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GET YOUR EVENT
MOBILE-READY

10 Steps To Take Your Event From Manual To Mobile

Outfitting events with mobile apps used to be a nice to have. Now it's a "must-have" strategy for better managing events, empowering attendees, building loyalty, and growing your revenue. There are 176 million US "mobile addicts" out there -- smartphone users who launch any of their apps more than 60 times a day!

Based on these stats, it makes perfect sense that organizations would invest in developing the most effective ways to connect with mobile users on their chosen devices. For conference and event organizers that are looking for more attendees, increased return on investment as well as return on engagement, mobile offers the maximum in terms of audience reach, targeting and real-time communication. RegOnline® by Lanyon provides a FREE mobile event application, so you can get your event mobile-ready right away at no additional cost.

[1] Flurry Analytics, March 2014.

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THREE STEPS TO INSTANT MOBILE

1. Create your event

2. Select the event title from your Event Dashboard

3. Go to the "Onsite" header on the left side of the page and select "Mobile". That's it!

Here are 10 steps to get started and take your event from manual to mobile.

1. Offer Mobile Friendly Event Websites and Registration

When developing your event website and registration pages, ensure they are designed with mobile users in mind so the content is optimized for viewing and is accessible on mobile devices. This will enhance social media integrations, increase attendee engagement and streamline the event registration process for attendees. With RegOnline, your attendees on mobile phones automatically see a mobile-friendly version of your website and event registration with no need for an app download.
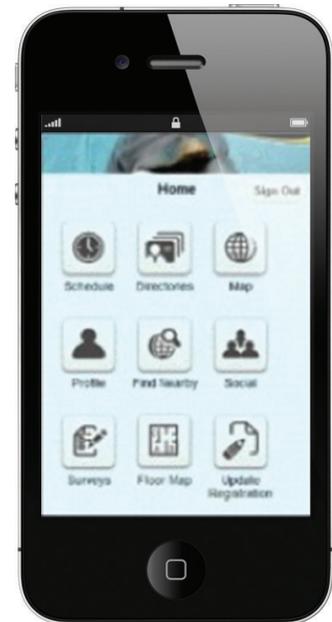
2. Provide Maps, Layouts and Schedules

Ensure your attendees can access all of the information they need when they need it. Include maps, room layouts and speaker schedules to enhance the event experience, before, during and after.

In RegOnline, mobile users can view an embedded Google Maps view of the event location.

WEB VS. NATIVE APPS: WHAT'S THE DIFFERENCE?

Essentially, the difference between a web-enabled app and a native app is where it "lives" — web apps exist online and are accessed through your device's web browser, while native apps, once downloaded, reside on your device. In terms of functionality, there are some important distinctions between web and native apps.

Contact your account manager to determine which mobile solution is best for your next event.

3. Enable Social Media Sharing

Set up social media event pages and encourage attendees to share photos, links and other social information about their experience. This enables event attendees to become more than just 'attendees' or 'spectators' but also content creators that continuously interact through social networking channels. Once you've set up your social networking in RegOnline, there will be a Social tile that appears in the mobile Event Guide that registrants can access from mobile devices after they have registered. Your attendees can then comment directly on the Facebook Event you've linked to from your event dashboard.
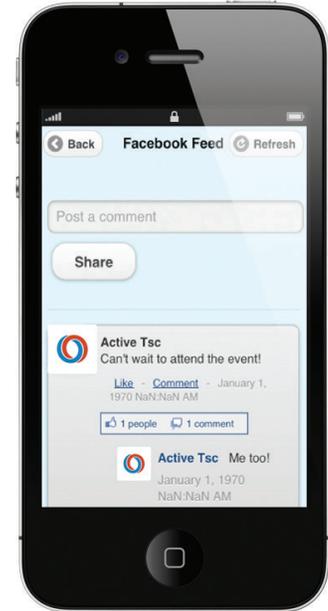
The comment stream for the Facebook event integrates directly into the Event Guide.

4. Enable Location-Based Engagement

Create a listing for your event with services such as Facebook. Event attendees can then check-in when they arrive at the event and help you promote the event through their social networks.

### 5. Provide Mobile-Ready Presentations & Whitepaper Content

Make all event and conference materials available for attendees to view or download on their mobile device. This is not only a greener option for your event, but also saves attendees the hassle of carrying around large volumes of paper in the form of brochures, schedules and maps.

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CHECK OUT MORE MOBILE TIPS & TRICKS:

http://bit.ly/1DygiTg

6. Create QR Codes

Quick response (QR) codes are two dimensional bar codes, readable by dedicated QR readers and smart phones. Users can quickly scan QR codes to download conference or event information and network by scanning contact information. QR codes can save attendees valuable time and offer excellent data tracking capabilities for event planners.
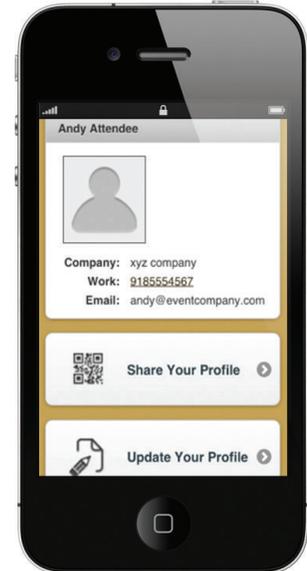
7. Create Mobile Surveys, Polls and Audience Response

Get valuable feedback and information from attendees, and track trends by using RegOnline to post mobile surveys and polls before, during and after the event.

8. Incorporate Other Interactive App Options

Many mobile technology providers can now integrate with other apps for your event, which is a great way to continue to engage your audience and provide them with useful tools to support a positive event, experience. RegOnline integrates with Yelp so the attendee can search for locations near your event (hotels, coffee shops, etc.), including distance to the event location. RegOnline also integrates with Google Maps and Google Calendar so attendees can easily save and share the event in their online or mobile diaries and find the event location and directions.
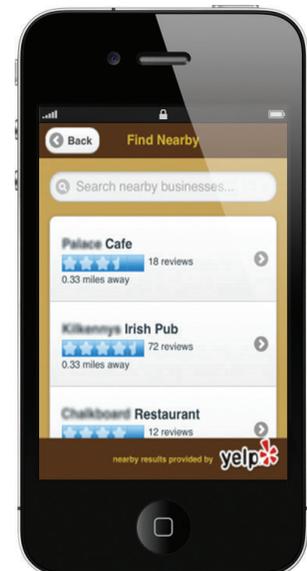
9. Expand Engagement Even Further

Wow your attendees with engaging content and networking opportunities in easy-access native mobile event apps for iPhone, Android and Windows Phone. You have complete control over branding, look and feel, and layout, and can gather intelligence on your attendees' experience before, during and after your event.

10. Create a Mobile Event Recap

Send attendees a message of thanks after the event that links them to a video of highlights or a library of all of the content in podcast, video or other format. By providing continued access to valuable event content you can pave the way for continued engagement long after your event takes place. Mobile event technology offers attendees the convenience and the freedom to connect with events and the brand behind the event wherever and whenever it suits them. By making it easier to connect with an event, attendees are more likely to engage with it, simply because they can. Using mobile technology, the whole event experience is streamlined, saving attendees precious time.