

4 Ways to Elevate Your Leadership Development and Training Events Using Mobile App Technology

Internal meetings are compelling right now. And it's no wonder. Bringing people together can be very powerful. Successful companies are focusing on employee engagement and internal events to drive results. And mobile app technology can help transform the experience and make it even more meaningful.

Elevate your next leadership development or training event. Check out the following strategic areas and how to get the most from your event app.

1 **BUILD** relationships between employees and your organization

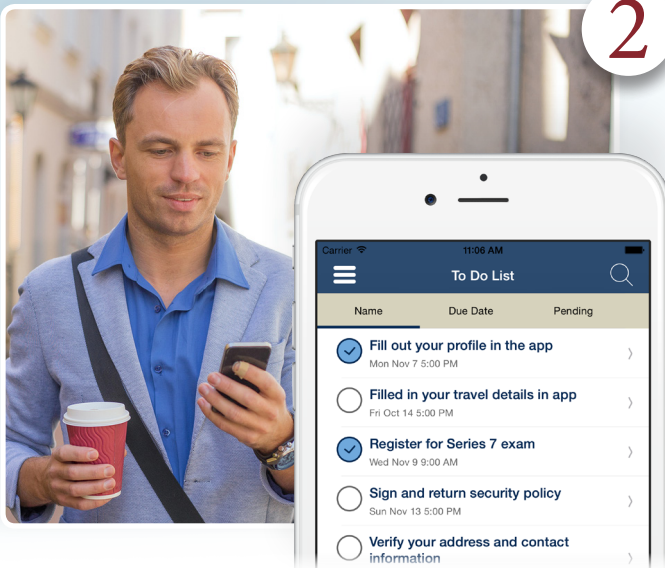
- Add attendee profiles, full of amazing info.
- Use in-app messaging between participants for direct communication.
- Schedule one-to-one meetings between employees and key executives.
- Build an in-app, team-based badge game. When people play in groups, participation soars, along with collaboration, networking and fun.



2

COMMUNICATE better

- Send your most important messages as push notifications. You can send to all, certain groups or even individuals.
- Put key presentations, videos or other important documents in the app for easy accessibility.
- Personalize the app for each participant's schedule. Include breakout sessions, activities and table assignments.
- Include a to-do list to help prepare everyone for the meeting. Track progress to see how everyone is doing.



3

SHARE information and embrace feedback

Streamline training certifications and glean valuable insights from your team members.

- Allow employees to check in to sessions for continuing education credits.
- Keep motivation high with a real-time credits-earned graph and personalized certificate.
- Use live polling and Q&A to let participants tell you what's on their minds.
- Let team members discuss opportunities and challenges on a discussion board for great crowd-sourced content.
- Collect responses to key survey questions.
- Download full reports with live poll, survey and CE credit data.



4 CREATE lasting memories of your time together

- Encourage posting of photos to capture highlights of the event and amplify its impact.
- Display a social wall in one of your common areas for all to see: Discussion Boards, Photos, Twitter and Instagram feeds.

