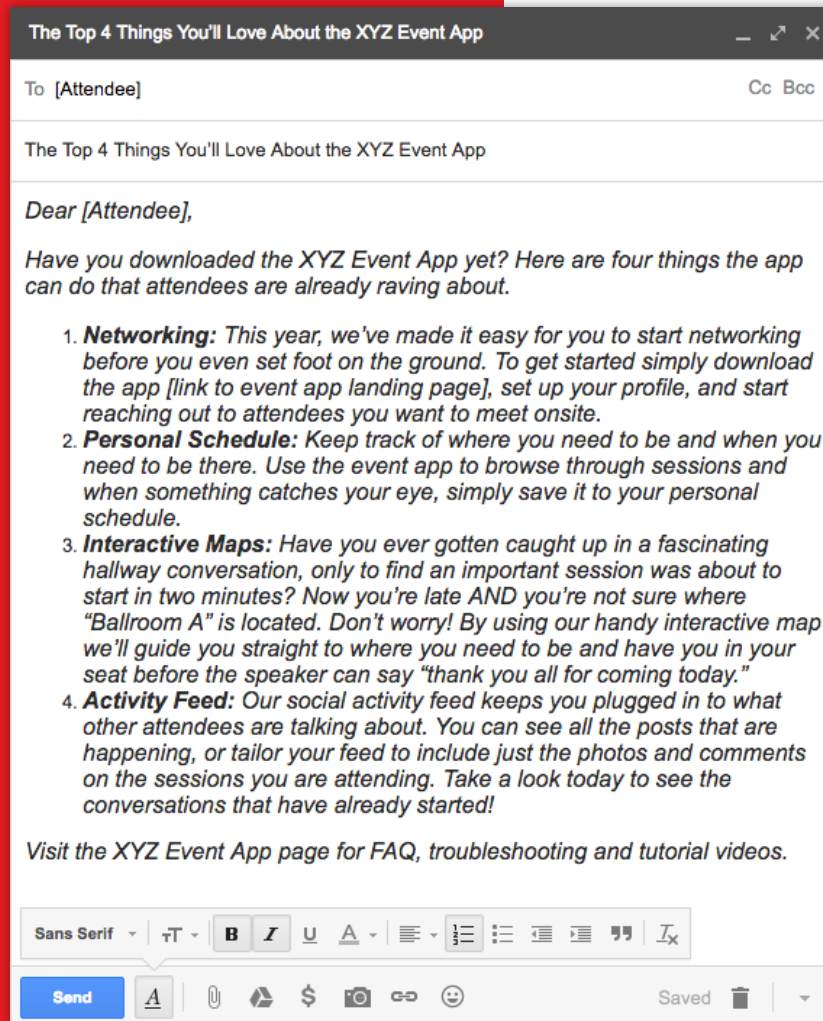
EXTRA CREDIT:

While it may seem obvious to you how valuable each app feature is; your attendees need you to connect the dots for them. Make sure your education tools explain WHY the feature is important, instead of just HOW to use it.



EMAILS

Using the feedback and comments you gathered from your early adopters, create a series of emails that highlight favorite features and frequently asked questions.



WEBINAR FOR YOUR SPONSORS AND EXHIBITORS

A short webinar is a great way to educate your sponsors and exhibitors on all the benefits of your event app. Your mobile app offers valuable opportunities for sponsors and exhibitors to connect with attendees, but they might not be aware of all the ways they can maximize on mobile.

A live presentation will give sponsors a chance to ask questions and get clarification where needed. It also creates hype about mobile app sponsorship opportunities. You will be able to see immediately which functions are most important to your VIP sponsors and which functions you need to spend a bit more time promoting to them.

Your speakers and exhibitors will need education specific to the features that matter the most to them. To get the best results, offer training on Lead Capture, Speaker Profiles, VIP Admin Center, Polling and Live Q&A.

 ***Go check out the extra credit at the bottom of the page.***

EXTRA CREDIT:

Take the questions that come up during your webinar and use them to create FAQs to send out to any sponsors and exhibitors that couldn't attend.

WEBINAR BEST PRACTICES

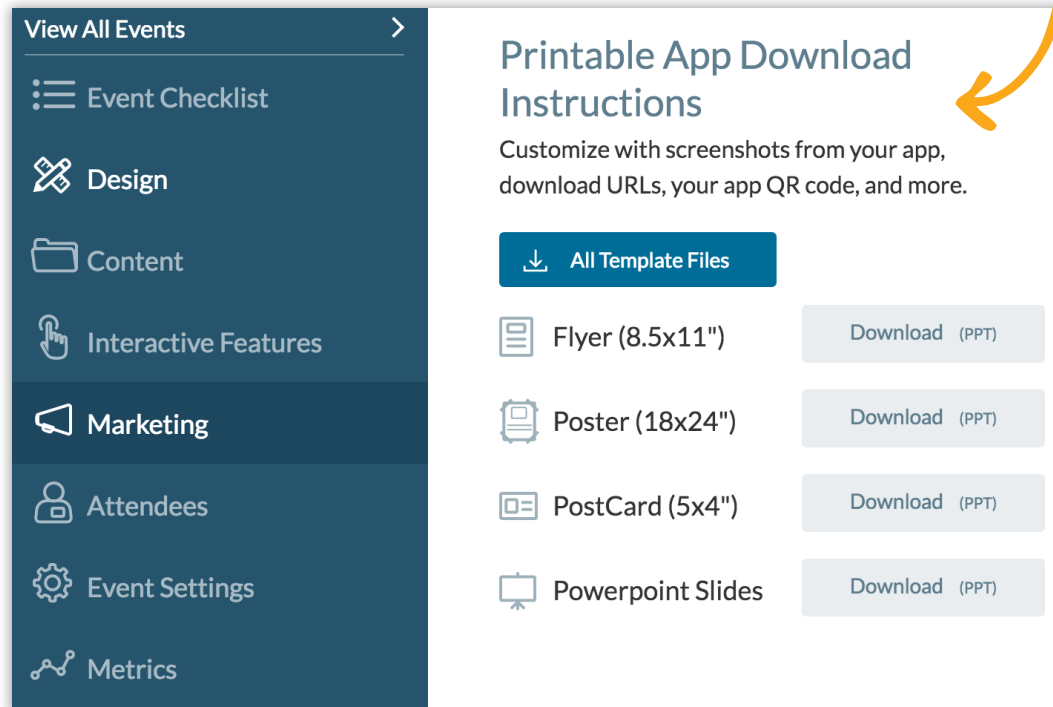
1. Choose a platform that allows attendees to ask questions and one that has a polling feature. Our customers use Zoom, GoToWebinar, Join.me and Adobe Connect.
2. Promote your webinar often and via multiple methods – social , email and on your website.
3. Instruct attendees to download the app prior to the webinar so they can follow along.
4. Send an email webinar reminder with the access information one day before, and then one hour before the start time.
5. Make it visual. Use screenshots so attendees do not get lost.
6. Assign someone to answer technical questions in case someone gets stuck.
7. Go slow. There is often a 5 seconds delay for webinar viewers. Be sure their screen has refreshed before proceeding with each slide.
8. Use the time between attendees logging in to the webinar and the start to display the app download instructions.
9. Before closing, provide a short link to your event app landing page.
10. Send the recorded webinar to anyone that registered and couldn't attend.

