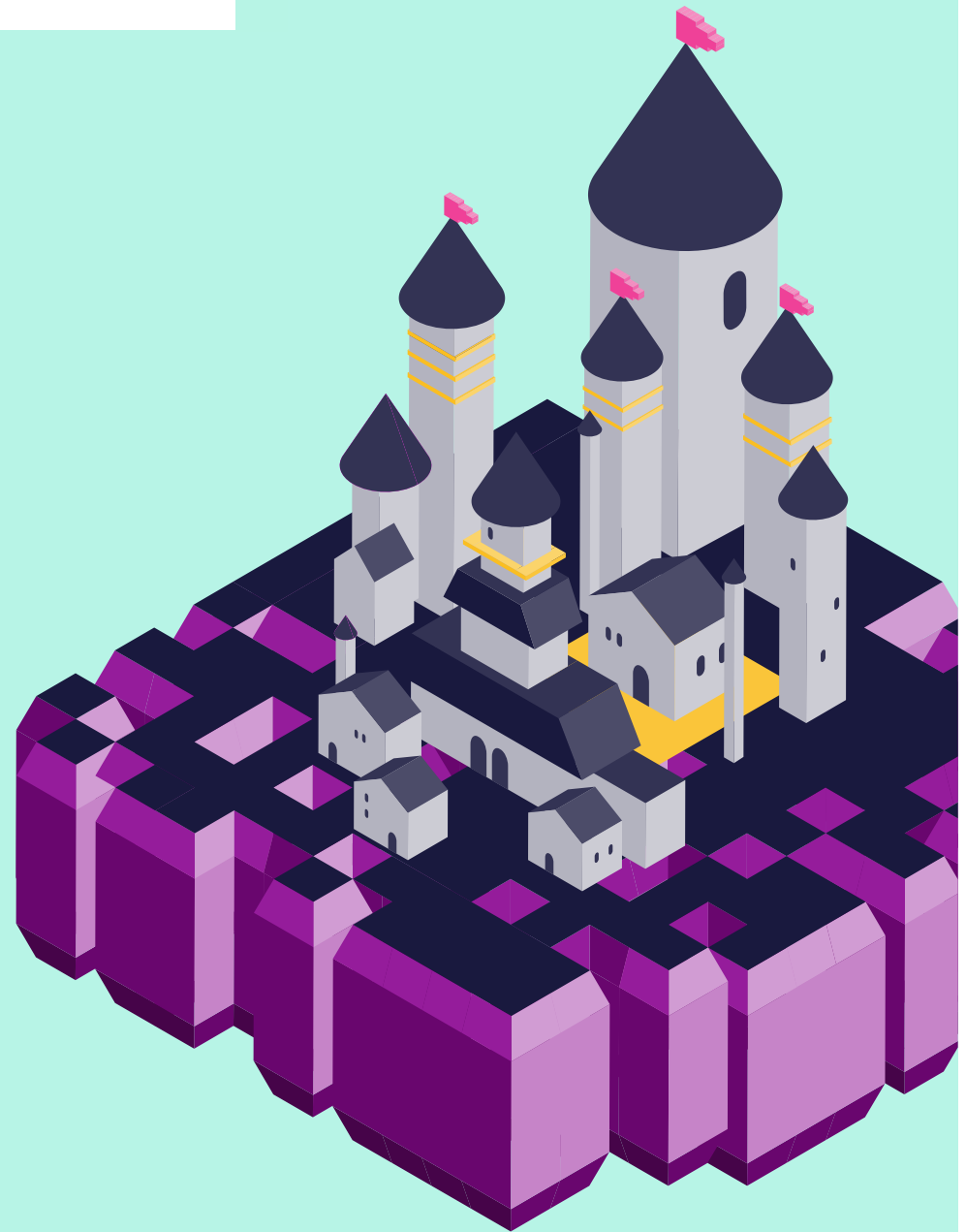
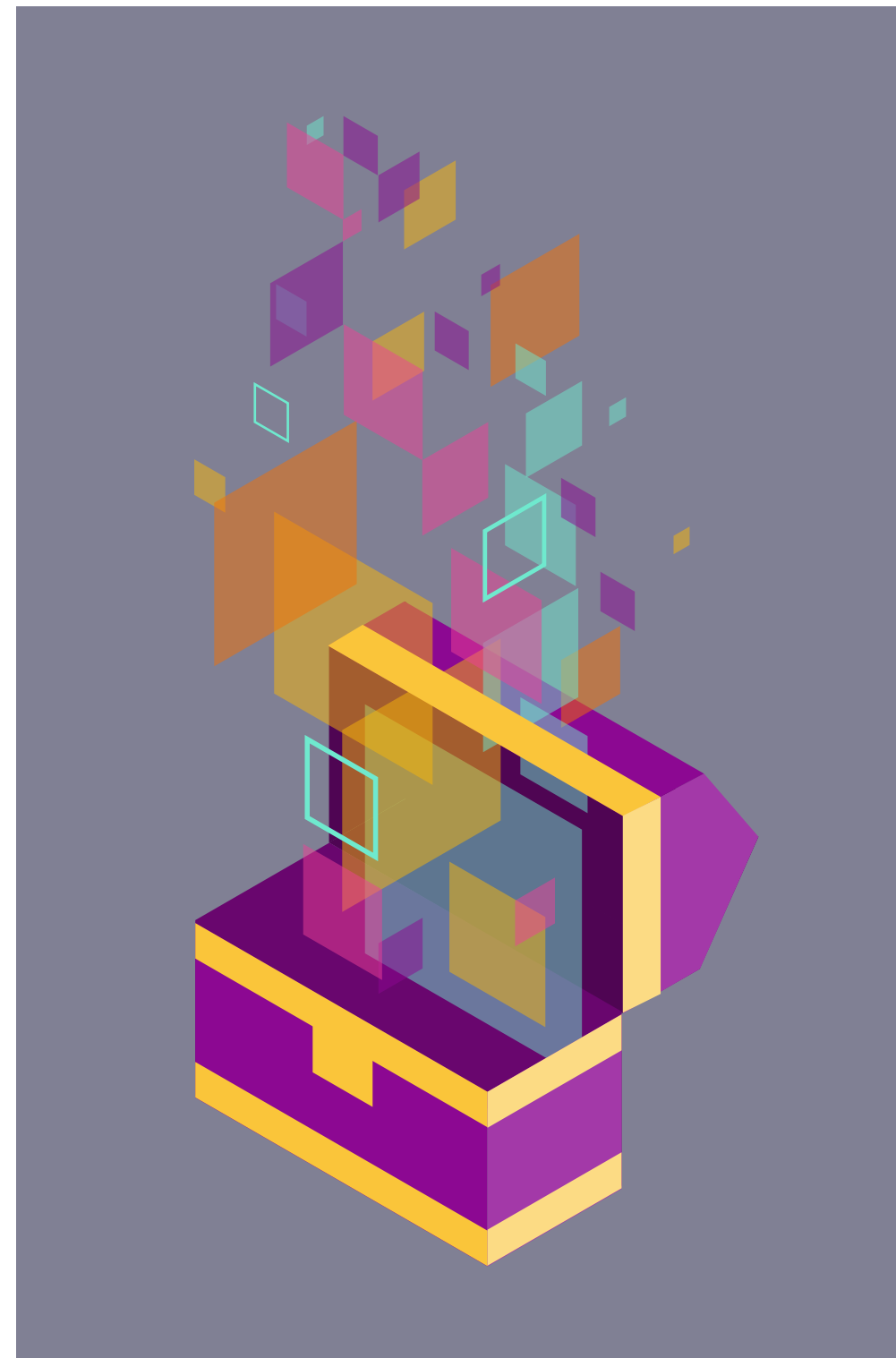


