



THE ULTIMATE GUIDE

# How to Increase Event App Adoption & Usage

# Table of Contents

<b>Introduction</b>	<b>3</b>
<b>How Do I Plan a Phased Event Technology Roll-out?</b>	<b>5</b>
Phase 1: Prime the Pump	6
Phase 2: Soft Roll-out	7
Phase 3: Gather Feedback & Plan for Next Year	8
<b>How Do I Communicate the Benefits of Using an Event App to my Attendees?</b>	<b>9</b>
Think Back: Why Did you Choose to Invest in an Event App?	9
Show your Attendees that an Event App will Help Solve Their Challenges	10
Craft Value-Focused Messaging	10
Worksheet: Craft Value-Focused Messaging	11
<b>Will My Attendees Be Open to an Event App?</b>	<b>12</b>
Four Common Attendee Profiles You May Encounter	12
<b>How Do I Maximize Event App Usage?</b>	<b>15</b>
Create a Timeline to Stay on Track	15
Build Anticipation Leading Up to the Event	16
Reach Out Through All Marketing Channels	16
Website: Your Attendee's First Stop	16
Email	17
Social Media	18
App Video: Show & Tell	20
<b>How Do I Leverage Speakers, Staff &amp; Peers to Amp Up Adoption &amp; Usage?</b>	<b>21</b>
<b>Case Study</b>	<b>23</b>
How Meeting Expectations Doubled Event App Adoption Year-over-Year	23
<b>Checklists</b>	
Promoting Your Event App Pre-Event	28
Promote the App During the Event & Increase Adoption	29
Promote the App Post-Event	30
<b>Conclusion</b>	<b>31</b>



# Introduction

You've rounded up the support of your board, colleagues or boss and have invested in an event app for your next conference, tradeshow or internal event. At this stage, you and your team are uploading speakers' profiles, bios, agenda information and may even be in the process of creating beautiful, customized graphics for the home screen. The end is in sight, and you cannot wait to launch the event app to your audience! You do, however, have some concerns:



It's our first time using an event app, and I'm not sure how to let attendees know about it.



Many of our attendees are older and less familiar with using apps, and I anticipate a steep learning and adoption curve.



I'm not sure that our attendees are ready to go completely paperless. To give them some time to get used to an event app, how do I plan for a soft event app roll-out, while still providing printed collateral?

While designing a great event app and building out the functionality based on attendee needs is a priority, all your efforts are wasted if your audience doesn't know about the app, or understand why it's important to download and use it. Even if you've created the most user-friendly event app, failing to communicate and promote its benefits to your audience can result in low adoption numbers and budget gone down the drain.

When you've invested in new technology like an event app and anticipate that there may be some resistance to adoption, it's critical to have a well developed roll-out plan to get your audience engaged. Promoting the app as an integrated component of your event is a great way to show attendees the importance of downloading the app in order to get all the resources and information they need to take full advantage of the event experience.

This can be achieved by starting your roll-out plan with clear value-based messaging. Your plan also needs to include promoting through the appropriate marketing channels and other touchpoints pre-event, during and post-event. In this guide, we're going to show you how to craft a comprehensive plan to maximize event app adoption.

### You'll Learn

- *How do I plan for a phased event technology roll-out?*
- *How do I communicate the benefits of using an event app to my attendees?*
- *How will my attendees be able to download the event app?*
- *How do I maximize event app usage?*
- *Marketing ideas and promotion strategies*

### Additional Reference Documents

- *Case Study: How are other event planners maximizing event app adoption and usage?*
- *Checklist: What to do pre-, during and post-event*





# How Do I Plan a Phased Event Technology Roll-Out?

Perhaps you've encountered some resistance around going completely paperless for your upcoming event. Maybe your colleagues are fearful that your demographic isn't tech-savvy enough. Or that some attendees won't like the change.

These objections are actually pretty common. As opposed to "ripping off the band-aid" all at once, many organizations opt to take a phased approach to event app adoption. If you're planning to start using an event app alongside paper elements for your next event, here's a sample phased approach of how it might work:

1



Prime the Pump

2



Soft Roll-Out

3



Gather Feedback & Plan for Next Year



## Phase 1: Prime the Pump

Before you put paperless technology of any kind into the hands of your participants, do these things first to ensure a smooth transition:

- *Bring your key stakeholders into the planning process, especially those who can be used as evangelists.*
- *Offer most of your event content and resources exclusively on the app. For those attendees who need a little more time to adjust, make printed directories available by request only.*
- *If technology is overwhelming for your audience, perhaps start with just one type of paperless technology to implement the first year. For example, online registration.*



## Case in Point

The Canadian Association of Midwives held a meeting with its Board of Directors and senior-level staff to do a full training on a mobile-event app the group was about to implement.

By doing so, organizers were able to turn association leaders into evangelists, with attendees following shortly after.





