MOBILE APP MARKETING PLAYBOOK

A Guide to Increasing Event App Adoption

An eBook by CrowdCompass
INTRODUCTION

ADOPTION DRIVES MONETIZATION: FOUNDATIONAL STEPS FOR SUCCESS

Whom Do You Serve?

What Do Attendees Want In Their Conference App?

The Road to Monetization

Your Mobile App Roll-Out & Marketing Plan

Driving Downloads & Raving Fans

Shifting Eyeballs and Ad Revenues from Print to Digital

CARROTS & STICKS: CHANGING BEHAVIORS

Rewards and Boundaries Expedite Adoption

Where to Draw the Line

10 SMART MOVES: YOUR ADOPTION ACCELERATION TOOLBOX

MOBILE APP MARKETING: TIMELINE & CHECKLIST

As you map out your own mobile app plan, get in touch. We’d like to learn more about your situation and share recommendations that are best fits for your audience.

SIGN UP FOR A DEMO
INTRODUCTION

APPETITES FOR MOBILE APPS ARE GROWING.

Just how important are mobile apps? A study shows that the average smartphone user spends 2.8 hours per day on their mobile device, and 89% of that time is spent on mobile apps.

The Social-Mobile early adopter stage is clearly over. We’re now well into the Fast Follower stage with mainstream adoption looming. This revolution spans nearly all demographics and markets and is an expectation for the coveted next generation conference participant. Attendee palates are maturing, and their expectations around rich conference apps are rising fast.

For conference organizers, mobile apps are no longer a “Should we have one?” decision. We’re at the “How can we launch mobile apps in the best possible way?” stage.

STRATEGY DISCUSSION POINTS INCLUDE:

- Which mobile app vendor offers best value and best fit?
- Should we go with web-based, native, or both?
- How can we leverage digital real estate to drive more value to all conference stakeholders?
- How will we measure success and drive continuous improvements?
- What’s our strategy to increase and accelerate adoption?
While these are the questions driving most organizations’ decisions when thinking about a conference mobile app, this eBook focuses primarily on the last bullet. It’s about increasing and accelerating adoption of your conference mobile app because adoption drives everything!

The user’s first impression of your conference mobile app is a make-or-break moment. It’s a critical point where a snap judgment is made: Is this mobile app convenient and helpful? Every “yes” drives repeat use, and ultimately, stronger adoption.

You need to earn a spot on your attendees’ “top 15 apps” list, which means it’s up to you to win their attention and recommendation.

Remember: The conference mobile app engine is fueled by adoption. We want to equip you with the latest insight and strategies to vastly improve the attendee’s conference mobile app experience and increase adoption.

**WE’LL HELP YOU:**

- Assess and select a mobile app vendor who can help you deliver a better conference experience
- Fine-tune and perfect your mobile app roll-out and marketing plan
- Aggregate high-value content that accelerates repeat use
- Create a conference experience that drives loyalty through the roof
ADOPTION DRIVES MONETIZATION: FOUNDATIONAL STEPS FOR SUCCESS
WHOM DO YOU SERVE?

POP QUIZ

You’re launching a conference mobile app (or leveling up from the one you launched last year).

Whom do you serve?

a. Attendees
b. Exhibitors & Sponsors
c. Speakers
d. Your organization
e. All of the above

Answer: e. All of the above.

Now, let’s reframe the question:

“Whom do you need to serve most with this conference mobile app?”

The answer is clearly Attendees.

“With more than 3,000 people at our conference, we needed a fast way to communicate updates and increase engagement. Our mobile app was a big hit. More than 80% downloaded it and our members now see us as ahead of the curve!”

Courtney Young
National Council for Community Behavioral Healthcare
IT’S ABOUT UPGRADING ATTENDEES’ CONFERENCE EXPERIENCE.

It’s about providing real-time information that’s relevant to their discoveries. It’s about improving their ability to make fast, real-time decisions based on their immediate needs, thoughts, and feelings.

All conference stakeholders are important – but the lion’s share of attention needs to be on satisfying your attendees. Without attendees, you don’t have exhibitors, sponsors, speakers, or an event. Attendees are your mobile app royalty. Provide them with helpful, just-in-time information at their fingertips and everything improves.
WHAT DO ATTENDEES WANT IN THEIR CONFERENCE APP?

FOR ATTENDEES, A WELL-DESIGNED MOBILE APP BECOMES A DIGITAL JOURNAL, CAPTURING HIGHLIGHTS OF THE CONFERENCE FROM START TO FINISH.