LEVEL UP YOUR ATTENDEE ENGAGEMENT

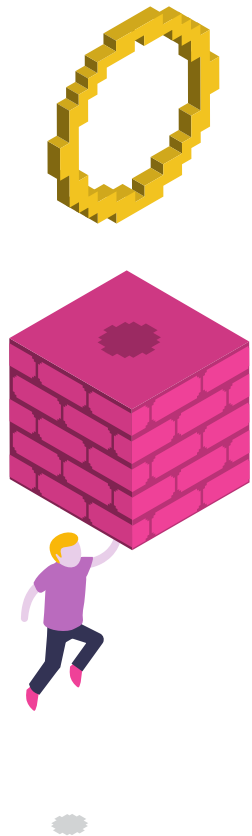
Use a Mobile App to Achieve Your Event Goals



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Attendee Engagement Powers Goals



BUILDING ENGAGEMENT CAN HELP YOU ACHIEVE YOUR GOALS

The fun doesn't stop when someone buys the game; you want them to play it, obsess over it, live it. And just like video games, your event's continued success relies heavily on attendee engagement. Getting people to attend your event is just half the battle. Getting them to engage at your event—with each other, exhibitors, and speakers—is where the fun really begins.

Attendees enjoy your events more (and perceive more value from them) when they're engaged. It's what makes them more likely to make purchases, join a membership program, donate more money, and sign up for the next event.

But getting attendees to engage is a challenge in and of itself. You're often competing with many outside factors, including work, families, and other technical distractions, that have become even more pervasive as technology progresses. Instead of fighting it, you should embrace it.

A MOBILE EVENT APP CAN HELP

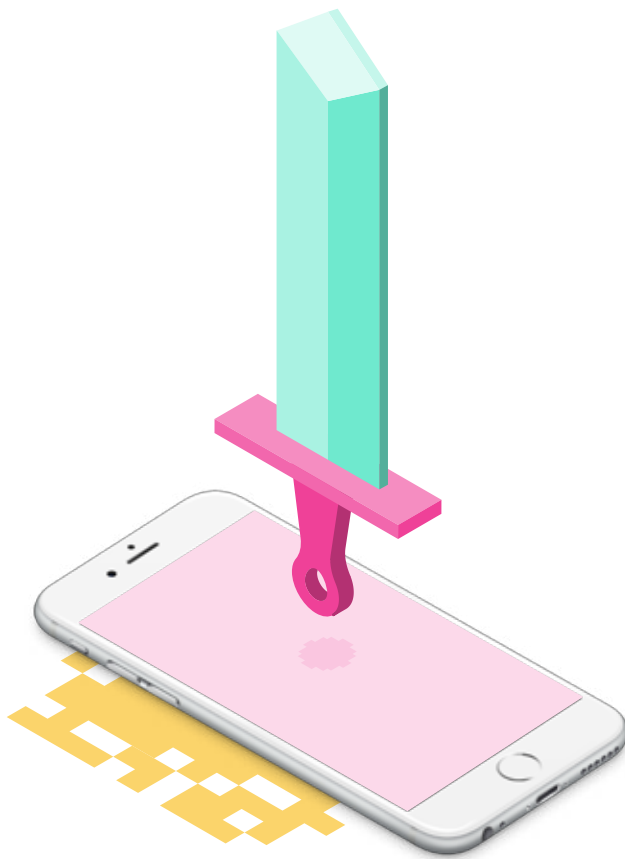
Your attendees already have their noses in their phones, it's time to use it to your advantage and take back their attention. A mobile event app can connect your attendees with your event in new, deeper ways, with only a little extra effort. It can facilitate session-level engagement, spark new interactions, and direct attendees to important conference gatherings, like receptions, mixers, and more.



Structure Your Event Around Engagement

Engagement doesn't start and end at your event. It should be hard-coded into every step you take before, during, and after your conference—which is why this e-book is broken up into three main sections to walk you through each phase. With these tips, you'll be a master gamer in no time.

Before Your Event: Set Up For Success



Start with a Plan of Attack

Developing a marketing strategy for your mobile event app may feel like just another item on your to-do list, but it will set you on the right path from the start. Putting the time in upfront to plan will save countless hours when marketing the app and will ensure the highest adoption and engagement.