HOW-TO VIDEOS

The secret to creating how-to videos for your event app is to keep them short—less than 2 minutes. Create separate how-to videos for each feature on your app so attendees can quickly access the information they need.

Your video could be a live screen capture recording¹, or a recorded Power-Point presentation with static screenshots and voice-over instruction. Or take your webinar recording and edit it down into separate sections.

Get a jumpstart on your how-to video by using the template in the Event Center.



INFOGRAPHICS

Consider infographics for your visual learners. Believe it or not, some people do not like to watch videos. An infographic might be their preferred method of visual learning.

Just like you did in your videos, create a different infographic for each feature of your app. This makes it easy for your attendees to get the information they need quickly but also keeps the info-graphic a manageable size for the best viewing.

Whatever method you choose to educate your attendees on how to use the app, be sure to always include instructions for how to find the app in their device's app store, and encourage them to download the app before beginning the instruction so they can follow along.

Screen Capture Tools:

<https://www.techsmith.com/tutorial-jing.html>

<http://fieldguide.gizmodo.com/how-to-record-simple-screencasts-on-ios-or-android-1744869835>

ON-SITE EDUCATION

Even if you have done everything you possibly can to communicate the value of your event app, there are those who will arrive on-site unaware your app exists or unsure how to use it. All is not lost. There are still many opportunities to get these folks to download and use your app.

REGISTRATION

When attendees stop at registration to pick up their badges, have your staff ask them if they have downloaded the app and whether or not they have any questions about it. You can even print the QR code on the back of their badges for easy access.

INFORMATION KIOSK

Every event has an information kiosk or desk where attendees can go to find out what time sessions are starting, get information on special events taking place, and find their way around--all information that can be easily accessed on your event app.

Use each interaction as an opportunity to show attendees how to download and use different features on their app. If they are wondering when or where a particular session is taking place, your staff can show them how to find the information on their app and even save that session on their schedule.

TIP FROM A TOP-CHEF

“

We utilize the simple app instructions email to our registered attendees that CrowdCompass works with us to create. There's already a template. Once we add a bit more event-specific info, we are ready to deliver to registrant inboxes!

– **Mia Monroe**
All Points Logistics

”



EXTRA CREDIT:

Don't forget to drink your own KoolAid! Make sure all your educational resources are available in your app under an App Info icon.

ROAMING HELPERS

Have app volunteers wear shirts or buttons printed with something along the lines of “there’s an app for that” or “ask me about our app!”

Not only will the words serve as another reminder to use the app, but it is also an easy and friendly way for attendees to find help.

SESSIONS

Are you collecting session feedback or providing presentation handouts via your app? Create a slide with instructions on how to do that, and display it on the screen as people enter the session and at the end of every presentation. Presenters should also make a point to announce this from their podium as well. If you’re using a CrowdCompass app, there is a template in the EventCenter.

Go check out the extra credit on the left sidebar.

TIP FROM A TOP-CHEF



People learn in different ways, so we offer a variety of ways for them to learn about the app. Straightforward instructions are published on our site. We have an expert at our registration desk. We even offer a session early in the conference.



– Gil Bowen

Carolinas Association of Collegiate Registrars
And Admissions Officers



Recipe Socialize



WHAT DO WE MEAN BY SOCIALIZE?

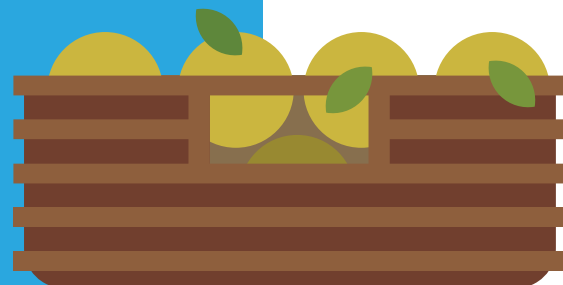
What do your attendees want to get out of your event? What is the thing that gets them out of the office, out from behind their computer screens and to your event?

Social Interactions. Industry connections. New networking contacts.

Don't underestimate the importance of social interactions at your event. And in this day and age, that means social interactions that are happening digitally.

Here's the fact: Attendees are using social media at your event to connect and engage with other attendees, speakers, and exhibitors and sponsors.

Whether or not that communication is happening within your event app – well, that part is up to you. CrowdCompass customers who embrace social media often find their event trending on different social media platforms. While you do not need an event app to take advantage of the benefits of social media, an event app makes it easy for you and your attendees to filter out all the noise and focus solely on the conversations taking place at your event.



YOUR ATTENDEES DON'T WANT TO BE LEFT OUT

The key to drawing your attendees into the in-app conversation is creating some FOMO (fear of missing out). If an attendee perceives that most of their peers are on the event app and engaging in conversation, they're going to be more likely to use the app themselves.

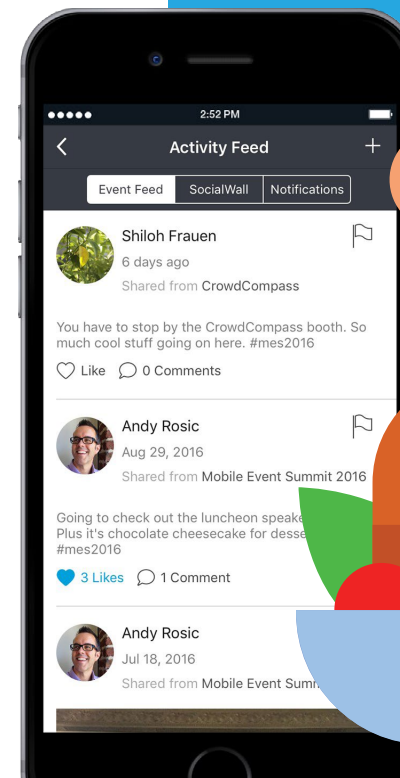
Look around any event and you will see attendees tapping away on their smartphones. There are dozens of event conversations taking place on social media and you want to be able to see those conversations and be an active participant in them.