## Phase 2: Soft Roll-out

For the first event where you use paperless technology like an event app, here are a couple of suggestions:

- *Give users easy access to the event app through a link on your website, email or in social media. Make opting in only a click or a swipe away. Complicated logins are adoption killers.*
- *Provide onsite tech assistance through your volunteer force. Make sure all of your volunteers know how to use the app so they can troubleshoot for attendees.*
- *Seek out feedback everywhere (maybe through event app surveys!) about how the technology roll-out is working. Review everything – positive and negative – with your staff and vendor. In many cases, it may just be simple fixes you need to do in order to deliver a better experience for attendees and other key stakeholders.*

Your decision to go paperless should be as much about leadership as about taking care of your audience. In this fast-moving world, you can't be idle and wait until your attendees demand a paperless option.



## Case in Point

An EventMobi client came up with a smart strategy to reduce attendees' dependence on traditional printed guide: The event planner decided to exclude important information from printed collateral. They included speaker bios and session descriptions in the paper guide, but all logistical details that were subject to change, such as room numbers and times, could only be found in the event app.

In the end, this 'tough love' strategy helped increase event app adoption and usage, and even those who didn't use the app were incentivized to talk to other attendees, which ultimately increased their networking engagement.





### Phase 3: Gather Feedback & Plan for Next Year

Once you complete the soft roll-out and gather feedback about the new technology, you can consider these options:

- *Build on your success. For example, if paperless registration turns out to be a hit the first year, use the same approach to go a step above and roll out a mobile app (to replace the printed agenda) or digital signage (to replace printed stand-up banners) in the second year. That said, if you have full buy-in and engagement from your team and attendees, you may even want to consider implementing more than just one new technology at a time*
- *Reward your users for their bold step into the future. Thank them for their participation. Let them know how it benefited the event experience overall and get them excited about your plans to make their lives easier in the future.*

With the increased competitive marketplace, you have to be proactive and constantly view your attendees' wants and needs as your guiding star. Dissenting colleagues or attendees who are sluggish to adopt will eventually come around.

By facing any objections you may encounter, getting advice from experts, and making change happen, you can benefit from going paperless in more ways than just having less paper at your event!





## How Do I Communicate the Benefits of Using an Event App to My Attendees?

Seeing the value in new technology is one of the key factors that motivates people to learn how to use it. If you can show attendees that the event app will provide direct benefits, help solve challenges they may have experienced at events previously, and help them achieve their event goals, they'll far more likely download and engage with it. In short, attendees need to know what's in it for them.

Crafting messaging to communicate the benefits of using an event app to your attendees is the first step in creating a robust promotional plan to maximize adoption. This messaging will factor into all the tactics and channels you'll use to promote the app. It will serve as a starting point for email, social media, website, and any other marketing materials.



### Think Back: Why Did you Choose to Invest in an Event App?

To start, let's go back to some of the reasons you decided to invest in an event app. Your decision was probably based on a combination of factors: saving on paper costs, offering more measurable sponsorship benefits, enabling you with more flexibility to react to last minute changes pre- and during the event, or maybe saving time designing and editing an extensive event guide.

But first and foremost, you probably decided to invest in an event app to improve the overall attendee experience and create a memorable event. Maybe you didn't feel that attendees were engaging enough in previous years, and wanted to offer a more interactive experience with attendees and speakers. Or perhaps you noted during your last event that attendees were getting lost, and you wanted to make it easier to access event maps and find the location of their next session.

You may also have wanted to facilitate feedback gathering from attendees to make your future events even better.

Whatever the reasons you decided to shift gears to use an event app, the best approach is to use these challenges as a starting point when crafting your messaging.



### Show Your Attendees That an Event App Will Help Solve Their Challenges

Attendee survey feedback from last year's event is another smart way to uncover attendee challenges, which you can then incorporate into your promotional messaging for a more resonating impact, and ultimately lead to higher event app downloads.

For example, maybe you learned from post-event surveys last year that while attendees enjoyed the coffee breaks for networking, they always found themselves talking to the same people. Or perhaps since the conference was so spread out last year, it was difficult to know where events were happening and when shuttles were doing pick-ups. These are just a couple of common challenges that we've seen our clients address through various features in an event app, such as alerts and notifications.



### Craft Value-Focused Messaging

On the following page, you'll find a worksheet you can use to frame your event app as a tool that will help attendees get more out of their event experience. We've included a few examples to help you get started.