CHALLENGE YOUR PLAYERS

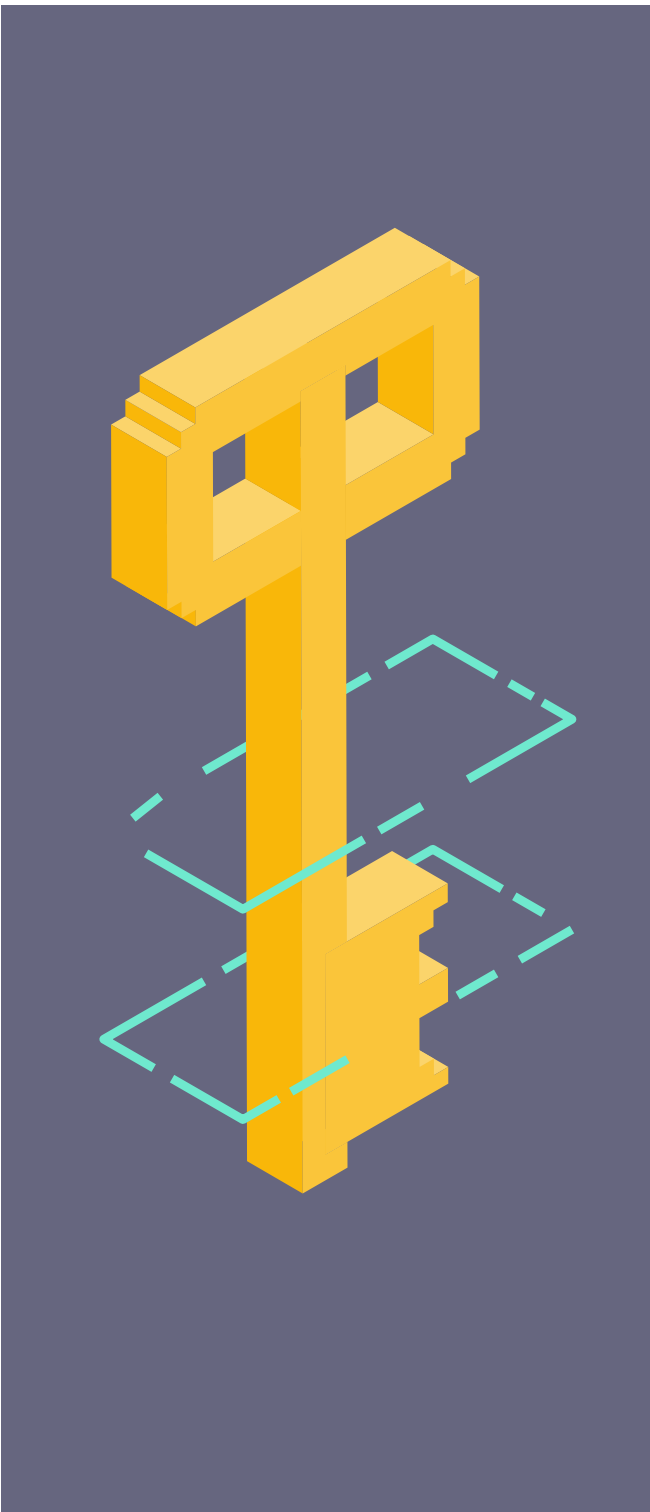
Beyond attendees, make sure all speakers, exhibitors, and sponsors know about your app. Add it to your registration site, newsletters, and social media blasts. If no one knows about the app, then they can't use it very effectively.

SEND OUT CHEAT CODES

The mobile event app you choose should be user-friendly, but some people may be tech noobs. Highlight the features that makes your chosen app great—like personalized schedules, session-level interactivity, and gamification—so users are aware at every level.

+ BONUS POINTS

To boost additional feature potentials, share with your speakers, sponsors, and exhibitors how you'll be using the app to generate engagement. Not only will it make them more comfortable with the app's features (and therefore more likely to use it), but it may also spark some new ideas or collaboration opportunities.



Everyone Loves Early Access

Getting attendees to download your app can give you (and your sponsors) countless more opportunities to engage with them before the event.

When you encourage attendees to download the app before the event, you let them organically engage with the content before the official start. Consider providing ways for your attendees to:

- Create a personalized schedule
- Preview sessions, glimpse the content beforehand, and reach out to speakers
- Schedule 1:1 sessions ahead of time
- View attendee lists
- Interact with event-goers via an in-app social activity feed

