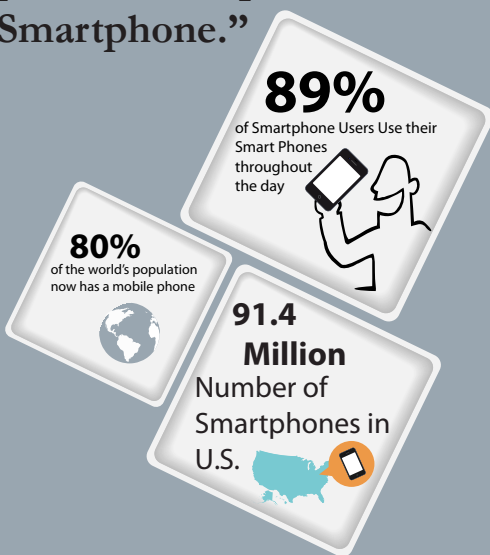


**“Research has shown that we are always an arm’s length away from our personal companion, the Smartphone.”**



## Strategies for App Visibility & User Downloads

**Create Visual Aides & Signage** with QR Codes or “Download App Now!” lingo. Also, consider:

- ~ Flyers, Brochures, Pamphlets and Programs
- ~ Banners or Posters
- ~ Registration Cards
- ~ Swag or Novelty Marketing Material

**Create E-mail / SMS Messaging Campaigns** that feature direct links to the app for attendees to download. Highlight the value-adds of using the mobile app during and after the conference.

**Official Web and Blog Sites** for conference organizations should encourage potential users to look up and download the app.

**Web-based registration portals** can be imbedded within the app and direct clients to download the app to complete the registration process. This provides immediate incentive for potential users to download the app.

**Gamification techniques** or reward incentives can incite potential users to engage and interact within an app. Examples include:

- ~ “Become the first to download the app to get exclusive offers on.....”
- ~ “Be one of the first 50 people to scan the QR Code and receive.....”
- ~ Earn rewards points by sharing in-app content with friends and contacts through social media and direct messaging

# 15 Reasons Your Event Needs An App

- 1. Mobile is everywhere!** Conference attendees are using smartphones and tablets more now than ever.
- 2. Smartphones are a preferred source** for activity and information as people choose smartphones for information, communication, entertainment and social networking more than any other source.
- 3. Connect early with attendees** while building excitement and participation: Apps allow users to engage in the conference weeks before the event while allowing you to push out updated information, notifications or build conference excitement - all far before the attendees walk through the conference door.
- 4. Save money on print material.** Apps eliminate print material as attendees no longer look to print material for their source of information. Not only will reducing print costs save you a tremendous amount of money but it's also a great incentive to reduce your carbon footprint and to simply Go Green.
- 5. Update and change information instantly.** Unlike print material, you can update any and all event information instantly through your App. You can also promote upcoming events, speakers or even send out reminders - all within seconds.
- 6. Add value to your Sponsors and Exhibitors.** Apps allow rich content such as logo placement, booth location, contact information, videos, downloadable PDF, website access, website links, push notifications and Gamification, just to name a few.
- 7. Generate additional revenue.** Apps provide an amazing opportunity for additional revenue as Sponsors are constantly looking for better ways to be in front of conference attendees. This is a perfect opportunity for sponsors to be in the palm of attendees' hands!



**8. Gather user Analytics.** Apps generate amazing insight, patterns and statistical information on user patterns and App usage that you cannot get any other way. This information is all invaluable for current and future events.

**9. Provide clear communications.** Use the App to communicate key event information such as: event schedule, pricing, hotel, emergency, venue/city maps, contact information, date, times and calendars and local services just name a few – all this information is in one place with easy access.

**10. Give directions and needed information.** Real time walking, public transit, or driving directions are available instantly on Apps. Go further by providing venue maps, services, restaurants, gas stations, public transportation and emergency information as well.

**11. Enhance your Speakers platform.** Detailed speaker information can be added including bio, conference materials, contact info, book information and/or website link. The user can even purchase the speakers product instantly or contact the speaker directly through the App.

**12. Engage attendees.** Using your App, attendees can easily join conversations through your events major social networking services including Twitter, Facebook and Google +. You can even keep in touch with your attendees through these channels long after the event.

**13. Involve guests with Gamification.** Gamification is a great new way to involve your attendees and your App gives you the tools to take Gamification to the next level. Think of the possibilities of scanning QR codes, sending out rewards and prizes or allowing the user to download videos instantly to Vimeo , You-Tube and Facebook. A conference App brings a whole new level of possibilities to Gamification.

**14. Gather feedback with polling.** Get to know your attendees better while providing an effective and interactive feedback forum. App polling also allows you to quickly dissolve complaints or frustrations and even receive valuable feedback to make your event better.

**15. Enable social networking.** Facebook and Twitter can be integrated in your Apps interface making it easy for users to log in and share content on multiple networks – all performed within the App.

Learn more at  
[www.ccrent.com/event-mobile-apps/](http://www.ccrent.com/event-mobile-apps/)  
or call us at 1-866-522-7000



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