Here are directions on how to use the worksheet:

1. *Fill out all attendee challenges (or those that you noted) from previous events in the first column.*
2. *In the second column, identify how your event app will help solve these challenges and include the functionality and features that can be used.*
3. *In the third column, put yourself in your attendee's shoes. What's in it for them? How can you position the value of this feature so it appeals to them?*

## Craft Value-Focused Messaging Worksheet

CHALLENGE	HOW AN EVENT APP HELPS	VALUE
While attendees enjoyed the coffee breaks for networking, they always found themselves talking to the same people.	Your event app has built-in networking capabilities with custom profiles and in-app messaging.	“See who else is here. Make new connections. Start conversations and coordinate meetings through our new event app! Download here...”
Since the conference was so spread out last year, it was difficult to know where events were happening and when shuttles were doing pick-ups.	Use direct notifications to communicate with attendees by sending out customized alerts to different groups. Notifications can be pre-scheduled or crafted and sent on the fly to address immediate issues.	“Receive personalized messages, invites to exclusive events and up-to-date event notifications all through the event app! Download here...”
While the speakers were entertaining last year, much of the content was too basic for the audience.	With in-app live polling, speakers can quickly gauge the level of knowledge among the audience. By starting off the session with a few fact-finding live polls, speakers will be able to better craft their message.	“Participate in sessions and share your ideas with peers using the live polls in our new event app! Download here...”





## Will My Attendees Be Open to an Event App?

When you begin marketing your event app to attendees, it's worth considering the various personas you may encounter, each with differing perspectives and levels of comfort when it comes to new technology. This is very common so it's best to know what you're dealing with before you start. The Event Manager Blog's *Event App Bible* outlines four attendee profiles commonly found at events, and tactics that can be implemented to support them in adopting an event app. Each profile comes with its own set of obstacles that will need surmounting to encourage event app adoption.



### Traumatized

Have you ever downloaded an app that did not do what it was supposed to do? Or compromised your privacy? Some reluctant adopters may have had a bad experience in the past and don't want to go through that experience again by downloading the event app. In this situation, communicating the value the app has to these attendees is critical if they are going to consider using it.

#### How to Encourage Adoption

Build trust with traumatized tech users in the pre-event emails by providing a list of the app's features and benefits as proof of the app's utility. An easy-to-read step-by-step guide on how to download and use the event app will also be helpful to ease them into adopting the app.



## Technophobe

A small number of event attendees may not have a smartphone or do not know how to use it properly. There will always be at least a few tech stragglers that you should consider. New technology is overwhelming for them and difficult to learn.

### How to Encourage Adoption

Onsite support staff at the registration desk who can help attendees download the app and answer questions is a great solution for technophobes. Having a paper solution of some sort may also be important for those attendees, regardless of the technology available. It's not necessary to invest in anywhere near the scope of previous paper solutions, but having 50 to 100 copies set aside for every 1,000 attendees is a good practice.



## In the Dark

There will be those who simply do not know the app exists. Perhaps they missed the email notifications, don't know how to find it, or just forgot about it completely. Whatever the case may be, this is the easiest attendee problem to overcome.

### How to Encourage Adoption

Do not ever assume that attendees know to look for the event app. Communicating the importance of the app to attendees from the beginning of the event planning process all the way through to the follow-up email will effectively reduce the chances of someone being left in the dark.



## Overly Active

In contrast to Technophobes, some participants may be too active and not have enough space on their device, or perhaps are very particular about what they choose to download to their phone. Similarly to the traumatized attendees, proving the value of the event app to this group is key. Fortunately, it should not be nearly as difficult to engage them compared to the Technophobes since this group already loves technology.

### How to Enable Them to Encourage Adoption

This group will likely have the most influence technologically so target them specifically and reward them for engaging with the app. Giving these attendees a chance to air their concerns will help them feel more comfortable and could potentially turn them into an advocate or ambassador for the event.

