

Recommendations for Event App Use

App Setup

Please allow a period of 7 to 20 days from the date of order until your event app is available. To start, we first need the app name and a key visual, from which we create the app icon and start screen. With the order, our customer receives an event data sheet in which he informs us of the relevant event data.

Smartphone Systems

The event app is natively developed for iOS & Android, and you also get a web app for use in your browser, whether on a PC or smartphone. The app can be downloaded via the App Stores or via a password-protected website (Enterprise Distribution).

Invitation of Guests

A successful event starts with the invitation and registration of the guests. Usually the participant data is imported via XLS into the content management system of the event app. Even groups of participants, individual travel plans or pre-booked personal agenda items can be imported. Alternatively, an in-app registration can be activated. With the independent participant registration platform *registr* developed by us, your participants only have to register once for the event. All information from *registr* can then be imported into the event app.

Onboarding of Guests

Make future users aware of your app! In a newsletter or invitation e-mail, point out where the app can be found and add a meaningful screenshot. Successful onboarding of your guests ensures good and lasting communication - not just at the event. Ideally, your guests have already dealt with the app before they arrive at the event (e.g. personalized the agenda, looked at participation lists, participated in a survey or a voting or posted their expectations via Wall of Ideas).

Wifi/ Mobile Network

Many functions of the app require an Internet connection. A mobile internet connection via smartphone (3G/LTE) for up to 300 guests is sufficient as a guideline. If you expect more than 300 guests, additional Wifi is recommended. If the proportion of foreign guests is particularly high, a Wifi connection should be provided, since in this case not everyone may have a corresponding data rate.

Help Desk

Set up a help desk for the duration of use of the app, which you can staff with a trained employee. Participants can request a new password here if necessary or receive help in operating the app.

Interaction

With interaction, you can really bring your app to life. Show the participants that the use of the app offers much more than a program booklet! Through the in-app chat with other participants, the push of surveys, votes or the possibilities at the Wall of Ideas (posting, commenting, uploading pictures) you increase the interaction between the participants. Actively use push messages and news to remind participants to use the app.

Matchmaking

Especially for larger events with more than 200 guests, matchmaking is an ideal tool for easily identifying relevant business contacts via tags. As the organizer, you define the tags yourself in the CMS.

Evaluation/KPI

The usage data will tell you how well your app has been received. The relevant KPIs are: Percentage of guests who used the app, how actively the app was used and how actively the guests interacted (posting comments, pictures, using the in-app chat).