It should be their Swiss Army knife specifically designed to add value to their conference experience. When they’re back at the office, the app becomes a powerful tool to quickly recall, implement, or share the experience with others:

- Which education sessions did I attend? What were the actionable takeaways?
- What additional insight (slides, handouts, notes, etc.) can I use to improve my work, position, or contribution?
- Which breakthrough ideas should I share with my team?
- Which exhibitors did I like most and want to follow up with?
- Who did I meet at this conference? Which new contacts are high on my follow-up list?

When you do everything you can to deliver over-the-top value, as this list suggests, that value will trickle down quickly to all conference stakeholders. After providing an outstanding mobile app experience that drives attendee adoption, you can start asking the tougher questions.
THE ROAD TO MONETIZATION

IF YOU’RE SELLING MOBILE APP SPONSORSHIPS WITH LITTLE OR NO USER METRICS TO SUPPORT YOUR PITCH, YOU’RE SELLING A DREAM.

By the way, you’re not alone. There are many out there selling this same dream.

With today’s explosive demand for mobile app advertising, there are more than a few eager sponsors who are ready to play. Even if this is your first mobile app launch, don’t let your attention stray from attendee adoption and value. Without that, your monetization plan will quickly unravel.

Mobile app monetization move in cycles. This victory loop shows how each step feeds the next.

Step 1: Adoption Success Plan
Gather attendee-focused content from a variety of respected sources. Map out a timeline for distribution, including pre- and post-event. Make sure each element is easy to find and enhances the conference experience.

Step 2: Secure Sponsor(s)
Share your Adoption Success Plan with potential sponsors and they’ll quickly see that you’re serious about driving adoption. With a smart adoption plan in hand, signing on sponsors will be much easier.

Step 3: Deliver What You Promised
This applies to all event stakeholders, but first and foremost, to your attendees. Deliver on your promise to enhance the attendee experience and everyone will benefit, including your mobile app sponsor(s).

Step 4: Review, Improve, & Adjust Pricing
Run mobile app usage reports and review results with sponsors. Identify areas of improvement. With strong adoption and use, gradually increase pricing for mobile app sponsorships and ads accordingly. Give last year’s sponsors first dibs on next year’s sponsorship opportunities.
YOUR METRICS ARE ONLY AS GOOD AS YOUR MACHINE.

As you shop mobile app providers, be sure to inquire about back-end analytics. You’ll need solid reporting capabilities capturing mobile app clicks, views, preferences, and more, with capacity to filter by an assortment of data categories. Mobile app providers should have data and usage reports from past work they have done, supporting conferences similar in type, size, and scope to yours. This data and insight will help you set competitive pricing for your own mobile app sponsorships and ads.

Even as mobile app revenues grow, never let your attention move away from serving the needs of your attendees. Their satisfaction and engagement drives everything – always.

WHEN ASKED:

What would make you more likely to pay attention to an advertisement on your smartphone or tablet?

34% OF RESPONDENTS SAID THEY WERE LOOKING FOR RELEVANT CONTENT.
YOUR MOBILE APP ROLL-OUT & MARKETING PLAN

(Attendee Customization is the Killer Marketing Strategy)

EMAIL ISN’T GENERATING THE SAME RESULTS IT ONCE DID.

There’s too much noise, too many interruptions. Audiences push emails away, because they’d much rather pull in just what they need when they need it. They prefer to customize how and when they receive information from organizations they trust.

That’s where conference mobile apps work best, because they amplify reach. Focus on getting attendees to download the app and coach them on best ways to pull in helpful content. Making large conferences personal was difficult before the mobile app. Give participants the ability to customize their own event channel and experience!

Push notifications via the mobile app are powerful, but only when the content is helpful and valuable to the participant. A few examples:

- Video previews for keynote speakers
- Tips that help app-enabled attendees better navigate the conference than their paper-based colleagues
- Last-minute room or speaker changes
- VIP access to book signings for keynote speaker/authors
DONE RIGHT, YOUR MOBILE APP SHOULD BECOME THE GO-TO SOURCE FOR UP-TO-THE-MINUTE CONFERENCE INSIGHT.

Within the mobile app, you now have a dedicated channel for push notifications, but use this messaging channel wisely. Be careful not to flood it with low-value messages.

Respect your audience and serve up only high-value notifications, directing them to helpful content. Too many interruptions will make your attendees want to opt out, and you’ll lose all those eyes you worked so hard to gain.