The in-app socialization function helps your attendees increase the number of connections they make at your event. The popularity of social media, and the app's ability to curate event conversations help your attendees socialize while keeping their attention focused on your event. All this makes your app even more appealing for attendees to download. The secret is in getting those conversations started!

What's a hashtag and what do you do with it?

It is a keyword, acronym, or tagline made up of letters and numbers with no spaces that begins with the pound sign "#". Hashtags are simple, yet powerful. When used on most social media networks, they become hyperlinked and searchable. This aggregates all other content that includes that hashtag and makes it very easy for users to organize and track relevant discussions. With over 500 million tweets and over 80 million Instagram photos posted daily, hashtags can really make a difference in helping your content stand out from the rest of social media.

Make sure the hashtag is pre-populated in in-app social sharing features. For example, when an attendee wants to share a photo or comment to their social followers, they shouldn't have to recall the hashtag, rather it will pre-fill for them which means an easier social sharing experience for your attendees and more social conversations about your event.



JUMPSTART THE CONVERSATIONS

Q&A WITH YOUR KEYNOTE SPEAKER

Nothing generates buzz like a pre-event activity feed loaded with a back and forth Q&A with popular speakers. Attendees will be excited to have the chance to interact on a personal level with important speakers via social media. If you ever experienced the thrill of getting a response to a tweet from someone you admire, you know what we are talking about.

Your speakers benefit too. Based on the questions they are getting before the event, they can adapt their talk to address what is most important and relevant to the audience.

You do not have to limit this activity to just your keynote speakers. Encourage all of your event speakers to use the app to engage attendees about what they're hoping to learn from their presentations.

MONITOR THE CONVERSATION

As the event planner, your role is to guide the conversation and make sure it's interesting, respectful and on-topic. Be sure to assign staff to monitor your event activity feed frequently. This way you can address event specific questions that pop up, and you can see what topics are trending.

Insights provided in the activity feed might clue you in to which of your sessions is going to be standing room only. You might also discover that you need to add a session to your lineup because a popular topic on your activity feed was not included on your agenda.



PARTICIPATE IN THE CONVERSATION

Every planner knows that once an event is in full swing, best intentions can go on the back burner due to all the fires that need to be put out.

To ensure you are part of the conversation taking place at your event, assign someone the role of social media ambassador. That person's sole responsibility should be to connect and engage with event attendees via social media. This person can answer questions that pop up, and more importantly, they can act as a one-person event pep squad.

Their task is to start conversations, get attendees excited about event activities, and even share insider event information.

PRO TIP

When assigning a social media ambassador, choose someone who is social media savvy and who is fast with their fingers. Provide them with best practices as to what is expected, while giving them the freedom to have some fun.

ATTENDEE MESSAGING

For attendees who are coming to your event to make networking connections, the ability to directly message other attendees within the app is priceless. However, a lot of attendees may not understand the networking possibilities this feature gives them.

Promote attendee messaging by focusing on how it allows them to connect with attendees that they might not otherwise meet. It's easy to search the Attendee List and find peers by industry or job title and then message them directly from their contact profile.

TIP FROM A TOP-CHEF

“

The mobile app gives our attendees multiple ways to communicate and network with one another. Attendees can use their app to chat privately with one another. They are able to share contact information, or even, share pics of the event as they are streamed live.

”

– John Holmes

NGP Energy Capital Management



EXTRA CREDIT:

Repurpose Photos and Social Media Posts for Future Marketing:

While your attendees were running around snapping photos, posting comments and connecting with one another, they were engaged and having fun. But that's not all they were doing.

They were also building you a library of awesome images and testimonials you can use for future marketing campaigns. Be sure to collect and save that social media buzz to include in next year's event marketing materials.

Go check out the extra credit on the left sidebar.

SOCIAL CONNECTIONS

Business cards are becoming passé. Instead, we say, “connect with me on LinkedIn” or “find me on Twitter.”

The ability to connect with other attendees through the app is always a popular feature, so be sure to include step-by-step instructions or a demo video on your event app landing page.

When you show attendees how easy it is to connect this way with just one click via your event app, you've added yet another incentive for them to download and use your app.

TIP FROM A TOP-CHEF

We have all of our staff and speakers provide their LinkedIn information to allow attendees to network with them professionally. We also have our attendees set up to message each other within the app. Frequently, they will message each other to talk about a point that was made or a question that was asked. It's less intimidating than trying to find someone at our networking receptions and striking up a conversation cold.

– J-M Davis
American Contractors Insurance Group



SOCIAL SHARING

Our customers tell us one of the things their attendees love about the social sharing feature is the fact that attendees can share nuggets of wisdom, fun photos, or shout outs to new friends without ever leaving the app. It creates a simple, engaging 360* event experience for your attendees.

When attendees are at your event, they want to focus on what's taking place where they are. By giving them access to event related conversations taking place across all platforms, they do not need to worry about filtering out the rest of their social network. They can just focus on the event social feed.

Go check out the extra credit on the right sidebar.

10 SIMPLE WAY TO SOCIALIZE YOUR EVENT

1. Networking Photo Challenge

Set tent cards around your networking event with different photo challenges. Not only does it serve as an ice breaker, it encourages attendees to get social! Make sure your hashtag is included on the challenges. Some examples to consider – “Take a photo with someone new you’ve just met!” “Take a photo with someone wearing the same color outfits as you.” “Take a photo with someone who shares your birthday month.”

2. Larger than life hashtag

Who doesn't love big signage? Give your attendees the perfect backdrop to their Instagram photo as well as a big reminder of what your event hashtag is. In fact, put the hashtag on all of your signage, branding and even on attendee name badges!

EXTRA CREDIT:

Project your attendees social updates in real-time with SocialWall. Once the event is over you can post all the best content right on your website, giving you great marketing material for your next event.



3. Mirror Selfie Stations

Everyone will have to use the bathroom at some point. Bathrooms also tend to have exceptionally good lighting, perfect for taking selfies! Create removable stickers to brand the bathroom mirrors – especially full body ones – with your event hashtag, quote bubbles, or emojis.

