

# BUILDING AN EVENT APP YOUR ATTENDEES WILL **LOVE**♥

Every attendee has a list of goals that they're trying to achieve at an event or conference. With the right mix of features and content, your event app can actually make it easier for your attendees to succeed in meeting their goals and fall in love with your event at the same time.

## TOP 3 REASONS ATTENDEES GO TO EVENTS

Most attendees go to an event based on three main objectives:



### Learning

Attendees go to events to gain new industry knowledge and discover new ways to innovate.



### Networking

Events and conferences provide attendees with plenty of opportunities to meet new business contacts, industry experts, and their peers.



### Motivation

The energy and community at an event inspire attendees to continue and succeed within their chosen profession or industry.

Now that you know why attendees go to an event, keep reading for some tips on building an event app that will help them achieve their goals and fall in love with your event.

## 1. LEARNING

**MAKE IT EASY FOR ATTENDEES TO LEARN.** These features provide attendees with a simple way to find relevant sessions and speakers so that they can have a more personalized experience.



### SCHEDULE

Your app is more than just a digital event guide, so fill the schedule with information such as detailed session descriptions and accurate room locations. You can even organize sessions by day or track to make it easier for attendees to pick a session.



### MY SCHEDULE

Attendees can create their own schedules within the app or download an app that's already pre-loaded with the sessions they chose at registration. This helps them keep track of all the sessions and events they want to attend.



### SPEAKERS

Some attendees choose sessions based on the speakers. Showcase your experts by including their photo, bio and contact information in this section.

## 2. NETWORKING

**MAKE IT EASY FOR ATTENDEES TO NETWORK.** These features enhance event networking and help facilitate stronger relationships.



### ATTENDEES LIST

A digital list of who's going to your event helps attendees create a targeted list of individuals or organizations that they want to meet at the show.



### MESSAGING

Attendees can use the app's messaging system to proactively start networking with each other or set up meetings in advance. It's a less intimidating way to meet new people and keeps the conversations going long after the closing remarks.

## 3. MOTIVATION

**MAKE IT EASY FOR ATTENDEES TO SUCCEED.** These features help attendees participate in discussions, share their thoughts, have fun, and carry all their learning with them wherever they go.



### POLLS

Live polling adds interactivity to a session. Attendees can provide their two cents on a subject, while speakers can use the live feedback to make their session better and more relevant to their audience in real-time.



### SESSION Q&A

Making Q&A available through the app helps even the most introverted attendee make their voice heard. With a mobile version of Q&A, speakers get a digital reference of all the questions so they can respond to attendees in more detail later.



### DOCUMENTS

Your event app should provide attendees with access to not just session slides and handouts, but other additional collateral that can supplement their learning on that topic.



### BRIEFCASE

With a mobile Briefcase, attendees can keep their favorite event collateral all in one convenient place. They can also share these resources with their colleagues and peers, which helps your attendee look like a rockstar (and love you more).



### NOTES

Save attendees the trouble of carrying a notebook and scrambling for a pen. A note-taking feature helps them learn more actively, allows them to share their learning with others, and ties their notes to a session for easy record keeping.