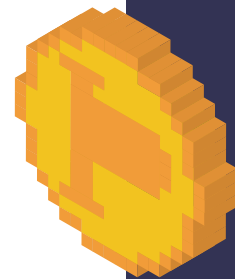
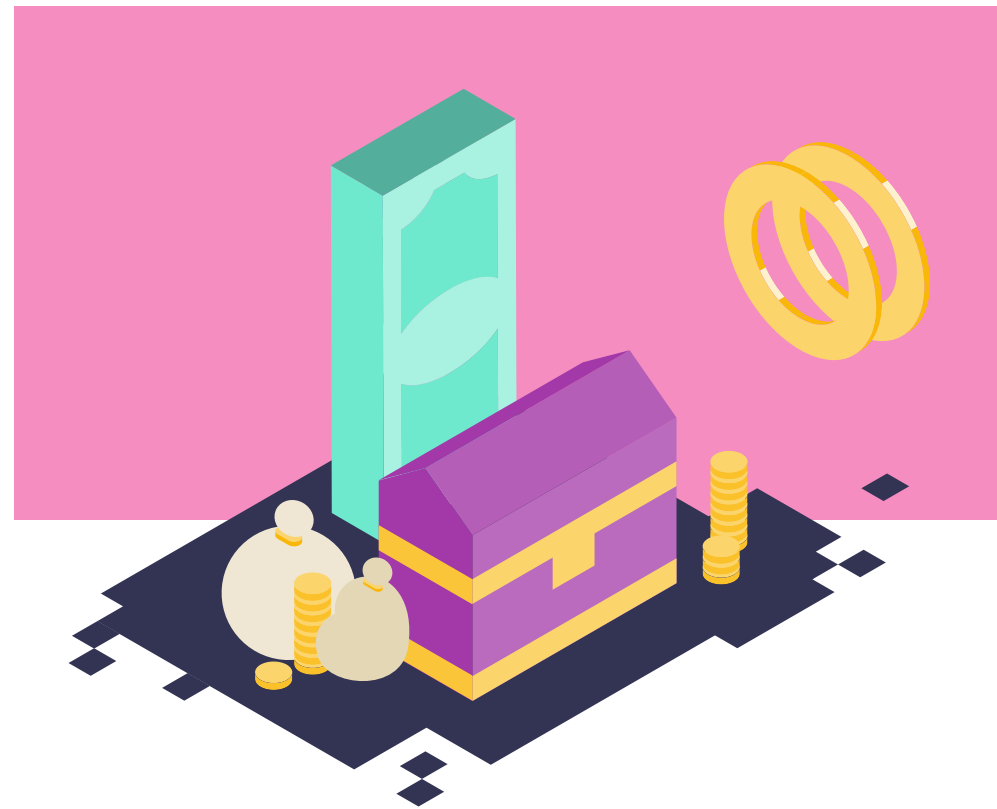
Providing your attendees with information via the app also eliminates the need for endless email updates. If changes occur, simply update attendees directly through the app.

Build Event Excitement with Loot

Get your attendees excited for your event by providing incentives for early engagement. Get them to download your mobile event app, kickoff an in-app game, or answer early in-app polls by offering incentives like free admission to a VIP event, gift cards, or event swag.

Event-goers are much more likely to pay attention to your emails and push notifications before the event, when they're already expecting important communication like schedule changes, speaker lists, and more.

70% of event participants and 87% of frequent participants see pre-event communications as an important event component.¹



POINTS BREAKDOWN

Event-App Marketing Combo	400
Early Access Boost	250
Loot	50
Collaboration Bonus	1,000
Total Score	1,700 pts

YOU CRUSHED IT! Move on to Level 2.

During Your Event: Engaging Your Attendees

When is the best time to engage with your audience? At the event! Unfortunately, it's also when you're in the most competition for their attention. Between outside distractions (that now fit into the palms of their hands), speakers, exhibitors, event entertainment, and all the excitement of being in a new city (Vegas conferences, anyone?) it can be hard to direct their attention to where you want it to go.

Demo Mode: Get Going with Session-Level Engagement

Sessions often take up the bulk of attendees' time; the last thing you want is for it to feel like sitting through boring lectures. That's why session-level engagement is so important to the overall success of your event.

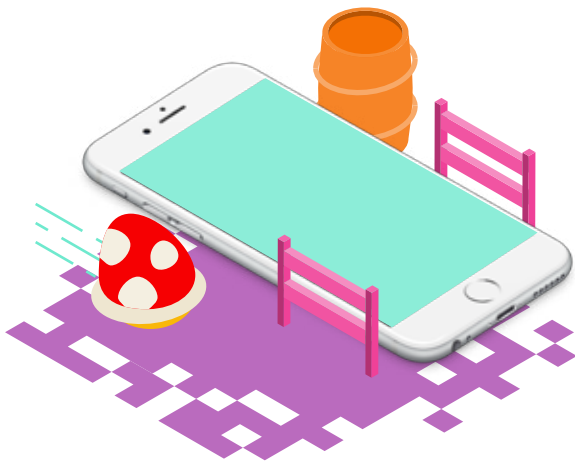
+ BONUS POINTS

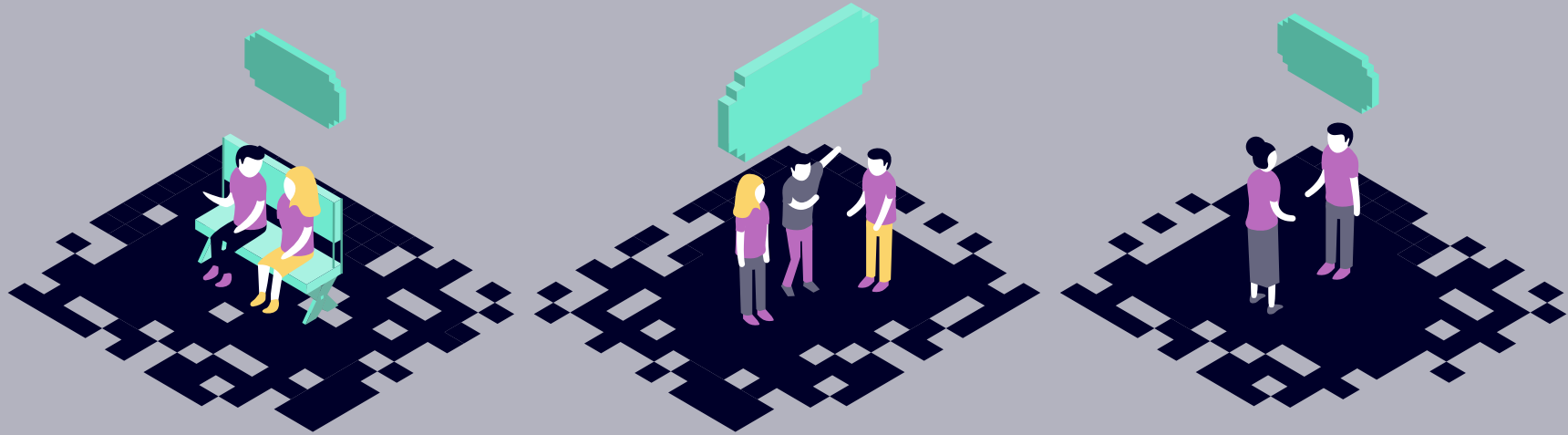
The in-app poll results can even be embedded in the presentation for real-time interaction.