4. Mobile + Social = Besties

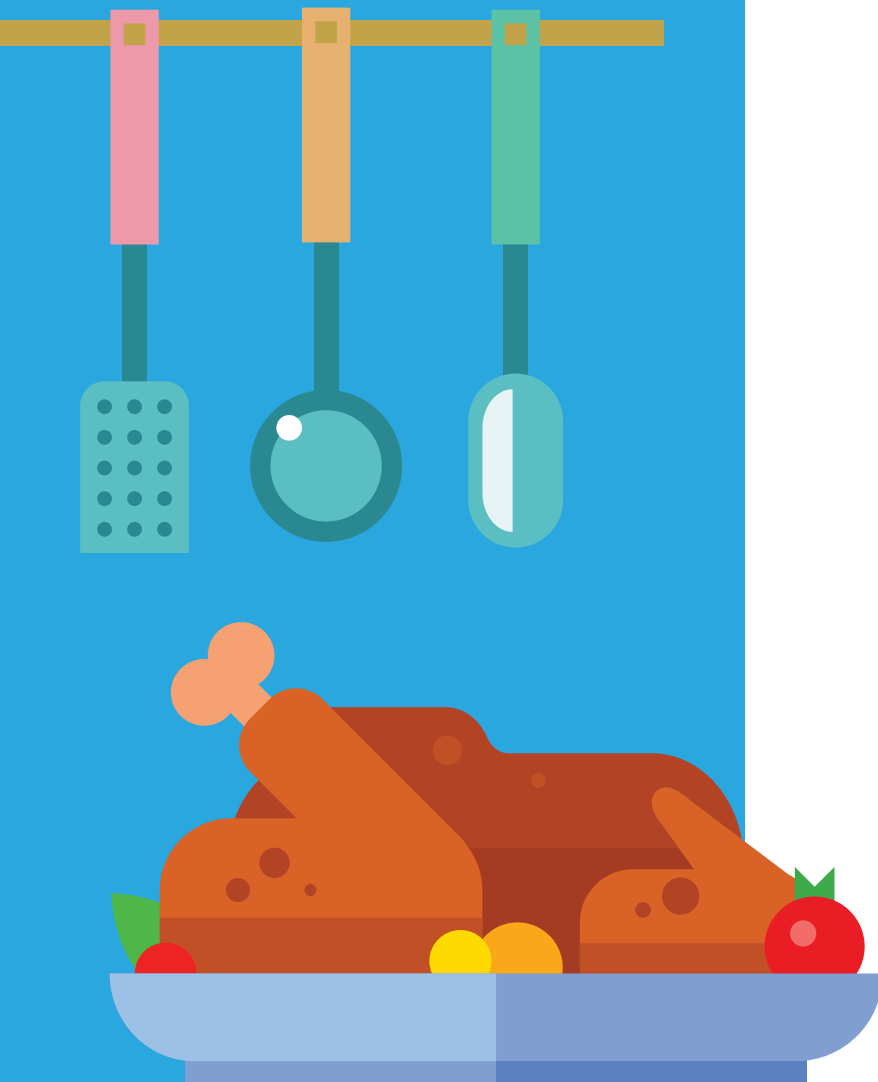
Best friends do everything together! Make sure to take advantage of all the ways a mobile app can enable the social experience. Prominently feature the event hashtag on your splash screen and banner ads. Use push notifications to remind attendees to share. Ensure all social icons are linked to your brand's accounts as well as encourage speakers, attendees and exhibitors to link their social accounts to their event app profiles.

5. Social Swag

Your event hashtag is almost as important as your brand's logo when it comes to swag. Ensure it is on all swag items and consider giving out swag that encourages social behavior. Some ideas to consider – device chargers, “Tweet Me” / “Snap Me” stickers for name badges, selfie sticks, photo booth props, pens with stylus or hashtag temporary tattoos.

6. SocialWall

Integrate the social content being generated by your attendees as part of your event design with SocialWall. This event technology displays the content on your event hashtag practically anywhere using a projection screen or TVs. Attendees sharing will get excited to see themselves on “the big screen” and attendees not participating will want to join in on the fun!



7. #GoodEats

Food and beverage are integral parts of your event planning process and people love to take photos of food! You can keep it simple by incorporating the event hashtag on napkins, glassware, or even on the food itself. Get more complex by hosting a “name this dish” contest or have attendees vote via a Twitter poll on what should be served at the after-party.

8. Create Social Currency

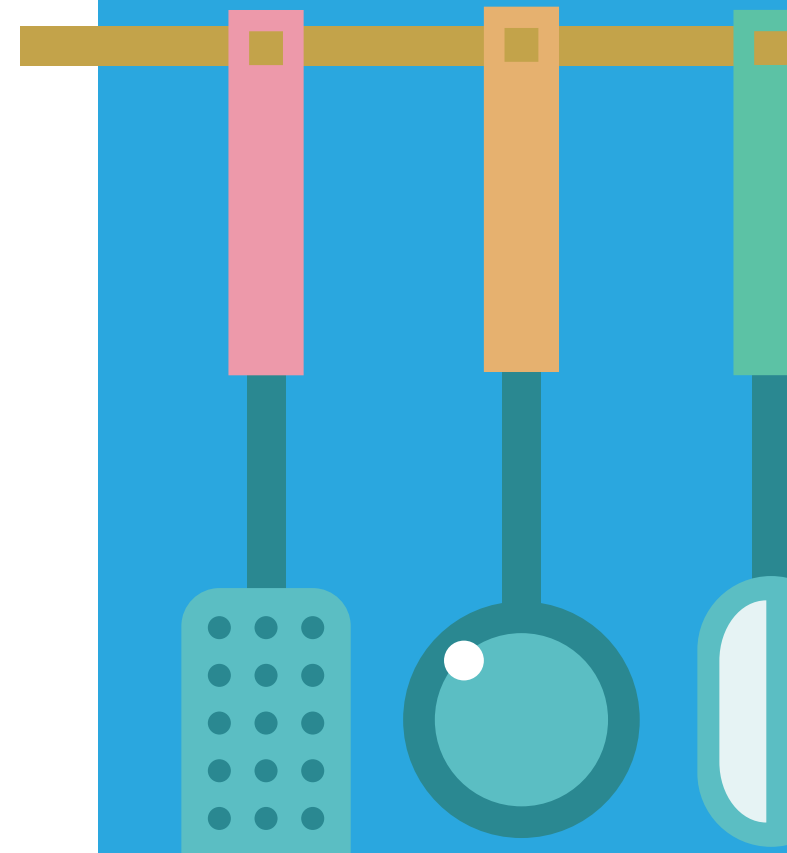
Challenge your attendees to think of tweets as dollars and Instagram photos as upgrade passes. Set up a Twitter activated vending machine that dispenses whenever an attendee tweets a specific hashtag and username. Create a photo challenge that can only be completed on Instagram and once completed “unlocks” a pass upgrade for a VIP area.

9. Interactive Polling

Stop asking attendees to raise their hands! Instead, launch in-app polls to instantly receive attendee feedback or facilitate a Q&A during breakout sessions. Try embedding real-time in-app poll results into presentations to create a more social event experience.

10. #Help

Have a dedicated area where attendees can access social media and mobile experts for help with everything from stepping up a Twitter account to posting to Facebook from their mobile device. Hold an #AMA (Ask Me Anything) style in-person chat to answer questions for an audience that’s at various levels of social media savviness.