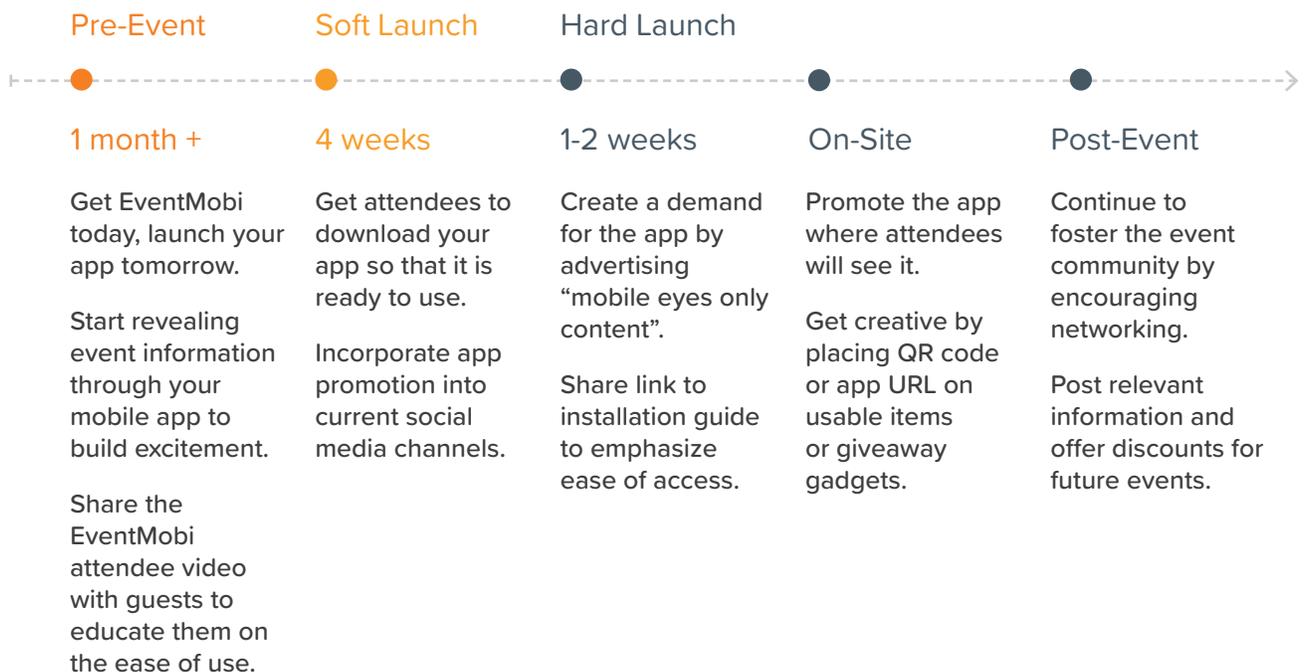


# How Do I Maximize Event App Usage?

Now that you've started thinking about event app promotional messaging and are aware that different attendees may respond with varying degrees of enthusiasm, it's time to pull together an event app marketing and promotion plan.

## Create a Timeline to Stay on Track

Timelines always differ depending on the type of event. However, starting to promote your event app weeks into registration or the day of the event is much too late. If attendees see the app as an afterthought, it will be one in their minds. Here's a suggested timeline for a registrant-only conference, where the event app is shared via social media and email:





## Build Anticipation Leading Up to the Event

Here are a few ideas to build anticipation and demand for your event app (and your event itself!) You can encourage your attendees to “Stay Tuned for Details” as you gradually reveal more information through the event app.

### Mobile-Eyes Only

The key to success in the hard launch of the app is to emphasize exclusive opportunities only available through the app. Encourage attendees to download the app to access offers such as discounts, express registration, and important event details.

### Mystery Guests

Make it fun! You can promote mystery guests and have attendees find out who they are by downloading the event app.

### Make a Splash at the Opening Reception

Have the host of your event direct attendees to the app on their mobile devices and brief them on how to use it to get the most out of the event.



## Reach Out Through All Marketing Channels

When you’re putting together a plan to promote your event app, you need to leverage key channels to reach your attendees. This includes your website, email, and social media channels.



## Website: Your Attendee’s First Stop

With increasing adoption of event apps at professional meetings and conferences, it’s important to make it simple for attendees to find the information they are looking for.



## Sample Website Messaging

“Start networking with other attendees today! Download our event app here...”  
or “New speakers added! Read more on our event app...”

They may come to your website with the intention of looking up logistical details, getting updates on new speaker announcements, or seeing which exhibitors will be there. While you have their attention, don't miss this opportunity to encourage attendees to download the event app.

A website "badge" or small banner ad can also be placed in multiple locations throughout your website.



## Email: The Anatomy of Effective Emails

Email is the fastest, most common, and easiest way to reach everyone attending your event. To take advantage, it's essential to optimize your messaging with value statements that address attendee pain points, and a strong call-to-action.

### Segmentation

Communicate the right value to the right people. If you can segment your audience into different groups, send out email communications that speak to their needs and desires. The sample email below could be sent to first-time attendees, but you would have to alter the messaging if you were to send it out to repeat attendees.

### Email Content

From this email example we can identify a few core points that can be applied to any of your email communications:

- *Be Concise*
- *Focus on One Action*
- *Communicate the Benefit of Taking Action*

Trying to slide in a "download the app" paragraph in your extensive Know-Before-You-Go email can be a bit of a long shot. Each email should have a single call-to-action, i.e., "do this." It's better to understand your segments and their pain points so you provide the best call-to-action that will help them solve their challenges. Don't be afraid to send more focused, benefit-driven emails, each with their own call-to-action. As long as you're providing value, your emails won't be seen as overkill.





## Sample Email Messaging

Subject line: Want to meet industry leaders at the conference? Here's how...

Hi there, just because it's your first time attending doesn't mean you're going to be on your own! See who else is going and start connecting with them now. This year's event app offers you the ability network with in-app chat, just as if you were texting! Get started and meet other amazing people today!

Access the event app on your smartphone, tablet or desktop internet browser:

[www.eventmobi.com/YourAppURL](http://www.eventmobi.com/YourAppURL)

See you soon,

Jane Smith, Event Planner

### Email Signatures

Include a link to the event app in staff signatures. This ensures that your event app is automatically promoted when staff corresponds with attendees.