A mobile event app can also provide attendees with session-related handouts, offer space to take notes (that can easily be shared), and connect them with the speakers via social media.

74% of surveyed event participants say interactive sessions have a positive effect on their event experience.¹

Provide in-app polling and live Q&A features to add a layer of interactivity, instead of just making them sit through a one-way conversation. Speakers can use the app to take polls, ask or respond to questions, and get everyone more involved in the presentation.





Multiplayer Mode: Attendee-to-Attendee Engagement

Networking is often cited as one of the top reasons to attend a professional conference. Attendees link event value to the connections they make while in attendance. Keep them coming back year after year by making the process as easy as possible for people to make lasting, meaningful connections.

80% of event participants value networking opportunities at an event.¹

Your event app can facilitate networking through various features, all connected with an in-app activity feed. With an activity feed, users can see other attendees' comments, curated social media posts, and more.

In-app, peer-to-peer communication helps facilitate and simplify attendee interactions. It gives them a chance to interact with each other in an event-specific environment, before deciding whether or not to share their personal information.

Social media integration also makes it easy for attendees (and sponsors and exhibitors) to connect so anyone can pursue relationships that will outlive the event's time constraints.

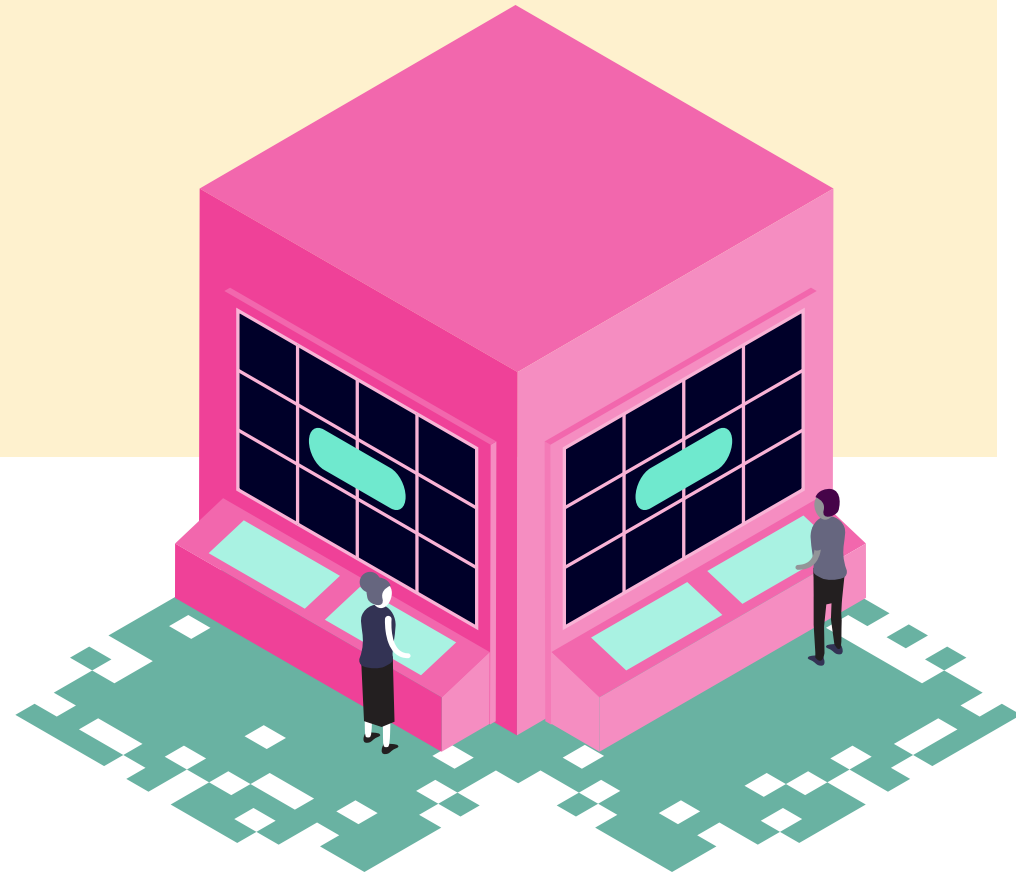
+ BONUS POINTS

Generate social buzz and encourage social sharing at your event by pulling posts from your mobile event app and projecting them on a screen.

Challenge Mode: Engaging with Games

Games are captivating. Bringing game-like elements into business-oriented conferences is a great way to engage attendees and provide them with a new way to experience your event.

Gamification provides low-stakes challenges for achievement-seekers and uses positive stress to drive attendees to action. Quest-type challenges (think Super Mario, Zelda, and many current mobile games) work especially well, playing on people's drive to complete something that they've started.



