

TOP 4 WAYS

EVENT APPS PROVIDE VALUE

CONVENIENCE



Save attendees precious time spent in searching up event related information, from local weather to venue address - an app serves up this information on a platter, days ahead of time.

ITEMS ATTENDEES LOOK FOR BEFORE AN EVENT:



LOCAL WEATHER



VENUE ADDRESS



INFO DOCUMENTS



SCHEDULE

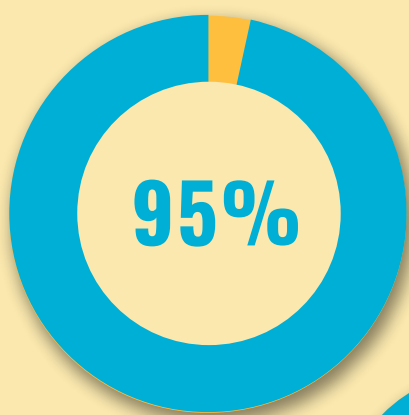


SESSIONS

NETWORKING



Event apps make it easy for attendees to tailor their networking efforts through in-app communication channels, such as:



Over **95%** of attendees said that their **goal was to meet new people.**



More than **50%** of executives at a networking event **only hung out with people they already knew.**



Attendee List



Contact Exchange



Social Networking



In-app messaging



Profile Matching

MARKETING



77% of marketers use **in-person events** as part of their content marketing strategies.



67% of marketers think that **event marketing** is their most effective strategy.



58% of US marketers use **social media to engage their audience** during events as part of their marketing engagement strategy.

An event app opens up an 'always-on' channel for communication with attendees before, during and after the event, with features like:



Social Media Integrations



Push Notifications

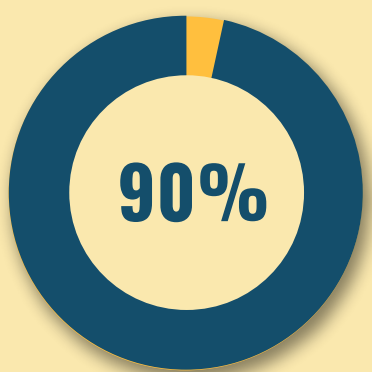


Activity Feeds



Promo Documents

ENGAGEMENT

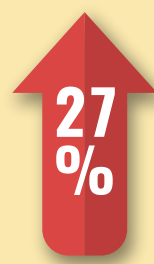


90% of event professionals see **engagement as priority.**

EVENT TECHNOLOGY CAN HELP:



increase event attendance by 20%



increase productivity by 27%



decrease costs by 30%

Planners can use the event app as an engagement tool and help boost audience participation with features like:



In-app Games



Live Polling



Surveys



Photo Gallery



Event apps are proven to be a key factor in making events more engaging, interactive, and fun - helping the planner get maximum return on their investment.