### Social Media: Be Creative, Get Social

When promoting your event app over different social media channels, there are a few things to be aware of. Announcing your message through every medium at your disposal can prove to do more harm than good. It's important to be selective and targeted in your social media approach and ensure that you only promote on the channels in which you are already involved.

Additionally, be aware that there are nuances to leveraging different channels when promoting your app. Here's some guidance on using different social networks to promote your event app.



### LinkedIn

This platform is a more formal sphere that lends itself well to a professional discussion about how your event app provides new networking opportunities and an easier way to download session documents.

### Facebook

This platform is becoming more and more of a visual experience. Happy photographs of smiling faces and video from your last event are often successful in drawing attention. Your job is to communicate the value of your event app and attract your attendees with the promise of an event even better than the last!

### Twitter

Unlike Facebook and LinkedIn's relatively private experience, Twitter is a massive public domain where everyone can discover and communicate with anyone. This is a great way to use short, bite-sized bits of content to create buzz, connect with attendees, and remind everyone to download the event app.

### Instagram

Instagram's photo sharing is the perfect way to promote the look and feel of your event pre-event and on-site. You could remind people to check out the app in photo captions, and include a link to download it from your profile.

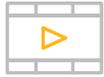


### Tip

To increase awareness of your event app through your social networks, encourage sponsors, exhibitors, and speakers to share your event app with their social networks. A quick way to garner their support is by giving “shout outs” on Twitter by tagging their handle with the app URL. They will see that tweet and ideally, get on board by retweeting.

YouTube

If you have an active Youtube channel, why not use it to share highlights from last year's conference, and promote this year's event? You can include a link to download the event app in the description.



### App Video: Show & Tell

Video can captivate the senses of your audience like no other medium. To help realize the potential of your event app (and event), you can create a short video that highlights the benefits of your event app. Your promo video should answer one key question: How will the app add value to the attendee's experience?

With a powerful medium like video, it's tempting to pack in as much information as possible. Like your emails, keep the message focused and concise. Too much information at once will only dilute your message. You should focus on demonstrating concrete ways attendees can use it to enhance their event experience. If the value proposition of your app is compelling enough, you'll see app downloads rates go up!

How to Leverage Video

The promotional video can be embedded in emails, featured prominently on your event website, and shared on social media to kick-start event app downloads. You can even play your video on large screens during your event to encourage downloads.



### Tip

Custom videos can be expensive, but the good news is that EventMobi can include a custom promotional video in your event app package. You select the key features and images you want highlighted and we create your video, including the conference app, your branding, and a brief tutorial on how to load the app on a variety of different devices. It's as simple as that!



# How Do I Leverage Speakers, Staff & Peers to Amp Up Adoption & Usage?

Now that we've discussed several marketing strategies to spread the word about your event app, we're going to explore how to leverage another valuable resource: Your speakers, staff, and peers.



## Enlist Speakers to Promote Your App Before the Event

Not only will your attendees look up to event speakers as trusted industry experts, they also tend to have very strong and dedicated social networks they have accumulated throughout their careers. As such, you should consider reaching out to engage your speakers in promoting your event app to attendees. They could write a guest blog post on your site and include a call-to-action to download the app, or simply share their excitement for the event with few social media posts online that link to the app download.

When working with your speakers, make it as easy as possible for them. Pre-write tweets and social media posts that include the app and event hashtag. If necessary, don't be afraid to offer to pre-write a blog post for them ("ghostwriting" as it's called in the publishing industry is standard marketing practice).



## Increase Onsite Downloads Through Your Staff & Volunteers

Like most marketing efforts, word-of-mouth is most effective and has the most influential impact. Train your on-site staff how to use and talk about the event app with attendees. It's important for staff and volunteers to be up-to-speed on your app and everything it can do, but also key to ensuring you have their buy-in.

Early on in your ideation stage, there were probably high-level conversations around what your team was looking to accomplish. Use your meeting notes and see what was top-of-mind for fellow staff members. Was upper management concerned about networking? Is someone on your team focused on follow-up strategies for educational sessions? Chances are you can sell your event app to fellow staff similar to how you sell it to attendees. A bit of research and you will know how to motivate different staff members and groups.

As your attendees' support team, your staff will inevitably be asked how to install the app on different devices along with other topics like WiFi, so make sure they are empowered with the right tools for success.



### Leverage Peer-to-Peer Social Proof to Amp Up Event App Engagement

In the celebrated book “Influence”, Robert Cialdini describes social proof as “the tendency to see an action as more appropriate when others are doing it.” Cialdini claims social proof is more powerful when we’re uncertain about what to do.

You can use this psychology hack to your advantage when trying to encourage event app downloads and app engagement. One way to do this is to hand-pick a group of event attendees who can serve as app ambassadors among their peer groups. Perhaps these are social leaders, known early adopters of technology, or those who are perceived to be particularly influential with their peers.