Recipe Go Green



WHAT IS GOING GREEN?

Sustainability is not just about eliminating your printed event guides and schedules. Mobile event apps give you the ability to do away with paper surveys, session handouts, maps, and other collateral. It is about eliminating as much potential waste as possible without sacrificing the attendee experience.

WHY SHOULD YOU GO GREEN?

Event Marketer Magazine, in an article titled “What Happened To Green?” says that “green” is no longer an add-on. “Green is an expectation from consumers, employees, and clients -- Millennials especially.”

Green may be an expectation, but it can be scary taking that leap to go completely paperless. We have worked with a lot of event organizers who know sustainability is important, but fear some of their attendees will not embrace the digital experience.

We’ve got you covered. This guide is here to help you make that transition smoothly. We’ll give you ideas that will have even your most ardent print supporters abandoning their paper guide for your mobile event app.



WHY DIGITAL IS BETTER FOR YOU

When you eliminate your paper programs, you also eliminate that early print deadline. Remember the days of stuffing exhibitor directories with last minute paper additions? That is an activity you never need to do again. With an event app, you can add information and make changes not only the day of the event but all throughout as well.

Last minute changes to your agenda? No problem, simply use your event app to notify all attendees of the change. Do you have to relocate a particular session? You do not need to print up a new sign, just message everyone scheduled to attend with the new location, and update it on the app's schedule.

TWO DIFFERENT APPROACHES TO GOING DIGITAL

With thousands of events under our belt, we have seen every approach imaginable to going digital. To help you and your attendees make the transition smoothly, we have come up with two different strategies. All you need to do is choose which one is right for your audience.

To help you decide, poll your audience on their preference between a digital option and a print option.

POLL

- ☒ Yes, I'm all for going green! I would happily welcome and use an Event App at this year's conference.
- ☐ I'm not entirely convinced, but I'm not opposed to an Event App either. If it improves my experience, I would be willing to give it a try.
- ☐ No way! I'm not going to be happy unless I have a printed guide.



ALL OR NOTHING

Many event planners have made the bold move to eliminate all printed materials at their events. The secret to the success of this approach is in how you spin it.

Let your attendees know you are making this change to reduce waste (good for the environment) and provide them with up-to-date, high-quality information (good for them) in a format that is much easier to carry around.

Attendees will be much more receptive to changes when you point out the benefits to them.


The trick to this approach is to prepare them in advance. You don't want attendees to be confused when they arrive at your event.

Registration Confirmation

Let attendees know upfront that you are going paperless by including a notification in your registration confirmation. Advise them to be on the lookout for announcements when the app is available and where they can get all the information they need in regards to downloading and using the app.

Social Media

Use your social media channels to inform your attendees every step along the way.



Cvent

April 16, 2016 ·

Frustrated by thumbing through pages and pages of a printed program to figure out where you need to be when? Tired of carrying around reams of paper that weigh you down?

We've got great news! This year we are going completely green and providing you with a way to organize your schedule, take notes, complete session surveys, network with other attendees, and navigate the exhibit floor via your mobile device.

Head on over to our Event App Landing Page for everything you need to know, from where to find the app, how to download it, and how to use it. [\[Link to Event App Landing Page\]](#) #EventHashtag #GoingGreen





We're going GREEN this year!


Download our mobile app and have everything you need in one place!


Head on over to our Event App Landing Page for everything you need to know, from where to find...


HELLO.CVENT.COM


 Like

 Comment

 Share





 213

 32 shares



Natalie Anderson @natalieanderson · 16h

2016 is the year we are going completely green. Everything you need to know in one place [\[link to your event app landing page\]](#) #EventHashtag #GoingGreen


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OFFER A CHOICE

We get it; some events have a demographic that just does not want to give up their printed materials. You spend so much time creating a positive experience for your attendees, the last thing you want to do is ruin that experience by forcing them to adopt something they are not comfortable using.

Use all the methods above to communicate why and how you are going green this year, but assure your attendees they will still be able to get access to a printed guide if they prefer one.

Reduce Your Print Run

You can still reduce your printing significantly by offering attendees an option between print and digital.

During the registration process, ask attendees if they require a print version of the guide. To make them really think about that choice, you could charge for the print version, or offer a registration discount for those who opt to download the app.

Another option is to keep a small number of printed materials on hand (and hidden) at registration and information desks. If someone requests a paper version, first ask if they are aware that the most up-to-date materials are available via your event app and do they need help downloading the app. If they still insist on a printed version, then you can hand one over.



Go Bare Bones

Eliminate your glossy program altogether, and just offer a print on demand option. Set up a few computers and a printer where attendees can print a PDF version of your program if they want it.

Again, be sure to offer to walk them through downloading and using the app to get the most up-to-date information.

Print At Home

Let attendees know if they want a paper version of your program they will have to print it out themselves and bring it with them.

Provide them a link to a PDF download, but remind them of all the advantages of using the app. Assure them that there will be help available on site if they need assistance downloading and using the app.

TIP FROM A TOP-CHEF



This will be our first year moving from print to digital. We are allowing participants to request a hard copy, only if required, but we are really pushing the app. We will not spend money on a fancy printed program; we will just print out a word document for those that request. We want the app to be the better choice!



– Angela Whiteside
Gardner Institute



PREPPING YOUR STAFF

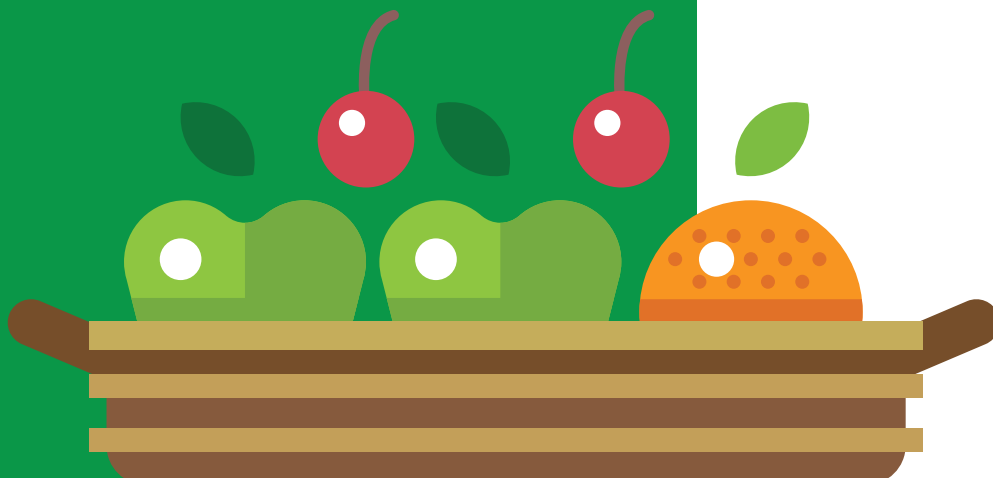
Your event staff will be on the front lines of your “Go Green” effort, and the best defense is a strong offense. Anticipate some of the most common questions your team will encounter at the event and provide them some prepared statements.