The mobile app was a great tool for our attendees. It made our workshop a lot more interactive than it’s ever been.

Lorraine Petrie
One Lambda, Inc

Push notifications like this one are popular, especially when following awesome presentations.
Some will download the app in advance, while others will wait until they’re in transit or arrive at the conference.

Keep in mind, repeat attendees and Next Gen attendees like to build their itineraries in advance. If mobile app content’s too light, they’ll abandon and forget about the app.

Growing Next Gen?

73% of younger participants create a MUST-SEE list of exhibitors before attending a conference.

Source: CEIR Study
## Here's a Quick Checklist to Make Sure You've Covered All Your Bases

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<tr>
<td>1</td>
<td>Place a “Download Now” button prominently on your conference website</td>
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<td>2</td>
<td>Include the download link in all “know before you go” communications</td>
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<td>3</td>
<td>Create “fast scan download” QR codes and put them everywhere – signage, print programs, presentation slides, etc.</td>
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<tr>
<td>4</td>
<td>Create a mobile app splash page with a short URL – makes for fast/easy verbal instructions for those QR code-hating attendees, e.g. mycompany.com/GetApp</td>
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<td>5</td>
<td>Include the link in all staff email signatures</td>
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<td>6</td>
<td>Make sure there’s good Wi-Fi coverage at your host venue (or at least several easy-access Wi-Fi hot spots for downloads and updates)</td>
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<tr>
<td>7</td>
<td>Drip out new “mobile app eyes only” content regularly leading up to your conference</td>
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<td>8</td>
<td>Have dedicated mobile app support available on-site (at the registration desk AND at a mobile apps HelpDesk within easy access during the conference)</td>
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<tr>
<td>9</td>
<td>Invest in “white glove” support for exhibitors and speakers to aggregate rich content</td>
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<td>10</td>
<td>Stir up social networks – ask speakers, exhibitors, and sponsors to share the app with their followers</td>
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<tr>
<td>11</td>
<td>For those who cannot attend the conference, promote the mobile app as an efficient way to monitor conference highlights and announcements</td>
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<tr>
<td>12</td>
<td>Offer “express” registration check-in for those who download the app</td>
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SHIFTING EYEBALLS AND AD REVENUES FROM PRINT TO DIGITAL

TEN YEARS FROM NOW, THAT 64-PAGE PRINT PROGRAM WILL BE A DUSTY RELIC.

Print programs won’t disappear, but they’ll sure be a whole a lot thinner in the future. It’s a savvy meeting spend move (plus, it’s greener).

The move from print to digital requires a series of carefully planned steps. While your tech-savvy crowd will be all over the mobile app early, others will need more encouragement with strong “What’s In It For Me?” incentives.

Keep in mind, advertisers are already making the shift from print to digital, with expectations for mobile app ad spend to triple in the next three years. The faster you grow mobile app adoption, the greater your success in growing mobile app ad revenues will be.

"Our first go around with mobile apps was a web-based app. Learning a lot, we switched to a native app on the second go around and things really took off. App usage more than doubled from our previous year and we created a new mobile sponsorship channel."

Beth Hecquet
National Association of Sports Commissions
HERE ARE A FEW QUICK TIPS TO HELP GUIDE YOU THROUGH THE PRINT TO DIGITAL TRANSITION:

Develop a Plan to Shift Content from Print to Digital in Stages

Drastic changes sometimes spark resistance, but for some conferences, it’s exactly what you need to get huge adoption. If your attendees have grown accustomed to a print program with 75+ pages, you’ll need to tackle this shift from print to digital in a series of stages. Consider moving 25% of your content from print to digital in the first cycle. Some conference organizers have been successful moving 50% or more of content to the mobile app in the first round. Know your audience and plan accordingly.

Create Super-Sized Bundles for Exhibitors

All exhibitors will need a presence on the mobile app to be helpful to attendees. Create super-sized upgrade packages for the mobile app that include longer descriptions, more product categories, rich media, and featured placement. For best penetration, premium upgrade packages should span all content delivery channels – print, web, and mobile.

Use Your Print Program as a Pointer Channel to the Mobile App

As you build out richer digital content on the mobile app, use the print program to alert readers about valuable information that’s just one click away.

Leverage Social Media to Advance Mobile App

Use Twitter, Facebook, LinkedIn, and other channels to spread the word that there’s game-changing information, accessible only on the mobile app. Post pictures, videos, testimonials, and stories. Encourage speakers to do the same – in fact, write it into their contracts.