Again, getting buy-in is key. You can bring this group together (or have a quick conference call) to explain the challenges you anticipate in getting attendees to adopt the event app, and why you feel their support would be especially impactful. If they are aligned, you can then suggest that they promote the app in advance of the event via social media, and at the event by showing and sharing it with their peers. But don’t forget—this is a favor to help you, so providing a gift or a small token to thank them for their support wouldn’t go amiss.

## Case Study

# How Meeting Expectations Doubled Event App Adoption Year-Over-Year

We're going to share some valuable lessons from a client who used an EventMobi event app two years in a row, and increased event app adoption 115% year-over-year!



### The Organization

Meeting Expectations is a great example for planners and associations looking to take their events to the next level. They specialize in designing and executing strategies to achieve event and association management goals. Their clientele includes organizations like the Atlanta Chapter of the Society of Human Resource Management (SHRM-Atlanta).



### The Backstory

Meeting Expectations used an EventMobi event app for the first time when they ran their annual HR conference in 2014, and saw 43% adoption rate. While this was not a bad start, their team felt that they had missed opportunities to promote the event app and integrate it into the overall event experience in a meaningful way.



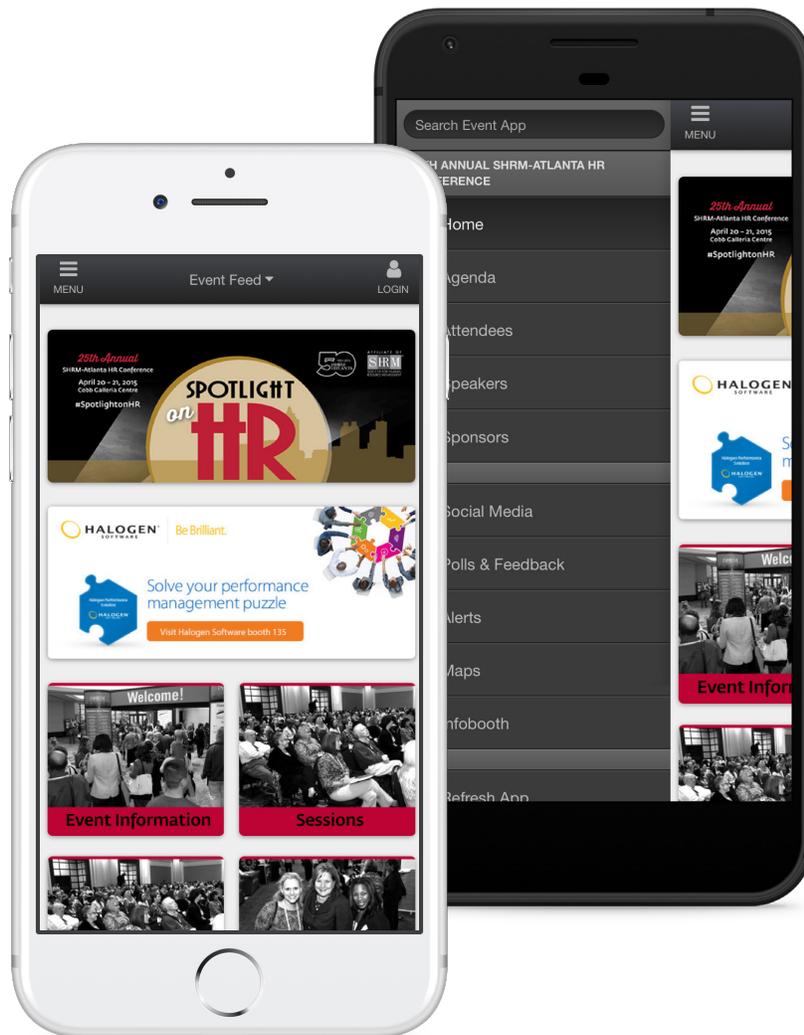
### The Goal

The next year, the management team set an audacious goal: They wanted to set a new record for member adoption and engagement with their event app for their upcoming HR conference “Spotlight on HR”.

## The Results

Meeting Expectations' attendee event app adoption numbers went through the roof, jumping from 43% to 86%!

	FIRST YEAR	SECOND YEAR	YEAR-OVER-YEAR INCREASE
Attendees	1037	<b>1131</b>	9%
Attendees using the Event App	452 (43%)	<b>973 (86%)</b>	115%



# How They Did It

Here are a few lessons from Meeting Expectation's successful event app adoption campaign that may be useful as you plan to promote this technology to your attendees.



## 1. Give Your Event App a Short & Unique Name

Giving their event app a distinctive but simple name made it easier to find in the app store. Searching for the exact event name, "Spotlight on HR", in the app store was more likely to return the right results than searching for "Atlanta Human Resources Conference 2015." Plus, it was much easier for attendees to remember!

If you're not going to make the app available for attendees to download natively from an app store, make sure the link to the app is easy to type into a browser. It's much easier to thumb in [eventmobi.com/spotlightonhr](http://eventmobi.com/spotlightonhr) without making mistakes than [eventmobi.com/25annualshrmhrconference](http://eventmobi.com/25annualshrmhrconference).