Attendee: *I just want to see a schedule, why can't I get a paper copy?*

Event Team: *We're trying to reduce our waste this year, so we're not automatically printing out schedules. If you really want a paper version, you can get one at the registration desk, but did you know the app lets you add sessions to your personal schedule, so you don't have to keep flipping through pages and pages of information?*

Attendee: *Why don't you have any paper guides this year?*

Event Team: *We sent a poll to all our attendees, and 92 percent of you said you wanted to go green or at least wanted to give it a try. I would be happy to walk you through some of the features of the app. Was there something you were looking for in particular?*



GETTING YOUR SPEAKERS ON-BOARD

You can reduce much of your printing by getting speakers to put their presentations and handouts right on the app. Many of your speakers will be thrilled to learn they can upload not just documents, but videos and images as well.

You can also do away with printed session surveys. Make sure each speaker makes an announcement before and after his or her session to remind attendees to fill out their session surveys via the app.

CELEBRATE SUCCESS

Just as getting attendee buy-in is an important first step to the success of your Go Green initiative, giving your attendees credit for your success will create a positive atmosphere.

Make a big deal about your efforts to go green.

- During the general session, ask for a round of applause for those who opted to use the event app instead of asking for a paper guide.
- Send a push notification out to all attendees thanking them for creating a more sustainable event.
- Create a graphic to display in high-traffic areas that shows how many trees were saved or the amount of waste that will not be going to a landfill thanks to going green.

 **Go check out the extra credit on the right sidebar.**

EXTRA CREDIT:

Your move to digital will fail if your attendees cannot access information if they cannot keep their mobile devices charged. Be sure to have plenty of charging stations available, so a drained battery does not leave your attendees without the information they need.



TIP FROM A TOP-CHEF

Not only is “going green” responsible, but it is also cost effective. All of our meeting materials are electronic and posted to our mobile app. We encourage all of our attendees to use the mobile app to “follow along” with the presentation. This gives them the opportunity to “drill down” on data intensive charts and graphs. Allowing for a more engaging experience at our events.

– John Holmes
NGP Energy
Capital Management



Recipe Personalize

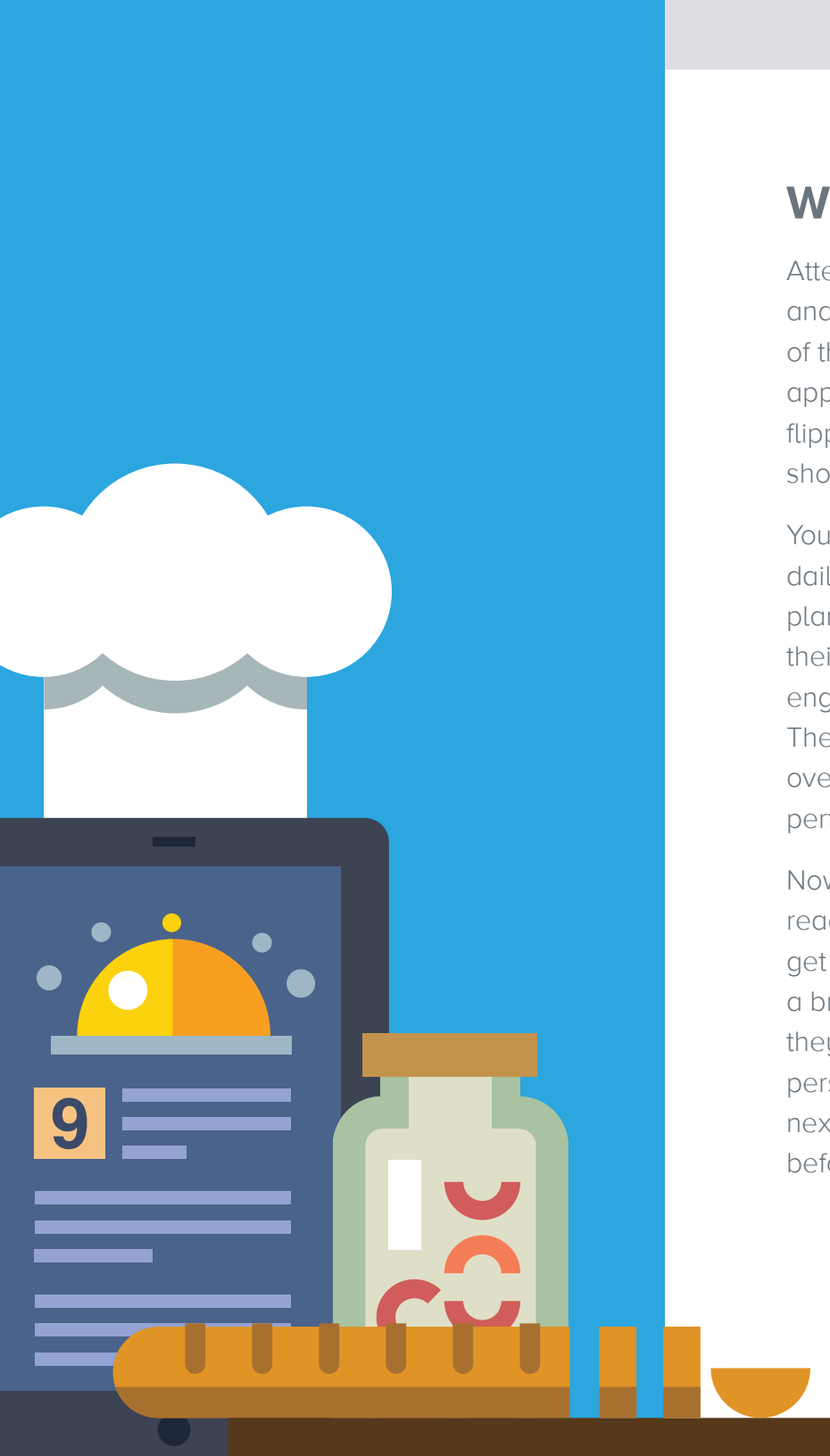


WHAT DO WE MEAN BY PERSONALIZE?

Attendees expect a personalized experience in every aspect of their life, and the event is no different. Mobile allows planners to reduce the noise of the event and deliver a mobile experience including content and in-app engagement that is personalized for the attendee. No longer are they flipping through a huge book of every session available, instead they are shown sessions that are only pertinent to them.