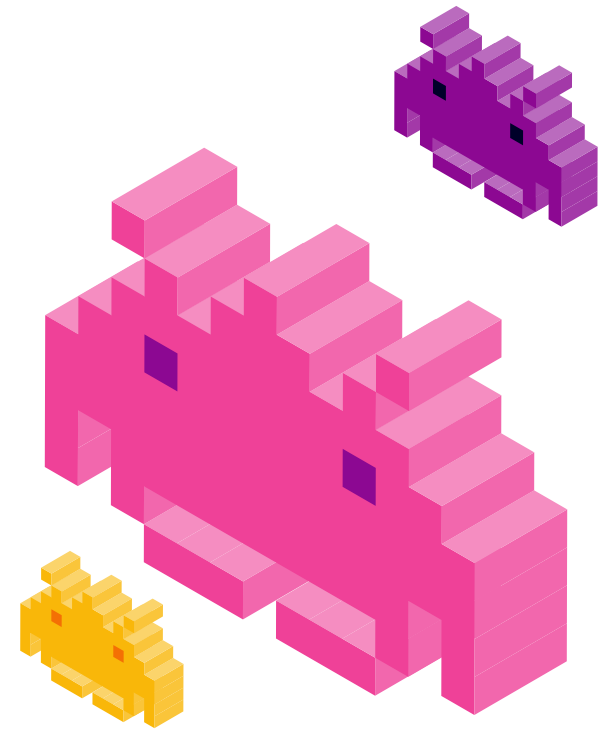
GAMIFICATION WALK-THROUGH: HOW TO MAKE GAMES WORK FOR YOU

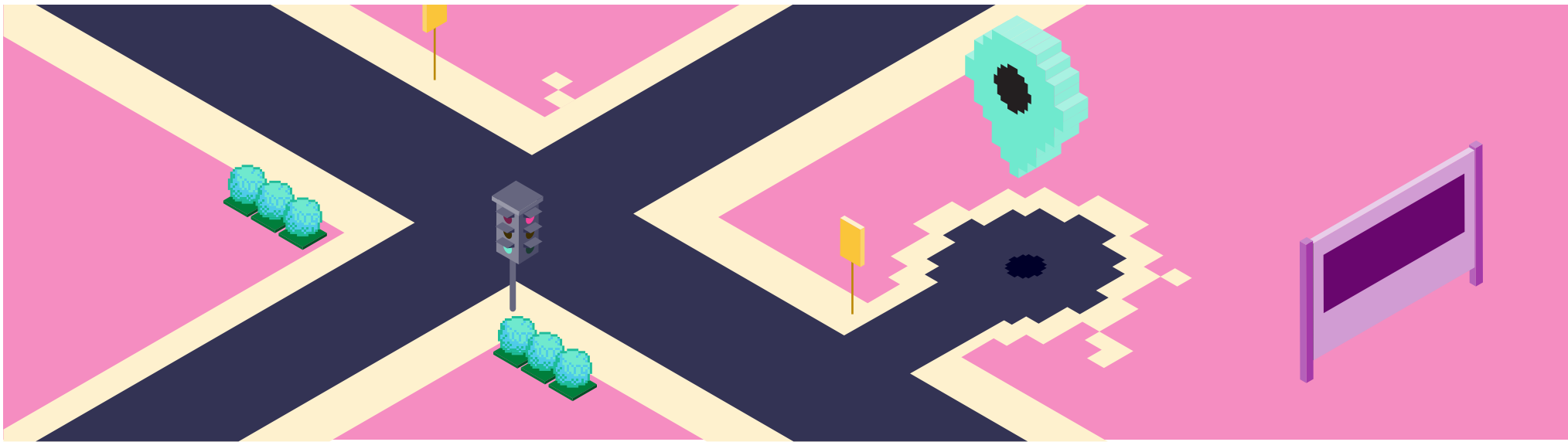
- Use games to incite particular actions from your attendees, such as following your company/sponsors/exhibitors on social media, signing up for mailing lists, or attending a social gathering. It'll help attendees discover new facets of your event that they otherwise might miss.
- Make the first couple of challenges simple, such as downloading the mobile event app, completing a profile, etc., to get them started on the quest path. Users are much more likely to continue a challenge once they've already begun.
- Weight your game points based on each action's importance to your event's goals. For example, give five points for completing a profile and ten points for following a sponsor on social media.
- Find the perfect balance. Don't make your games so challenging that they divert players' focus from the event itself. They should be captivating enough to get users to play and share with other event-goers.

+ BONUS POINTS

Creating a photo scavenger hunt is a great way to stir up excitement at your event—and you can even use the collected photos to promote future events!

Use challenges to help you reach many of your engagement goals including networking, exhibitor-sponsor interaction, event discovery, and more.





Tutorial Mode: Notifications

Push notifications and alerts are a must-have for any mobile event app and are especially effective when used during your event. Timing is everything at any event—but even more so at large conferences. Whether directing attendees to a last-minute change in session rooms or encouraging them to enter a raffle, notifications ensure that no one is left out of the loop.

PERSONALIZATION

Your attendees expect a level of personalization, but with the right mobile event app, you can blow their minds with your detailed character customization.

Delivering a personalized app experience to attendees (such as schedules specific to an attendee's track, alerts for upcoming events that might interest them, and social feeds specific to sessions they've attended) gets the right people the right information at the right time—after all, timing really is everything.

PERSONALIZATION WALK-THROUGH

- Use your mobile event app to segment attendees into groups. For example, create a group for VIP guests.
- Send notifications to your VIPs to notify them of special discounts, special event updates, and more.
- Last-minute changes to the VIP dinner? Personalized group content enables you to send a push notification directly to your VIP guests, without bothering the rest of your attendees.

Tutorial Mode: Notifications

BEACONS: REACH YOUR ATTENDEES WHERE THEY ARE

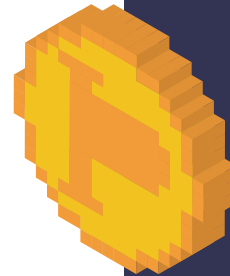
Notification success depends heavily on reaching the right people at the right time, which beacons help make happen. Beacons are small, inexpensive wireless devices that use low-energy Bluetooth technology to broadcast signals to your smartphone. Simply put, when someone with your mobile event app walks by the device, it triggers a notification or reaction of your choice. Place beacons in high-traffic areas to capture attendees' attention as they wander around the event. Beyond push notifications, you can use them to direct event-goers to an activity page, organization page, or URL.

+ BONUS POINTS

Set up beacons around the event to encourage social follows, so you can target your audience long after the event.

BEACONS WALK-THROUGH: RIGHT PLACE, RIGHT TIME

- Strategically place beacons in the main hall of your event to welcome guests when they arrive and encourage future engagement on their way out.
- Place them at the entryways of presentations or sessions to link passersby to information pages as soon as they enter the room. That way, attendees can maximize session time by reviewing handouts before it starts. It'll also direct them to other session-level engagement tools, like polls, Q&A, and more.
- Improve your sponsors' and exhibitors' ROI by using beacons to encourage engagement when attendees walk by booths, promoting exhibitors' products or contests and giveaways.
- Use them to remind guests about later events like special networking sessions or mixers.