CLICK TO TWEET THIS

By 2019, #mobile will account for 72% of #digital ad spend in the United States. More via @ CrowdCompass: http://bit.ly/1XQgyr6 #eventapps

Source: eMarketer
CARROTS AND STICKS: CHANGING BEHAVIORS
REWARDS & BOUNDARIES
EXPEDITE ADOPTION

MANY WILL DOWNLOAD YOUR MOBILE APP AND SHOUT
“HALLELUJAH!”

As we pointed out earlier, you will likely encounter a few change resisters, too. Rest assured that with a smart roll-out plan and useful information, those resisters will soon see the light.

Best mobile app adoption success comes to those conference organizers who map out a smart “Carrots & Sticks” change plan. In other words, you’ll need a mix of discipline and rewards to change behaviors.

As outlined in the last chapter, this will require some “tough love” on your part as you start thinning out print and moving more elements to digital. Some manage to complete this transition in a conference cycle or two. Others need a longer runway.

- Offer valuable “carrots” on the mobile app they won’t find anywhere else
- Use print as a big-picture guide with reminders pointing to richer content on the app
- Keep a close eye on downloads, views, favorites, and clicks. Use this insight to fine-tune your plan and optimize pricing for future mobile app sponsorships and banner ads
- You know your audience better than anyone. Design a plan that strikes the right blend of “carrots & sticks” and ushers in change at a steady pace

CLICK TO READ THIS
Blog Post:
Huge Missed Opportunity for Conference Mobile Apps
**IF YOU’RE TEMPTED TO CARRY ON WITH THAT 75+ PAGE PRINT PROGRAM, HERE’S ONE LAST “CARROT” FOR YOU:**

Print program deadlines demand you lock down content 30-45 days in advance. This greatly compromises conference value because you can’t easily add latebreaking news or changes. You’ll never need to print a program addendum if you have a mobile app with high adoption.

**WHERE TO DRAW THE LINE**

HERE ARE RECOMMENDATIONS ON WHERE TO DRAW THE LINE BETWEEN PRINT AND DIGITAL (AKA, CARROTS & STICKS):

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>STICK (PRINT CONTENT LIMITS)</th>
<th>CARROT (RICHER MOBILE APP CONTENT)</th>
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</thead>
<tbody>
<tr>
<td>Agenda</td>
<td>Session titles, brief description, time, and location.</td>
<td>Same as print plus learning objectives, detailed session description or full abstract, learning support materials relevant to session (PowerPoint, session handouts, reports, case studies, etc.)</td>
</tr>
<tr>
<td>Speakers</td>
<td>Name, title, organization, and photo. For popular keynote speakers, include short bio.</td>
<td>Create “fast scan download” QR codes and put them everywhere – signage, print programs, presentation slides, etc.</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>Alpha list with booth #, exhibitor lists by product category, and floor map.</td>
<td>Create a mobile app splash page with a short URL – makes for fast/easy verbal instructions for those QR code-hating attendees, e.g. mycompany.com/GetApp</td>
</tr>
<tr>
<td>Networking</td>
<td>List scheduled networking opportunities.</td>
<td>Include the link in all staff email signatures.</td>
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</table>
10 SMART MOVES: YOUR ADOPTION ACCELERATION TOOLBOX
10 SMART MOVES: YOUR ADOPTION ACCELERATION TOOLBOX

We’ve studied hundreds of conferences, spanning nearly every type and demographic. These “Smart Moves” have proven to be most effective in speeding up mobile app adoption and repeat use.

1. ONE CHAMPION, MANY CHANNELS
Some organizations sabotage success by assigning responsibility for the mobile app to a committee. This “too many cooks in the kitchen” approach makes for uneven value delivery and light adoption. Assign one champion who will manage all aspects of the mobile app, including working with your mobile app provider to ensure near-flawless execution. You need one champion who is empowered and accountable for accelerating adoption.

2. SNEAK PREVIEW ROAD-TEST
Invite a select group of influencers to road-test your app in advance. Collect feedback, assess, and fine-tune your plan accordingly. Prime the pump and ask this preview crowd to help spread the word to others in their professional network once your mobile app is launched. Be sure to acknowledge and thank them publicly, too.