Your attendees expect a personalized experience in every aspect of their daily lives, and the events they attend are no different. Mobile allows planners to meet those expectations, and reduce the overall “noise” of their events by delivering an experience that includes content and in-app engagement that is specifically personalized for the individual attendee. The days of flipping through pages and pages of session descriptions are over—replaced by an individualized interface that includes only the content pertinent to them.

Now, imagine this scenario: an attendee uses your app to discover and reach out to another attendee who has a similar role in their industry to get some advice. They arrange, through the app, to meet for coffee over a break. A new, valuable peer connection is made. Deep in conversation, they realize the next session is about to start. Both attendees pull up their personalized schedules showing them which session they are headed to next, and where those sessions are located. They are settled in their seats before the presentation begins.

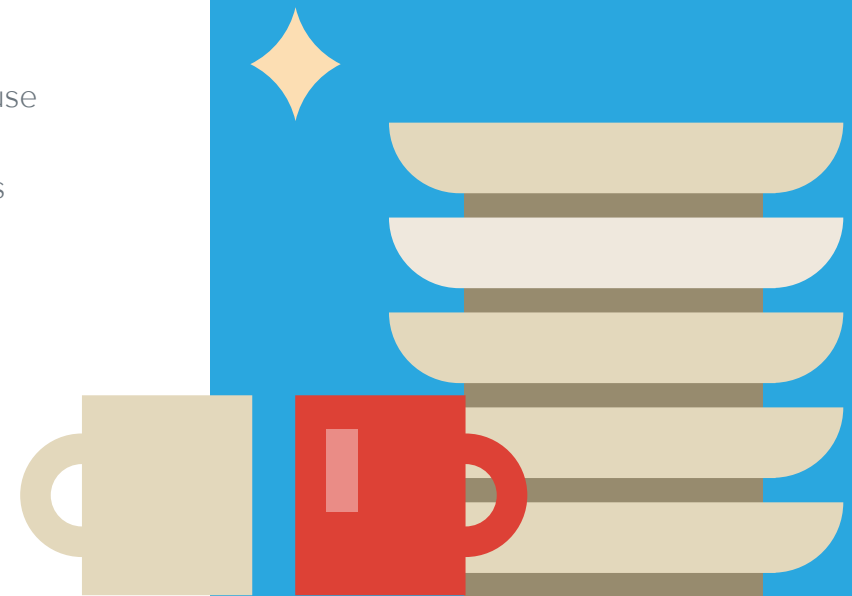


That scenario would have been all but impossible to experience with a traditional printed guide. Mobile networking in the digital age means having the ability to make professional contacts in an instant. A quick tap of the finger, as opposed to sifting through the profiles of thousands of attendees to find potential contacts. Apps allow attendees to search by industry, interest or region and are able to quickly find valuable connections at the event –providing unique value which brings them back year after year.

WHY DOES PERSONALIZATION INCREASE APP ADOPTION?

Timing is everything. What's making personal app adoption skyrocket is the ability to meet attendee expectations in real-time, delivering the content and information they need, when they need it most. And this is resonating. According to a study by Flurry, personalized apps were the fastest growing mobile app category in 2015. They showed a 332 percent growth rate based on time people spent actually using and interacting with those apps.

This is not an insignificant, “cool” bit of tech. Event professionals fully realize the wants and needs of their attendees are vast and varied, and this can be challenging on many levels. Attendees are much more likely use download, use and love the app if it's providing them a personalized experience that's been created for them. Equipping attendees with a personalized roadmap at events pays off significantly in regards to attendee experience, and furthers brand loyalty. Soon, your event app becomes a vital tool for the event experience, an essential guide, a year-round tool replacing an outdated catalog.



And “year-round” is not a typo. Attendees are choosing sessions months prior to downloading their event apps, plotting their every move and pushing their personalized schedule into the app helps them manage their time while onsite. Their social feed will reflect their personal interests as well, showcasing any comments or photos from a session in their feed they have shown interest in.

A personalized event experience is a memorable event experience. It is an experience they want to enjoy repeatedly. Here are some ways to deliver and promote that great experience.

As you are building your registration site, begin thinking about how you can group your attendees to personalize their experience in the app. For example, if you have a group of VIPs, you may want to segment “VIP only” sessions and push notifications in the app. The key is identifying these groups as early as possible so as you are bulding content, you can flag them with these groupings.

TIP FROM A TOP-CHEF

“

Personalization of our apps is very important. We use Cvent’s registration information to customize what features, documents, sessions, activities, and a variety of other aspects of the event our attendees will see. Push notifications are another way to personalize your event using your app. Set up targeted push notifications to inform different groups of people.

”

– **John Holmes**
NGP Energy Capital Management

WAYS TO PERSONALIZE THE ATTENDEE EXPERIENCE

Here are some best practices to make sure you are providing the personalized experience your attendees expect.

