Feeling is believing:
The 5 emotions of successful event apps
Why settle for good?
A good event app is functional. It opens. It doesn’t crash. It does what it says it will. A great event surprises and delights—brings people together. It accelerates the emotional experience. It goes without saying, you want great. But how do you get there?

In this eBook you’ll:
- Learn the five emotions to focus on when creating an event app
- Find out which mobile app features provide the most value to your attendees and even your own team
- Walk away with five pro tips to consider when choosing your app partner and developing your strategy
- See the direct benefits a mobile app strategy can have on conferences, corporate meetings, trade shows, and conventions

Set up an app demo now ›
Feeling is believing: The 5 emotions of successful event apps

1. Excited
2. Delighted
3. Confident
4. Happy
5. Empowered
Your mobile device is more than a cell phone or tablet; it’s a part of your life.

And it can have a big impact on your emotions—from laugh-till-you-hurt YouTube videos to heated text conversations. However your device makes you feel, it’s been with you for some meaningful life moments.

- You understand your attendees.
- You’re learning about mobile.
- Now it’s time to put them together to create a one-of-a-kind experience.

Tweet this!

Nearly half of U.S. adults say they wouldn’t last a full 24 hours without their smartphone.

— Bank of America survey
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Excited
Fresh faces. New ideas. Clusters of people coming and going. The first day of an event is a swarm of excitement. You want a mobile app that taps into that energy and propels it forward. But there’s no such thing as a one-size-fits-all app.

Make the mobile experience meaningful for each attendee with event app features like:

- Customized newsfeeds that behave like your favorite social apps
- Personalized schedules that keep people connected and show them when and where they should be somewhere
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Event pro tip #1
People remember emotionally charged events. When a mobile app accelerates that buzz and excitement, attendees have a more vivid experience. Personalized content shows you have your attendees in mind, building loyalty and deepening appreciation for your event brand.

Excited has its benefits
- **Association conferences**: Attract new attention with sophisticated mobile technology
- **Corporate meetings**: Create an efficient brand experience and accelerate connection
- **Trade shows and conventions**: Draw publicity to your event with an app that has unique features

Tweet this! 94% of businesses said personalization is critical to current and future success.

— Monetate & Econsultancy
Delighted

People go to events to make connections with the right people. An event app should make that easier, not harder. Don’t assume that an app with social features like Twitter and LinkedIn is enough to wow them. You need to surprise and delight attendees with something more interactive: like gamification* or a wall projection of your event’s social activity.

Put yourself in the shoes of an attendee. You’re looking forward to the event, but maybe you’re nervous about networking. You wonder, “Do I know anyone who’s going? How will I meet the people I want to connect with?” After using your event app to browse the attendee list, you message a few people, set up a meeting with one of the speakers, and you’re suddenly feeling a lot better. During one event, you take a picture with some of your new friends and post it to Instagram and Twitter with the caption, “Just met Kevin Long with @sfloss! #CCevent14.” A few minutes later you’re delighted to see your tweet projected on the wall of the main ballroom with all the other #CCevent14 social content.

These types of social features pull in your attendees. They make it easy and fun to interact and make meaningful connections.

*Gamification decoded

The term gamification means creating a game within the context of an event to increase attendee engagement with a product or service. It is often used to shine a light on sponsors and exhibitors.

Read more
Event pro tip #2
Every event has the potential to be memorable. To deepen attendee experience, give them unique social features that surprise, engage, and delight.

Delighted has its benefits

- **Association conferences**
  Provide an opportunity for networking between members and non-members

- **Corporate meetings**
  Promote team-building activities that encourage interaction

- **Trade shows and conventions**
  Increase traffic flow to exhibitors and other areas
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Confident

The event might be over, but the experience doesn’t have to stop there. Create an ongoing confidence in your app so attendees will return to it and sponsors will see its continued worth.

A native multi-event app* gives attendees a simple way to get event information throughout the year. Since the app is already on their device, they can go back to an existing event or look ahead at upcoming events. The connections they made are now in their phone and they have access to speakers’ presentations and other material.

When an event app becomes a year-round resource, your opportunities for engagement are limitless. Planners can send a push to remind attendees about a post-event survey or notify them about future events. And sponsors get a longer time period to reach out and interact with attendees.

