



# Event App Glossary

## ‘The Event App Challenge’

Mobile Event Apps have the ability to address multiple event objectives simultaneously and provide substantial benefits to a number of different stakeholder groups. Understanding the app jargon is essential to make sound decisions. The team at Central Hall Westminster has prepared this glossary with industry experts to help you ‘understand’ the basics of Event App Terminology.

### Apps marketplace

Online collections of paid and free mobile apps for downloading. Marketplaces such as the App Store or Google Play collect valuable data about how many users download your app and where they come from that can help you better market your app.

### Contactless

A family of wireless technologies with short range that enables payment transactions via chips embedded in payment cards, tags, key fobs and mobile phones.

### Display ads

Display ads are the banner ads that appear on websites, videos, or within other apps.

### Event tracking

Lets you track specific interactive elements and content within screens that might not otherwise be tracked. This includes button clicks, menu selections, mobile ad clicks, video plays, and swipes or other gestures that are independent from screen loads.

### Freemium

Freemium is the business model that offers free apps with paid upgrades to premium versions with more features.

### Gamification

Gamification is the insertion of game dynamics and mechanics into non-game activities to drive a desired behavior.

As an example, Content Marketing World held their opening reception this year at the Rock and Roll Hall of Fame in Cleveland, Ohio. In order to help attendees network at the reception, the organizers decided to have some fun with the theme. At registration, attendees could get a sticker with a famous rock band and the name of a band member printed on it. The object was for the band to “reunite” and if you could find all the members of your band, you all won a prize.

### HTML5

A programming language for web-based apps and websites.

### Hybrid Apps

Apps that wrap a mobile web interface inside a native container.

### Interstitial ads

Full-screen pop-up ads at the entry or exit points of your app.

### Mobile Business Intelligence

Using mobile apps to drill down through amassed data to gain key insights.

### **Native apps**

Native apps are applications developed for use on mobile devices. Native apps can be sold through app stores like Apple's App Store or Google's Play Store.

### **NFC (Near Field Communication)**

A short-range wireless RFID technology which uses magnetic field induction to enable communication between devices by physical touch.

### **Offline**

The ability for a mobile app to let users continue to work when not connected to the internet. Relies on complex caching and synchronization capabilities.

### **Push notification**

Push notifications are messages that mobile apps can show on devices, updating users with information even when they're not actively using the app.

### **QR Code**

A quick response code that is a square patterned representation of data, which is readable by any Smart phone with the right software.

<http://goqr.me/>

### **Session**

The period of time in which users actively engage with content.

### **Social Sign-in**

A form of single sign-on using existing login information from a social networking service such as Facebook, Twitter or LinkedIn to sign into a third party website or app.

### **Tracking code**

Tracking code is a snippet of code that collects and sends data to Google Analytics from an app or website.

### **Universal App**

A universal app has the capability to run on Smartphone, Tablets, iPod, iPad etc.

### **Web Apps**

Web apps are applications built with web-standard technology, often optimized for smaller devices, and also sometimes simplified versions of existing sites. They can be accessed via a browser on a mobile device.

## **WE ARE HERE TO HELP YOU**

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