3. MAKE A SPLASH
You'll need a dynamic splash page (optimized for all devices) that quickly conveys value with prominent “Download Now” buttons for each platform. As we noted earlier, a short URL works best – something that’s memorable (company.com/GetApp) and can easily be shared at your Opening General Session (OGS), on signage, etc.
4. SHORT VIDEO SPOTS FOCUSED ON MOBILE APP FEATURES

Create two or three 60 – 90 second videos that showcase benefits of three mobile app features. Remember, we’re concentrating on attendees. Show them how this mobile app will make them faster/better/smarter/happier. Video is your best route for sharing this information and growing word-of-mouth recommendations.

5. GAME ON

Gamifying your mobile app can be a huge adoption booster, especially with a competitive group. A mobile app Leaderboard showing top scorers will accelerate participation. Photo scavenger hunts also work well, plus you’ll catch more candid shots to use in future promotions.

“We launched a mobile app photo contest at our last annual conference. It was a really interactive game where attendees could take pictures, upload them, and get points. The game significantly increased the engagement and networking. Our attendees also shared the conference pictures with their social media networks.”

Christopher Young
DECA International Career Development Conference
6. “FOR MOBILE EYES ONLY” SHOW SPECIALS

Run a steady stream of specials (discounts, VIP access, etc.) only available on the mobile app. Map out your timeline to “drip” appropriate special offers before, during and after your conference. With a smart series of special offers, app usage will accelerate quickly.

7. GURU BARS WITH PROJECTION SCREENS

Borrow a page from the Apple Genius Bar playbook. Create similar Mobile App “Guru Bars” where participants can stop by for support and quick tips. Connect a tablet device to a projector and share demos/highlights on the big screen. If a mobile app game is underway, get the Leaderboard on screen rotations.

8. WHAT'S HAPPENING NOW & WHAT'S COMING NEXT

Attendees often make last-minute decisions about which session they’ll attend next. Help them make smarter choices with a steady filter that delivers immediate relevance.

9. SURVEY THE INDUSTRY THINK TANK AT YOUR CONFERENCE

There’s a groundswell of knowledgeable participants at your conference. Launch a daily poll about industry trends and tap into this think tank. Update results throughout the day. Added bonus: You’ll be rewarded with powerful statistics to reference in post-conference recaps or blog posts.

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THE NUMBER OF MOBILE DEVICES IN THE WORLD MULTIPLIES 5X FASTER THAN THE HUMAN POPULATION.

 CLICK TO TWEET THIS

The number of #mobile devices in the world multiplies 5X faster than the human population: http://bit.ly/1XQgyr6 via @CrowdCompass
10. PROVIDE A START-TO-FINISH CONFERENCE EXPERIENCE JOURNAL

Imagine if your mobile app provided a digital capture of everything each attendee experienced.

- Full capture of learning takeaways to share with leadership and colleagues
- A list of key contacts with notes on follow-up
- A keyword-searchable list of conference hashtag tweets
- Snapshots of travel receipts to speed up filing of expense reports
- A list of post-conference articles, webinars, white papers, etc.
- A discount on registration (or booth purchase) for the next year’s conference
THE NEXT MOVE IS YOURS

THE CONFERENCE MOBILE APP REVOLUTION ISN’T BREWING... IT’S HERE!

Now that you have a good handle on the latest and greatest strategies around mobile app adoption, it’s time to go back and give your own mobile app playbook a closer look.

• Is your aim laser-sharp on attendees and enhancing their experiences?

• Are all conference stakeholders represented with helpful content that’s valued by attendees?

• Is your mobile app easy to use? Can attendees quickly find what they need when they need it?

• Are you launching the app early enough to help your attendees prepare for a successful conference experience? (Check out the Conference Mobile App Marketing Timeline & Checklist at the end of this eBook.)

• Does your current mobile app solution provide detailed analytics and helpful reports to share with sponsors and advertisers?

YOUR NEXT CONFERENCE MOBILE APP MOVE NEEDS TO BE A WINNER, AND WE’D LIKE TO HELP.

Cvent is the largest event management software company in the United States. With over 1,700 employees worldwide, our technology solutions are used to manage more than a 1M+ Events Managed.

Our CrowdCompass team has deep expertise in designing and delivering best-in-class conference mobile apps that attendees download, use repeatedly, and appreciate.
MOBILE APP MARKETING: TIMELINE & CHECKLIST

BEST CASE SCENARIO:

You launch your conference mobile app with registration. Your app has strong content right out of the gate. You build momentum and repeat use with regular updates that deliver high value to attendees.

