

drive onsite engagement with your event mobile app

When creating a successful event, every event planner knows it's more than getting a lot of people to attend; it's successfully engaging them so much so that they want to come back year after year.

Engagement is crucial to the attendee experience, from interesting speaking sessions to interactive exhibit hall booths, to fun contests and networking cocktail parties. But if there's one place to not forget about maintaining engagement, it's in your mobile event app.

Attendees use your event mobile app as the central hub for event information, personal agendas, networking connections and more, so it's the perfect place to continue your engagement efforts.

There are three things to remember when increasing mobile engagement: take sessions to the next level with live polls, voting and Q&A; include social media sharing and activity feeds directly in your app; and engage attendees further by asking for their feedback every step of the way.

Use interactive elements like live polling, voting, etc.: Ever look inside a speaker session room and see a room full of bored attendees answering emails on their mobile devices? Keep

mobile engagement should be:

1. Interactive
2. Sharable
3. Feedback-driven

attendees focused and engaged with the presentation by making them a part of it. Use an event app with live polling, voting and Q&A capabilities so that speakers can incorporate these interactive elements during their presentation; even better if you can display the results on a large screen so that attendees can follow along. Bottom line, if attendees are on their mobile devices to participate instead of to just pass the time, you're doing it right.

Make social media accessible directly in your app:

Facebook, Twitter and Instagram are just some of the countless social media accounts you may be utilizing during your event. Instead of having attendees bounce from one app to the next in order to keep up, put access to your various social media accounts in one place. By including a social media activity stream directly in your mobile event app, attendees won't miss any updates, contests or campaigns you promote for each medium. Also include a stream for your event's hashtag so attendees can see what each other are saying and have the opportunity to be a part of the conversation. Along with viewable activity streams, make sure your event app also has the ability for attendees to share, post and like without having to leave the app.

Get feedback every step of the way:

While engagement with event speakers and fellow attendees is important, don't forget about using your app to maintain engagement with event organizers too. Getting feedback from attendees about session content, exhibitors and event logistics is crucial to your event success and ROI. Make attendee surveys and questionnaires accessible by putting

them directly into your mobile event app. Not only is it easier than distributing paper surveys or directing attendees to a forgettable internet link, you will be able to collect and review feedback and data quicker than ever before.



remember to:

1. Take sessions and other events to the next level with live polls, voting, etc.
2. Include social media access directly in your app & make sharing thoughts about your event easy
3. Engage attendees further by asking for their feedback every step of the way

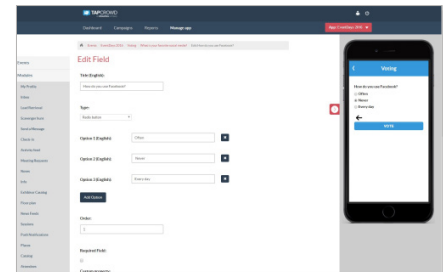
More often than not, the success of your event is strongly influenced by the level of audience engagement. The etouches mobile app, TapCrowd, features a variety of great tools that help you drive engagement before, during and after your event.

1. live polls & voting

Let your attendees join in on discussions during a session. Your attendees can submit answers to polls and other questions via the app, and the voting results can immediately be shown in the session room. Add or change questions on the fly.

- In the "manage app" tab, activate the "voting" module
- Then click on the "add screen" button to create a new poll, give it a name and decide at what position it should appear in the list of polls
- Once you are back to the polls list, click on the "edit" icon of your new poll and click on the "add fields" button; select the type of field and add options if necessary
- Repeat the action for each question you would like to add to the poll
- Go back to the main screen to select which polls you want to activate


 **Make your polls shine!** You can easily design your polls and add color to make them stand out.

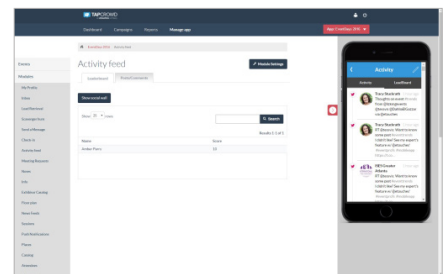


2. integrate social media in your mobile app

Put your event's social media channels all in one feed. etouches works with Instagram, Twitter & Facebook. #handy

- In the "manage app" tab, activate the "social media" module
- Add your event's Facebook page details, as well as your Twitter and Instagram names and hashtags
- Go back to the module list and activate the "activity feed" module
- When attendees open the "activity feed" module, they will be able to view and create posts, as well as see posts from social media and event organizer messages all in one place


 **Reward networking heroes!** The activity feed also has a leaderboard section showcasing those attendees who are the most engaged.

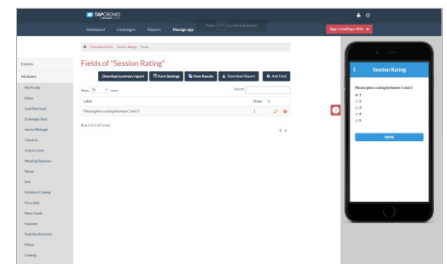


3. get instant feedback on sessions with surveys

As a great way to get feedback, ask attendees to rate the latest sessions, and learn what they loved or didn't like.

- In the "manage app" tab, activate the "session rating" module
- In the "session rating" module, click on the "add fields" button and select the type of field you want to use and then define available options
- Repeat this action for every field you want to add to your survey
- Make sure to have the "session" module activated with your session listed in it
- Your attendees will be able to rate sessions directly from the session module by selecting the session they want to rate

 **Save time!** You do not need to create one survey per session; your survey will automatically apply to all sessions.



Find out more 