

# BEST PRACTICES FOR EVENT APP PROMOTION

## CHEAT SHEET

60 days  
before

- Contact speakers and exhibitors for content you can include in the app (i.e. slide decks, sales collateral)
- Ask your speakers to write blog and/or social media posts promoting your event app
- If using promotional or tutorial videos, now is the time to film and edit them!
- Design and print any on-site signage for promoting the app

15 days  
before

- Post your promotional or tutorial video on YouTube and share it everywhere
- Train as many on-site staff as possible on how to download and use the app so they can help attendees during the event

10 days  
before

- Send a second email with app download instructions and a link to your video. Also if you've integrated social media into your app, use the email to promote the event hashtag and other social media activities you'd like attendees to engage in

30 days  
before

- Create a page on your website about the app and include download links
- Create web banners and place in high traffic areas
- Choose and train your app coaches

25 days  
before

- Send attendees an email dedicated to the app and include download instructions

20 days  
before

- From now until the end of your event, post updates on social media promoting the app

### ONSITE

- Place signage in high traffic areas throughout your venue
- Have keynote speakers encourage app downloads in their introductions
- Add a promotional slide to the keynote and session decks promoting the event app
- Ask session speakers to do a little plug at the beginning of their presentations
- Supply registration staff with a canned message they can use to instruct attendees on downloading the app while they're at the registration desk

### POST-EVENT

- Use app to send messages and notifications to attendees (like "Register for next year's event!")
- Encourage attendees to fill out surveys using the app
- Offer presenter and vendor content that attendees can download or share

#### Contact Us

Phone: +1 604 875 0403

Email: [sales@quickmobile.com](mailto:sales@quickmobile.com)

Website: [www.quickmobile.com](http://www.quickmobile.com)