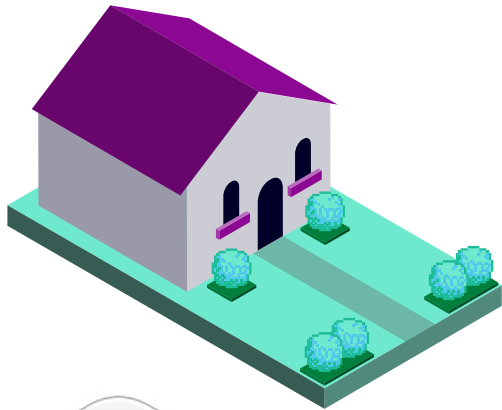


POINTS BREAKDOWN

Session Engagement One-Two Punch . . .	750
Real-Time Bonus	1,000
Networking Back Kick	350
Gamification Style Points	300
Notification Know-How	250
Social Bonus	1,000
Total Score	3,650 pts

YOU RESCUED THE PRINCESS! But can you defeat the boss? Move on to the Final Level to find out.

After Your Event: Driving Continued Engagement



Play for Keeps

Multi-event apps provide value beyond a single event. Continue to push out messages through the app long after your event is over.

On average, surveyed event **attendees typically visit 5 events per year**, with 45% saying they're planning on upping their attendance in the next year.¹

Take advantage of the unique access an event app provides you. If used sparingly, push notifications are a great way to remind attendees about your events—and to further your organization's goals. Here are some examples:

- Remind that post-conference content is available on blog and/or website
- Alert when registration opens for your next event
- Special discounts for future events (for frequent attendees)

+ BONUS POINTS

Generate long-lasting social buzz by using a hashtag that can outlive your event, for example **#CventCONNECT** instead of **#CventCONNECT2017**. That way, you can continue to use social media to engage your audience after the event has ended.

Longevity Attack: Drive Increased Value for Sponsors and Exhibitors

Increase your ROI by providing long-lasting opportunities for sponsors and exhibitors after the event, as well.

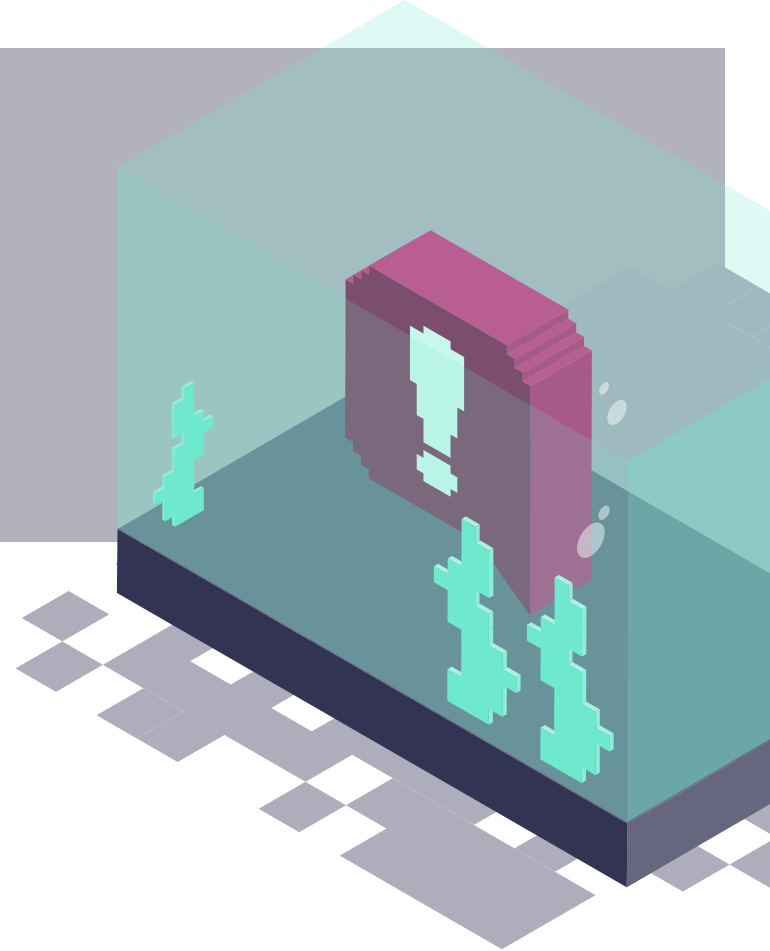
By making sponsor and exhibitor profiles available, attendees can refer back to anything that piqued their interest during the presentation or even review their own notes. Consider adding the following features for further long-term user engagement:

- Searchability
- Contact information
- Social media integration

Increase sponsorship exposure by tacking on the following features:

- Splash screens
- Banners
- Push notifications
- Lead Capture
- And more

Remember, it's a two-way street: Attendees aren't the only ones with limited time during the event. Sponsors and exhibitors will also want to take the opportunity to check back on potential leads once the venue's dust has settled and everyone's back to business as usual.

