eventmobi

ME MEETING EXPECTATIONS

Meeting Expectations Doubles Attendee Event App Adoption Year-Over-Year

Here's How They Did It

About Meeting Expectations

Meeting Expectations specializes 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 Back Story

2014 was the kickoff year for Meeting Expectations' annual HR conference, and they knew they wanted to incorporate an event app to help engage their audience. Partnering with EventMobi, they were able to achieve a 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

For their annual 'Spotlight on HR' conference, the Meeting Expectations management team wanted to set a new record for member adoption and engagement on their event app.

How They Did It

Meeting Expectations learned from the prior year's event app execution and decided to invest in the following tactics:

Use a Short And Unique Event App 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!
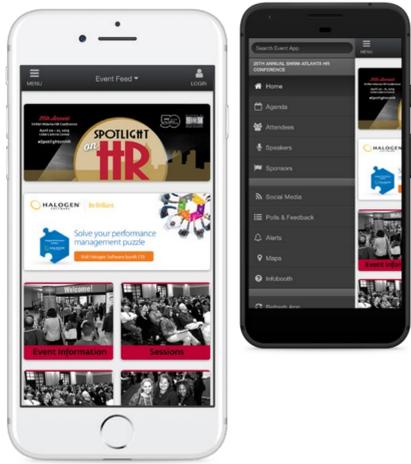
— TIP TO PROMOTE YOUR EVENT APP —

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 without making mistakes than: eventmobi.com/25annualshrmhrconference

Promote The Event App on the Event Website and 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.

— TIP TO PROMOTE YOUR EVENT APP —

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.

Mention the Event App in the Paper Guide

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.

— TIP TO PROMOTE YOUR EVENT APP —

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.

— TIP TO PROMOTE YOUR EVENT APP —

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.

Reinforce the Value of the 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.

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.
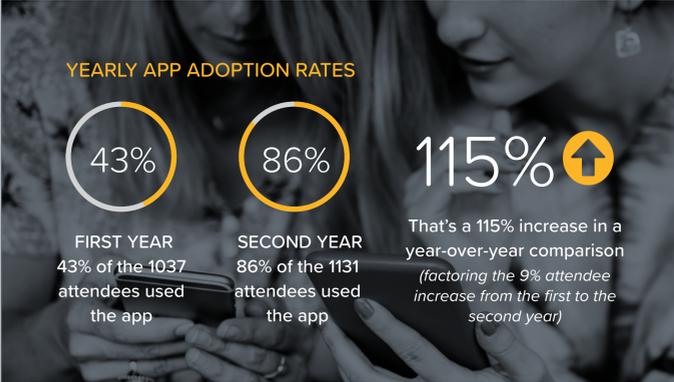
For Meeting Expectations, since they promoted the app in their communications leading up to the event, many of their attendees had already downloaded it by the time they arrived onsite. This reduced the load on the venue's internet bandwidth at the beginning of the event.while putting together the printed guide, as minor changes won't require a reprint.

A Few More Tips on How to Make Your Event App An Integrated 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!

The Results

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

YEARLY APP ADOPTION RATES

43%
FIRST YEAR
43% of the 1037 attendees used the app

86%
SECOND YEAR
86% of the 1131 attendees used the app

115% ⬆
That's a 115% increase in a year-over-year comparison (factoring the 9% attendee increase from the first to the second year)

To see how an event app can be used to create a better attendee experience, contact an EventMobi Tech Consultant

🖥 DEMO THE APP

Need to create a killer promotional strategy for your event app? Read the Ultimate Guide to Increasing Event App Adoption & Usage

⬇ READ THE GUIDE