*Native app decoded
Downloaded from the App StoreSM or Google Play™, native apps are preferred to mobile sites by 85% of people with smartphones. Benefits include a snappier user experience, the ability to use push notifications, and integration with mobile device features. Oh, and did we mention you don’t need Wi-Fi to use it?

*Multi-event app decoded
With a multi-event app, event planners can create one app to house all future events. This means attendees don’t have to download a new app for each event and planners don’t have to wait two weeks for approval from the App Store every time they launch an event.

Read more
Event pro tip #3

Year-round communication means year-round visibility. Make sure your event doesn’t end when people walk out the door. Keep your brand fresh on attendees’ minds throughout the year.

Confident has its benefits

- **Association conferences**
  Gain valuable feedback from members/consumers

- **Corporate meetings**
  Drive year-round interest and anticipation

- **Trade shows and conventions**
  Direct traffic flow and generate leads

Tweet this!

62% of users who have enabled push notifications will return to an app the month after installation if messaged.

— MarketingProfs (from Localytics)
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Empowered

The best person to create your event app is you. So how would you like to have the platform, the tools, and the control to build it the way you want it?

A successful event app has a content management system that’s easy to use and requires minimal technical skills. It allows you to design the look and feel of your app, playing around with colors and backgrounds until they match your brand. If your design team has created specific graphics for your event—fantastic. If not, you can browse through our icon templates. And with a multitude of privacy options, you get the peace of mind from choosing exactly what can be viewed and shared.

In a perfect world, your app is done weeks before the event. But what if you get a last-minute request from a speaker who can’t make his original time? No problem; you just make a quick update to the content. And what if the outdoor keynote is about to start, but it’s suddenly pouring rain? Piece of cake. Just send a push notification* to all your app users telling them the event moved inside. Crisis averted.

We all know that events are unpredictable. A powerful event app gives you the ability to be flexible, save everyone time, and ensure everything goes smoothly.

*Push notification decoded
A push notification is a message that gets pushed to attendees’ phones through the mobile event app.
Read more
Event pro tip #4

If you’re spending all your time hammering out logistics and coordinating schedules, it’s easy for your brand to get lost in the shuffle. Choose a smart, powerful event app that allows your brand to shine through all the time.

Empowered has its benefits

- **Association conferences**
  Save time and resources by making quick updates in the app and cutting back on your printing

- **Corporate meetings**
  Protect important company information

- **Trade shows and conventions**
  Increase awareness of your products/services

Tweet this!

Mobile app users are more loyal to a brand compared with those who just visit the website.

— Adobe Digital Index
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Happy

The cornerstone of a successful event is happy attendees. But as a planner, you should be happy too. A mobile event app can make your experience richer and more efficient. And that starts with getting the support you need to build the right app.

Consider this. Would you rather watch a webinar or attend a live training session where you can ask questions? Do you like having access to resources and live support, or being left to figure things out on your own? Does being able to call your vendor about a problem at 1 a.m. matter to you? If you answered yes to any of these questions, then you want an event app provider that you can rely on around the clock.

An event app vendor should always have your best interests in mind. That means constantly improving the technology with software updates, upgrades, and enhancements so you and—and your attendees—have a consistently awesome experience.
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Event pro tip #5
Mobile experiences are the future of event communications. Offering attendees a mobile event app shows that you’re paying attention to what they want. You’ll be seen—and felt—as a brand evolving with today’s important trends.

Empowered has its benefits
- Association conferences
  Happy attendees = more memberships
- Corporate meetings
  Attendees will look up to you as a leader in the mobile space
- Trade shows and conventions
  Distinguish yourself from competitors

Tweet this!
82% of consumers say the number one factor that leads to a great customer service experience is having their issues resolved quickly.

— LivePerson, Inc
Top 3 takeaways

1. Your mobile app should encourage emotional experiences. What do you want your attendees to feel throughout your event? Identify the emotions that will make your event feel like a success for everyone involved.

2. The right mobile app features accelerates emotional experiences and brand goals. What is your ideal outcome from offering an app? How do you want people to feel about your brand?

3. There’s something in it for everyone. You may have different goals to achieve, but a mobile app can benefit all types of meetings and events. Identify what you want to accomplish and understand how mobile can get you there.