## 2. Promote Your Event App on the Event Website & Registration Page

The Meeting Expectations team understood that the event website was the first place their attendees went looking for information about the event, so they made sure that the app download link was featured prominently there. If it's possible to have the event app ready in time for potential attendees to download it after registering, this is a great chance to encourage adoption long before the event start date.



## 3. Mention Your Event App in Your Paper Guide (If You Still Have One)

Meeting Expectations continued the tradition of a printed guide for this event, but used it as another way to promote their event app with a strong call-to-action and the short link.

If you decide to create a hardcopy guide in addition to the event app, save yourself some hassle and use it mainly to share high-level information while directing attendees to the app for the logistical details. This will make it easier to manage version control while putting together the printed guide, as minor changes won't require a reprint.



#### 4. Reinforce the Value of Your Event App Through Event Design

Marketing your event app in the right places is just the first step. It's also critical to make sure that you integrate it into the event experience in such a way that attendees have to download and use it, or risk missing out. The event app Meeting Expectations created for Spotlight on HR wasn't an afterthought and played an important role in the onsite event experience.

Throughout the event, the Meeting Expectations team sent several alerts about activities in the exhibitor hall. This made sure everyone knew what was going on and reinforced the importance of engaging with the event app to stay in the loop during the event.

Alerts can be pre-scheduled before the event even begins, or you can send them as needed from the event's content manager. They can also be targeted to specific groups of attendees to communicate relevant information on a need-to-know basis, or as part of sponsorship packages.

Here are a few additional examples of how you could embed the event app as a distinctive part of the event experience:

- *Approach your most noteworthy speakers who are speaking early on in the event, and ask them to integrate a digital live poll or Q&A section into their presentation. This will require attendees to download the event app to participate.*
- *If you're still using a printed guide, you could print the high-level event details that aren't subject to change on paper (like speaker bios, venue maps, etc.) and use your event app to create a schedule with session times and locations. This will make it crucial for attendees to download the app.*
- *If your event is taking place in a few different venues, be sure to announce early on that all reminders, room changes, and shuttle timing will be sent in real time as direct notifications and alerts on the event app. No one wants to be out of the loop and end up in the wrong room (or the wrong venue!) at the wrong time!*





## 5. Ensure Sufficient WiFi to Download the Event App & Use the Interactive Features Onsite

Planners frequently ask us how much bandwidth they need to support the app, and the answer is always the same: it depends. EventMobi event apps work offline, whether native or web, but a connection is required for accessing the app the first time, and for participating in live polls, sending in-app messages, and receiving real-time alerts after the initial download.

For Meeting Expectations, since they promoted the app in their communications leading up to the event, many of their attendees had already downloaded it by the time they arrived onsite. This reduced the load on the venue's internet bandwidth at the beginning of the event.

### Taking Action on These Insights

Good news! This is the home stretch. We've gone over how to plan for a phased event tech roll-out, how to communicate the benefits to your attendees in a way that will resonate, and how different attendees may react to a new technology. Plus, you've read about how another organization achieved success with their event app that will help spark creative ideas on how you might use a similar strategy to increase event app adoption. All that remains is for you to make these insights actionable with a comprehensive checklist. We've created a super-useful template to get you started.



### Recommended Read

To learn more about how to create sponsorship packages that incorporate event app technology, read the ebook [How to Create a Sponsorship Strategy that Maximizes Event Revenue](#)



# What to Do Pre-, During & Post-Event

As you've learned, the goal is for your attendees to download the app early on and start engaging with the content before your event even starts. By the time your event rolls around, they'll be super familiar with the platform and ready to engage. And after the event, while continuing conversations with new acquaintances and reliving the experience, they'll be hooked on the event app experience and looking forward to the next event!

## Promoting Your Event App Pre-Event

- Clearly outline the benefits of the app, suggest best practices, and incentivize usage before the event starts
- When you publicize your event, talk about your event app in tandem. Use industry publications, press releases, ads, videos or print media to highlight the app
- Engage your speakers in advance of the event to promote the app with pre-written social media posts and email content.
- Create a landing page on the event's website that social media and emails direct to the app download link.
- Include instructions and information on how to download and use the app
- Use banner ads to promote the app on the website, and write an article or blog post that talks about the app at last year's event (if possible) plus what is coming up this year
- Create an event game before the event to encourage engagement on the app with incentives and a leaderboard
- Release content on the app before anywhere else to drive engagement
- Create a step-by-step intro/tutorial video or instructional walkthrough with pictures and descriptions of how to download the app and utilize its features and include in a pre-event email
- Use pre-event emails to also position the app as a year-round communication tool attendees should use to stay connected with gamification, other attendees, and the most up-to-date information for upcoming events