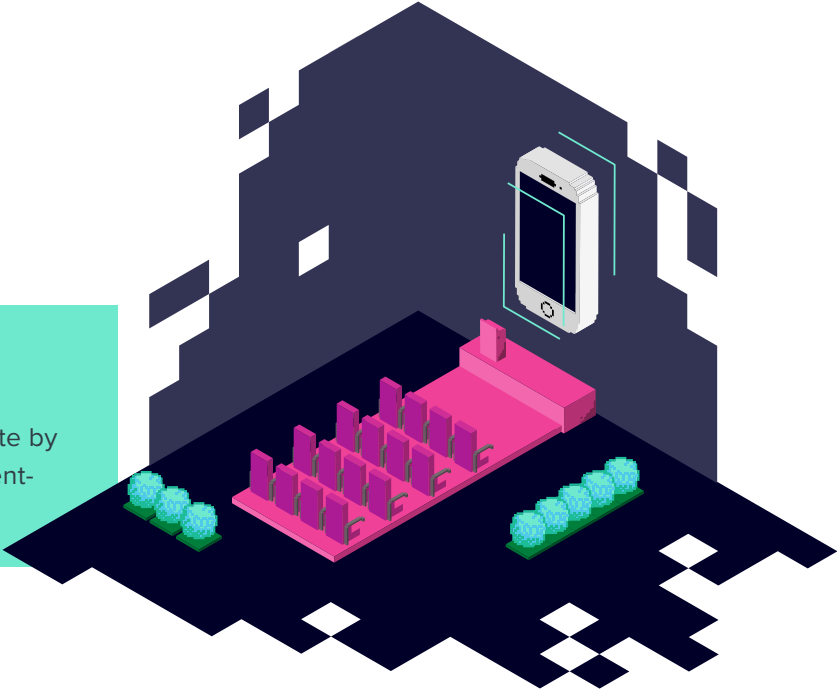


Mastering Metrics

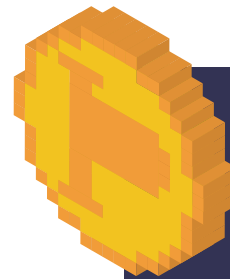
Make your next event even better by looking to metrics that track overall engagement, as well as analyzing specific metrics for how attendees engaged at the time of the event. Use this information to double down on engagement types that your audience loved, measure which were the most rewarding, and discard the rest.

A mobile event app should have the capability to download various metrics from the event. Here are just a few metrics you can track to better serve attendees, sponsors, and exhibitors at your next event:

- Total app downloads
- Number of people who use the app per platform
- Number of times people open the app
- Number of sessions opened
- Number of banner views and taps
- Number of times an exhibitor's or sponsor's profile is viewed
- Number of internal and external page views
- Top-favorited activities and organizations
- Top-rated activities and organizations
- Number of times an item is bookmarked
- Total number of notes taken
- Number of scheduled items per user



In-app surveys: Collect information at the event to make future events more successful. Increase your response rate by using push notifications to remind event-goers to complete their survey.

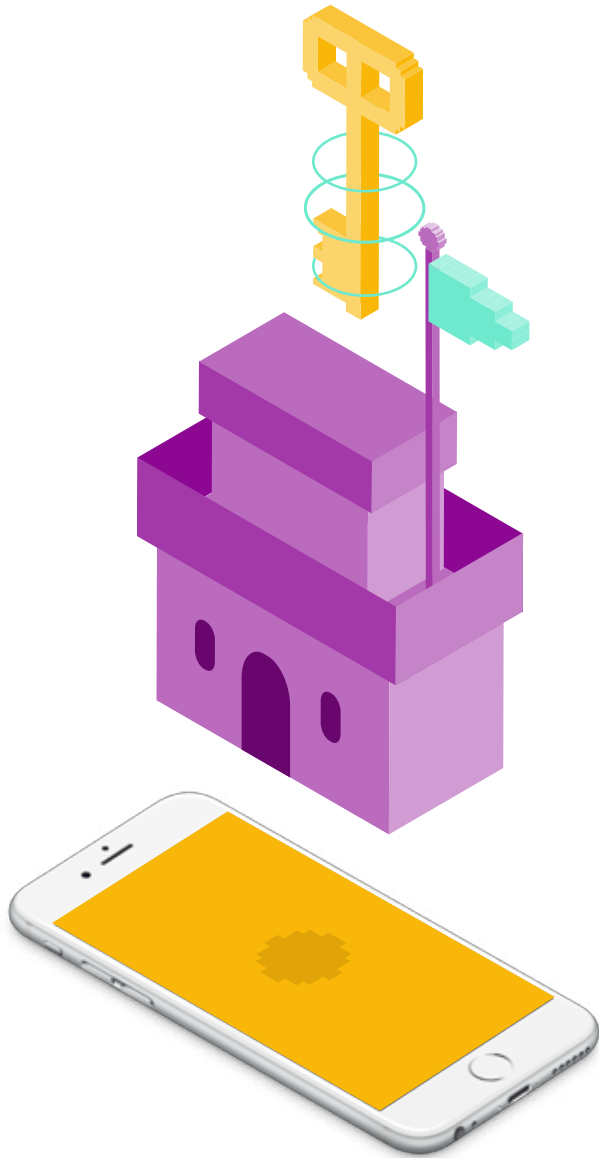


POINTS BREAKDOWN—DOUBLE DUTY

Eternal Life Achievement	4,000
Profile Extension.....	1,000
Power Push.....	3,550
Social Campaigning Bonus.....	1,500
Infinite Data Delivery	10,000
Total Score	20,050 pts

CONGRATULATIONS! Your valor and determination have seen you through the long and difficult journey. You've returned from battle with more riches than you could hope for and earned fame throughout the land.

Reach Your Goals with CrowdCompass

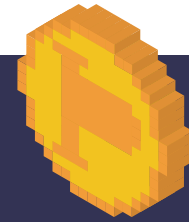


Engagement isn't an empty measurement. It's a way to excite your audience and get them participating in the event. The more satisfied your attendees are, the more likely they are to help you reach your goals, whatever those may be. Not to mention, the more likely they are to return for a repeat engagement time and time again—making your event the ultimate achievement.

CrowdCompass by Cvent creates awesome mobile event apps that increase attendee engagement and produce a strong return on investment. As the premier event app developer, we provide customizable mobile apps for conferences, trade shows, meetings and events that range in size from 50 to 50,000 attendees.

[Click here to get a demo on engaging your next event's audience for the win!](#)

Source: "The Event Effect," 2016, CrowdCompass and Edelman



POINTS BREAKDOWN

Supreme Mastery

Completion Bonus **4,600**

FINAL GAME SCORE 30,000 pts

VICTORY IS YOURS! Ready to play again?