



Touchpoint

Why a Mobile Event App? Amazing Insights. That's Why.

We're guessing that getting your boss psyched about the value of a mobile event app won't be terribly difficult. Frankly, they're becoming ubiquitous, and for very good reasons. But just by way of reinforcement, we'd like to offer something of a cheat sheet of those reasons as you prepare to make your case.

Let's first compose the elevator pitch. It could go something like this:

Our guests are a wealth of information. Customized event apps on their smartphones are our path to far more real-time insight than we could possibly gather otherwise. Proactively mining that information means we can offer our guests a fuller, more productive event experience. We can then enhance our event ROI by offering solid intelligence to our sales and marketing teams.

Harness the power

Pretty solid. You've snagged your boss's attention. You're now off the elevator and seated in her office. The conversation might now proceed along these lines:

Mobile technology has revolutionized event data gathering. A native event app allows us to better meet our guests' needs. It allows them to more effectively network, to connect with like-minded colleagues, to make their views known via surveys and polls. Meanwhile, we've hit the mother lode of customer-specific insight – the kind of information our sales and marketing teams can act on.

Pete Skeele, a Certain Touchpoint account executive, offers some on-the-ground perspective.

Skeele knows quite well the value of a mobile event app. "There's so much information that the app can offer," he says, "information that's actionable for the planner and the organization as a whole."

Guests convey their interests through certain in-app actions. They create topics on discussion boards, add comments, post photos and download relevant PDFs. Understanding what resonates with guests can be valuable info for future marketing endeavors and for sales team follow-ups. And it's available to the event planner instantaneously.

It can be very powerful, Skeele stresses.

"When guests check in for a session or let an exhibitor scan their badge, all that information is recorded. When guests answer questions in an in-app survey, respond to a live poll or chime in on a message board – that's intelligence," he says. "That's actionable information."

Top Ten

Boss is convinced. Good job. But let's stay mindful of the full scope of fabulous reasons for adopting a mobile event app.

Here follows our Top Ten List:

- ▶ **Engagement:** Event apps offer great engagement opportunities among meeting participants. Host an optimally engaging event, and your guests will come back year after year.
- ▶ **Networking:** Guests can message one another, exchange virtual business cards, post photos and comment on discussion boards.
- ▶ **Enhanced Logistics:** Keep real-time tabs on how many people are planning to attend a session. Move it to a larger room if necessary, and send a push notification to let attendees know.
- ▶ **Surveys:** Place surveys at your guests' fingertips. Share their responses right away on the content management dashboard. And use what you've learned to better plan for your next event.
- ▶ **Marketing Opportunities:** Surveys and crowd-sourced info from discussion boards and live polls offer invaluable intelligence for future marketing initiatives.
- ▶ **Sales Opportunities:** Explore customer behaviors based on what they download, what they ask in a live poll Q&A, what they say on a discussion board. Sales execs will follow up.
- ▶ **Keeping in Touch Post-event:** Check back in. Ask your guests to take a survey, then report back the results to everyone. People love knowing what their colleagues are thinking about important issues.
- ▶ **Preserving the Moment:** Post photos from the event to remind everyone what a great time they had.
- ▶ **Delivering a Solid ROI:** Leverage the app to offer enhanced value to your sponsors through ad banners, targeted messages or gamification. You can further bolster your ROI by charging sponsors or exhibitors for lead retrieval.
- ▶ **Saving \$\$\$\$:** Go Green! Stop wasting money on printing and shipping. Make last-minute changes without having to reprint. You'll also be doing your guests a favor by relieving them of those enormous binders.

There you go. You've made your case. Event app adopted. You're odds-on favorite for

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