For larger conferences with registration that opens 20 weeks out, that’s a lot of mobile app marketing ground to cover. If you’re concerned you won’t have enough initial content or be able to keep up with regular updates, go with Plan B: At registration time, let attendees know that the mobile app is coming – “Stay tuned!” Then, launch your mobile app at least 30 days before your event to drive strong adoption and repeat use.

<table>
<thead>
<tr>
<th>60-70 DAYS OUT:</th>
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<tbody>
<tr>
<td>☐ Brief teaser message: “The XYZ mobile app is coming – Stay tuned!”</td>
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<table>
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<tr>
<th>60 DAYS OUT:</th>
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<tbody>
<tr>
<td>☐ Mobile app launches as conference registration opens.</td>
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<tr>
<td>☐ “Download App” is a fast-track step within the registration process, but not mandatory.</td>
</tr>
<tr>
<td>☐ “Download App” buttons are prominent on the conference website.</td>
</tr>
<tr>
<td>☐ All staff email signatures include the app download link.</td>
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<tr>
<td>☐ Release a brief 60 – 90 second video showing how the app will enhance the attendee’s conference experience. Keep the content high-level and attendee-benefit focused.</td>
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For this timeline and checklist, we’ll assume registration opens 60 days before the event.
<table>
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<th>30 DAYS OUT:</th>
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<tr>
<td>☐  Mobile app content updates are more frequent – at least 2 – 3x each week.</td>
</tr>
<tr>
<td>Pay special attention to aggregating and improving content from your exhibitors.</td>
</tr>
<tr>
<td>☐  Leverage social media channels to build buzz, peer-to-peer sharing, and mobile app downloads and usage.</td>
</tr>
<tr>
<td>On Twitter, include the conference #hashtag.</td>
</tr>
<tr>
<td>☐  Add a “What’s New This Week?” page on your conference website. Where appropriate, point back to the mobile app for details.</td>
</tr>
<tr>
<td>☐  Use push notifications through the mobile app more frequently according to late-breaking news.</td>
</tr>
<tr>
<td>☐  Keep a strong focus on keynote speakers, industry speakers, “Know Before You Go” videos, etc. Include a reminder and link to download the mobile app.</td>
</tr>
<tr>
<td>☐  Publish a tip sheet and video to help attendees build itineraries on the mobile app in advance, and post these on the conference website, blogs, YouTube channel, etc.</td>
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<tr>
<th>7 DAYS OUT:</th>
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<tr>
<td>☐  Make daily mobile app content updates, and use push notifications for priority info. Keep in mind: Attendees appreciate the ability to preview slides or handouts before deciding which sessions to attend. Be sure to direct them to this content often.</td>
</tr>
<tr>
<td>☐  Consider launching a pre-conference photo contest using the mobile app. Example: “Getting Ready for the XYZ Conference” photo contest. This will stir up excitement and you’ll be rewarded with great photos for a slideshow at your Opening General Session.</td>
</tr>
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</table>
Messaging to attendees should focus on preparation steps to enhance the conference experience (e.g., build itinerary, create must-see exhibitor list, etc.).

Alert attendees about travel perks and conveniences within the mobile app (e.g., airport shuttle, express check-in, VIP lounge access, etc.).

Send a final “Know Before You Go” email with late-breaking information.

Encourage those who cannot attend your event to download the app to stay up to speed on conference highlights.

**SHOWTIME:**
Obviously, the big crescendo mobile app moments will occur throughout the conference.

At your Opening General Session, give a two-minute advanced feature overview pitch.

All staff should have strong command of at least three advanced features on the mobile app that will benefit the attendee experience. Make sure they circulate and help attendees make better use of these features.

**AFTER THE CONFERENCE:**

- Highlights, short video clips, session recaps, follow-up blog posts, etc.
- Conference Sponsor Acknowledgement with an article or white paper that is valued by attendees.
- Post conference surveys.
- Webinars, videos, meet-ups, etc.
- Special discount codes for books, reports, study materials, etc.
- Special discount codes for future events, membership and renewals.

If you were successful in delivering high value to attendees before and/or during your conference, your mobile app is still sitting on their smartphone or tablet. Continue sharing content that builds on the conference experience.
At CrowdCompass by Cvent, we create awesome mobile event apps that increase attendee engagement and produce a strong return on investment. As the premier event app developer, we provide mobile apps for conferences, tradeshows, meetings, and events that range in size from 50 to 50,000 attendees. Our solution is an integrated component of Cvent’s event management platform – the most comprehensive in the industry.