## Promote the App During the Event & Increase Adoption

**Reminding attendees about the event app the day of your meeting or event can be done in multiple ways.**

- ❑ Utilize onsite marketing and signage by directing attendees to download the app. The best locations for signage are at the registration desk and areas with high traffic, such as refreshment stands or keynote session rooms.
- ❑ Set up a help desk in a visible and popular area where attendees can go to ask questions and get assistance with the app.
- ❑ Designate staff who are distinctively dressed with branded attire to mingle with attendees, help manage the app, and spread enthusiasm about the available tech. This will help participants engage with the app, connect with potential influencers, and troubleshoot problems.
- ❑ Enlist the help of speakers and sponsors to reference the app and take advantage of features like surveys, Q&A's, and uploading notes or presentations. Speakers should reference the app at the beginning and end of their session.
- ❑ Event games can be an incredibly valuable part of the engagement strategy at the event that will drive more people to use the app.
- ❑ Send targeted messages to remind attendees of special functions or useful features they might not have accessed yet.
- ❑ Consider having phone charging stations and devices available to loan for those whose phones are not compatible.



### Recommended Read

For creative gamification ideas you can use to increase attendee engagement at your next event, be sure to read our ebook [The Ultimate Guide to Event Gamification](#)



## Promote the App Post-Event

**Just because your event is over doesn't mean that app engagement has to grind to a halt!** Sharing pictures, recap videos, session recordings or surveys that ask for opinions, and crowdsourcing stories from attendees can keep the conversation going. Here are some ways you can achieve this:

- Utilize alerts and notifications within the app to drive attendees to follow-up content.
- Re-purpose event content to reinforce event themes and values in the follow-up messaging.
- Alter incentives and extend time limits on event game challenges to continue gamification usage after the event has finished.
- If the app is positioned as a year-round content and updates hub, ensure there is a content strategy to support that. Communicate to event attendees that there is still content to come and if you plan to use it year-round, let them know that too. You don't want them to delete the app before you roll out the post-event content.



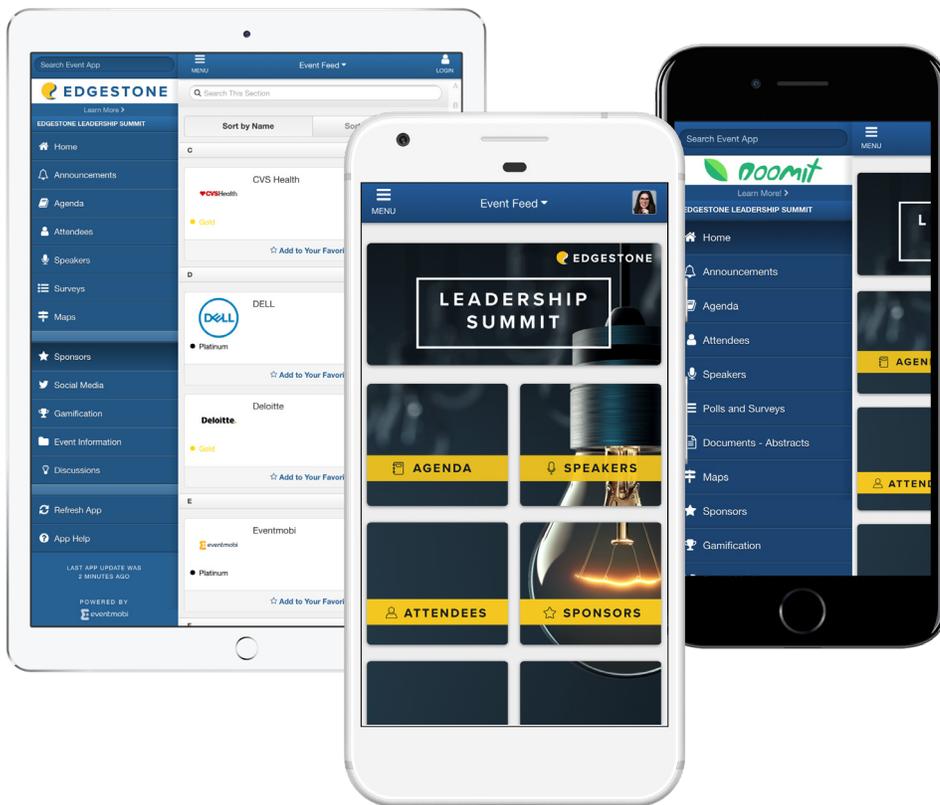
# Conclusion

While configuring your event app and creating a beautiful, useful user experience is a key first step, the “build it, and they will come” approach won’t work. It’s crucial to put as much thought into marketing your event app as you put into marketing the actual event. By using the ideas shared in this guide (and coming up with some unique strategies of your own!), you’ll be well on your way to promoting your event app for maximum adoption before, during, and after your event, and giving your attendees an experience they’ll be talking about for years to come.

Need More Ideas on How to Maximize Adoption and Usage of Your Event App?

Book a demo with an EventMobi event technology consultant now.

 SCHEDULE A DEMO



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