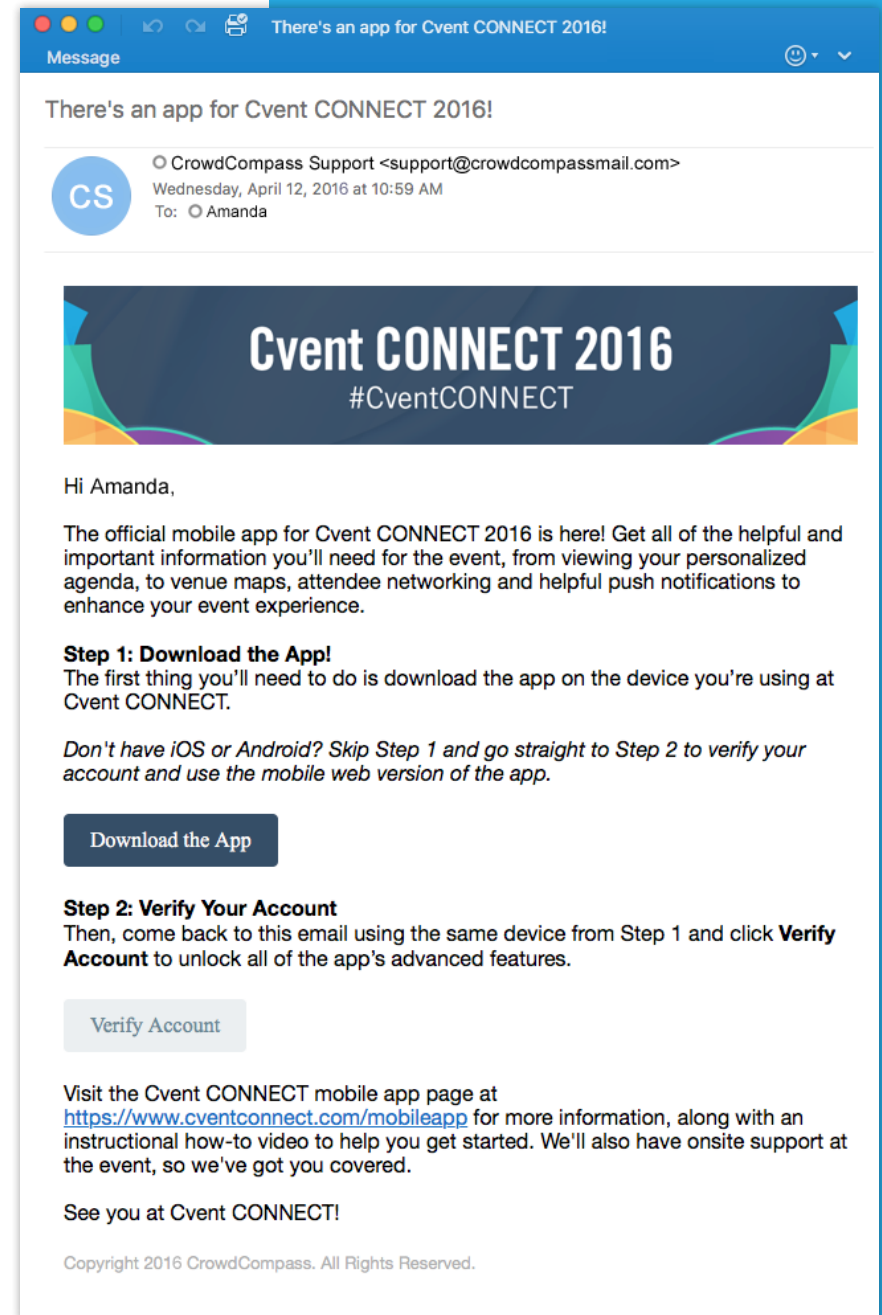
CUSTOMIZE YOUR COMMUNICATIONS

Your event is unique, so it stands to reason that you should provide your attendees with captivating, personalized, event-specific messaging that is also unique. Generic messaging does not build lasting connections. Give your email messages to attendees the personal touch they deserve by customizing them. Include specific information that pertains to your recipient. In return, your attendees will be more engaged, and trust that you're prepared to deliver on their specific wants, needs, and preferences—not to mention build positive momentum for your event.

CREATE ATTENDEE GROUPS

Use information you get from your attendees during their registration to categorize your attendees into different groups. You might segment your attendees into groups based on these factors:

- **Job responsibilities** (executive, manager, laborer)
- **Interests** (continuing education, buyer, networking, innovation)
- **Divisions** (marketing, sales, operations)
- **Experience** (length of time in the industry)
- **Attendee classification** (member, student, media, sponsor/exhibitor, academic)



Once you've put your attendees into groups, you can use your event app to create custom push notifications, banners, and sponsored content that is relevant to those specific groups.

PROMOTE PERSONALIZED SCHEDULE INTEGRATION

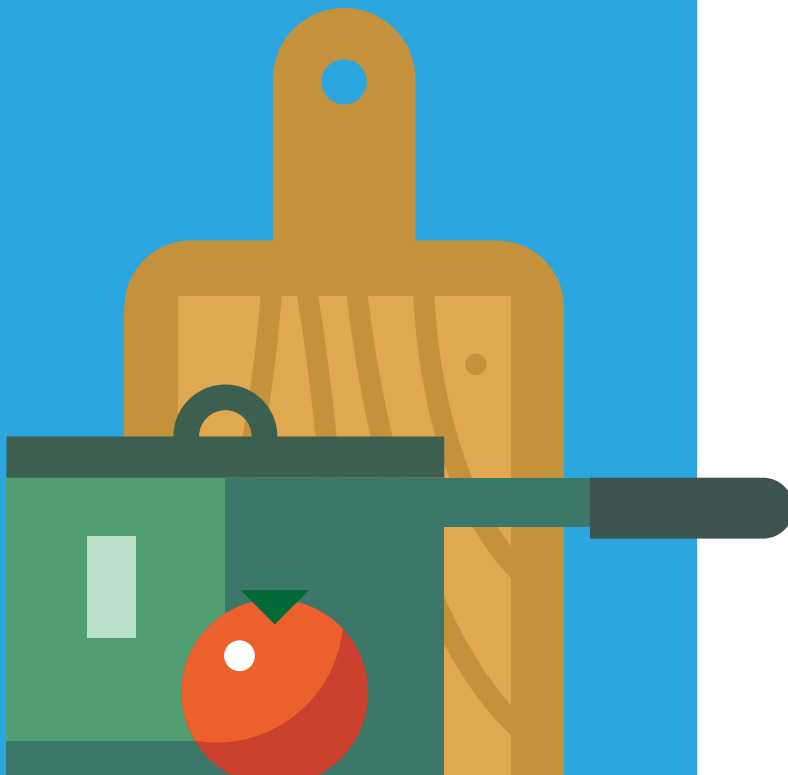
If you are running concurrent sessions at your event, allow your attendees to add sessions they are interested in attending to their personal schedule right from the main agenda. A personalized schedule makes it easy for them to know where they need to be at any given time.

For events that allow attendees to create their schedules during registration, make sure those schedules are automatically imported into your event app once they have signed on.

Attendees who are not able to leave their work routines behind when they attend your event would appreciate the ability to export that personalized schedule to their native calendar on their mobile device. This way they know not to schedule a coffee meeting during a break on top of a conference call they need to be on.

CREATE RELEVANT ACTIVITY FEEDS

Allow your attendees to toggle between different activity feeds. When they are in a session, they can focus on only the comments from other session attendees. If they have to miss a particular session in which they were interested, they can tune into that session's feed to catch any words of wisdom or even find someone to give them the cliff notes version of the topic.



Once out of their session, they can switch over to the main event activity feed to see what all the attendees are talking about. Of course, they should also be able to filter everything out and only see their individual notifications and messages when they need to.

IMPLEMENT BEACONS

Beacons are small, inexpensive devices that you can attach to walls, doorways, or even a booth. They are used to transmit notifications straight to an attendee's mobile device when they are in the range of the beacon. You can use beacons to send relevant information to your attendees based on where they are at any given moment. Your attendees won't be bombarded with notifications, but rather only receive them when they are in a certain locale, helping quickly guide them to relevant destinations.

You could send a notification to download an e-book from the lunch sponsor on the way into the dining room. You could remind them to download a handout or fill out a survey on their way into a session room. You could even use beacons to send attendees fun or interesting facts about your particular event location.

TIP FROM A TOP-CHEF

“We personalize our attendees by division. Each division will have their own banners and notifications.”

— **Allan Villanueva**
Ewing Irrigation

