



Event App Engagement

'The Event App Challenge'

Encouraging delegate engagement is critical to participation and the success of your event. Event Mobile Apps and other event technology have improved radically to help organisers increase engagement. Good delegate engagement with an event app well ahead of the event can create a chain reaction. Positive sentiment shared by one delegate to their network could quickly turn into ticket sales.

The team at Central Hall Westminster has prepared this overview with industry experts as a guideline to successfully deploying event mobile apps at your events.

Pre event

- App Feature Selection (involve all event stakeholders)
 - Event Design (fully integrate the app into your event design incl. keynote speaker to talk 'app')
 - Event Communication (talk about the app in emails, social media and other comms channels)
 - Crowd sourcing content through the app (have your delegates vote for the content they'd like to see covered at the event)
 - Peer motivation (who else is attending)
 - Landing pages/ tutorials - 'how to make the most of my event app'
- ✓ Tip: add 'special' content not available on your website (special speaker announcements, secret sessions, personalised agendas, onsite mapping, polling etc....)
 - ✓ Tip: let your audience know about the 'added value' compared to content on the website
 - ✓ Tip: integrate your app into the onsite registration process (creating a need for download)

During the event

- In-app event registration (if integrated in the app, delegates will download)
- Onsite signage (prompt to download while waiting at registration, QR codes for quick access)
- Opening sessions (tell your audience how an app can help you to make most of next session)
- Promote your WiFi (which may encourage some delegates who rely on their own data plan)
- Smart Notification (e.g. through push notifications to send timely event updates, session alerts, welcome messages)
- Session Interaction
 - a) Audience polling during sessions
 - b) Rating keynote speaker, catering, workshop content etc.

- Networking
- Maps and floorplans
- Gamification (see Event App Terminology hand-out for ideas)
- Social Media

Post event

- Share unique content such as videos, photos, interviews or polls
- Run your feedback forms through the app
- Have a mobile strategy in place to promote app access/ information till your next event
- Use the data obtained from the app to gauge the success of your event and shape future events

We understand this list will evolve with time and experience. If you have a good suggestion to add, please get in touch with Maria Schuett, Marketing Manager at Central Hall Westminster, mschuett@c-h-w.com

We appreciate your support in sharing best practice.

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