

# 8 Mobile Moments for Your Next Conference



No matter who's at your conference, there's one thing we can guarantee: everybody there will have their phone on hand. Which means it's by far your most valuable tool for attendee engagement! Here are a few ways you can start to incorporate mobile into every moment of your conference:

## Moment 2: Generate Excitement

It's important to get your attendees excited about who's coming, and what better way to kick off some pre-conference networking than with social channels that your attendees are already active on? Create an "activity feed" featuring posts from your speakers, and highlighting posts with your conference hashtag.



## Moment 7: Continue the Education

Don't let the fun stop after the booths are broken down! Keep your attendees engaged and excited for next year with a running feed featuring content from speakers, industry leaders, and event sponsors. It'll keep them coming back to your mobile experience, which is a great opportunity for you to keep them updated about registration for next year's event!



## Moment 3: Interactive Agenda

If you're offering multiple sessions at a time, this feature is a must. Allow your attendees to curate a personalized schedule by checking which sessions they're interested in. And don't forget to give them a place to take notes within the app, and let them quickly review the session with a "star" system while it's fresh in their minds!



## Moment 1: Streamline Registration

Getting them there is half the battle—but it doesn't have to be a hard one! Capture registrations with a sleek mobile registration app that ushers attendees into a pre-event experience to get them excited for the conference.



## Moment 5: Gamify the Show Floor

Your sponsors invested a lot to be at your show, so let mobile do some of the legwork in keeping their booth traffic up (and winning that sponsor back for next year's event!). Keep your attendees moving around the show floor by gamifying the experience, and incentivizing them with prizes or raffle entries for visiting a certain number of booths. And a bonus for your sponsors? Tie lead capture into the game! "Booth Bingo" anyone?



## Moment 6: Networking Scheduler

Let's be honest—the sessions and show floor are secondary to the networking at conferences and trade shows. So why not use the device everybody has on hand to promote networking? Let attendees request 15 minute "power sessions" with speakers, vendors, or other attendees, and let them share contact info through the event app. Your attendees will leave feeling inspired, and your vendors will love getting some dedicated face time with prospects.



## Moment 8: Post-event Survey

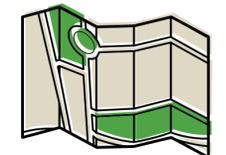
Don't get lost in the onslaught of post-conference emails. Capitalize on the post-conference high with a quick way for attendees to review their experience and suggest feedback for next year's event. You can even send out a quick real-time notification to catch them right after the conference while they're waiting to catch their flight home!



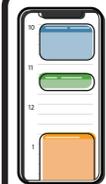
75% of attendees come for networking opportunities<sup>4</sup>

## Moment 4: Make Navigation Easy

First impressions are everything, right? And a chaotic check-in process is sure to set a sour tone for the conference. Make sure attendees can quickly obtain their badges and information by giving them personalized directions as soon as they step onsite. Geolocation can help trigger location-based notifications.



39% of attendees say that a map is their most valuable in-app feature<sup>3</sup>



92% of attendees say scheduling is a "must have" feature for their app<sup>2</sup>

<sup>1</sup><https://blog.planningpod.com/2014/03/04/17-proven-ways-to-boost-your-event-attendance/>

<sup>2</sup><https://pages.crowdcompass.com/why-mobile-event-app-roi-is-ba>

<sup>3</sup><https://skift.com/2019/03/06/overwhelmed-conference-attendees-crave-personalized-recommendations/>

<sup>4</sup><https://www.eventbrite.com/blog/event-app-engagement-ds0c/>