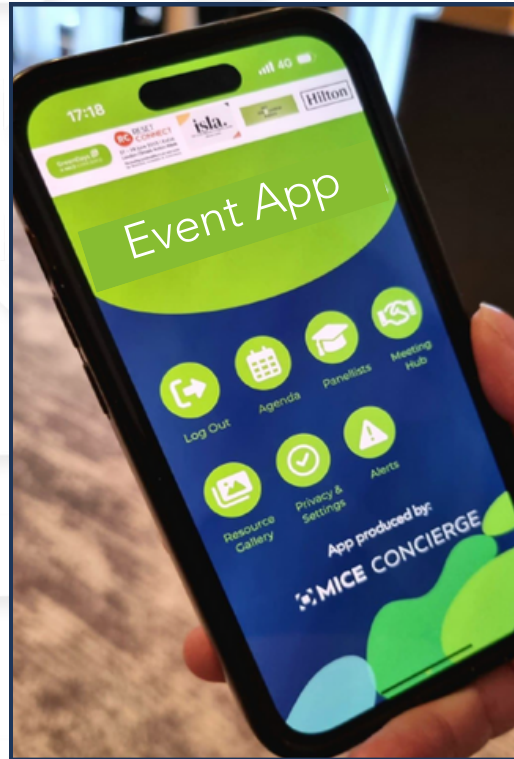


# MICE CONCIERGE

## HOW TO IMPROVE EVENT ENGAGEMENT BY MAXIMISING THE USE OF YOUR EVENT APP



BY  
**ANDREW BOWERS**

## HOW CAN MAXIMISING THE USE OF YOUR EVENT APP IMPROVE EVENT ENGAGEMENT?

As an event planner helping your audience get the most from an event app involves guiding them through its features, ensuring smooth adoption and encouraging engagement before, during, and after your event.

**Here are 10 tips on how you can do that.**

### 1. Promote the App Early and Frequently

Nothing improves audience engagement more than pre-event communications.

**Start promoting your app as soon as it's available:** With multi-channel communications including emails, social media and feature buttons on the event website to highlight its key features and encourage early downloads.

**Use Gamification features to incentivise early adopters:** Offer perks for early app adopters, like points collection, access to exclusive content, session previews, or a chance to win giveaways.

**Create Tutorials:** Share video or step-by-step guides on how to navigate the app, showcasing essential features like building a schedule, networking, and accessing resources.

### 2. Provide Clear Onboarding

**Easy Sign-up Instructions:** Using your audience's most accessible comms channel to share clear, concise instructions on how to sign up, log in, and set up profiles. This reduces the learning curve for less tech-savvy attendees.

**In-App Tutorials:** Consider creating an in-app onboarding experience that takes users through key features the first time they log in.

### 3. Highlight Important Features:

**Customisable Options for different attendees:** Delegates, suppliers, exhibitors, speakers, the media. All have different requirements, so emphasise how attendees can personalise their schedule, bookmark sessions, set appointments, share assets and set reminders.

**Networking Tools:** Promoting and facilitating connections before delegates arrive at your event can enhance the event experience and deliver huge value. Clearly explain how to browse attendee lists, profile and connect with people, schedule meetings, and join community discussions.

**Interactive Features:** From the outset promote live audience polling (and that may include polling prior to app design to clarify the features they'd like to see on the app). Q&A, polling and gamification are great ways to gather knowledge about your audience and are super-useful tools to boost participation during plenary and breakout sessions.

### 4. Encourage Engagement Through Gamification and Incentives

**Gamify the Experience:** We mentioned 'gamification' in point 1, but this feature is very useful for creating challenges or goals within your app that reward users for completing tasks, like registering early, attending a certain number of sessions, visiting sponsor booths, or networking.

**Offer Prizes:** Tie in physical or digital rewards for achieving milestones or winning app-based games.

## 5. Send Regular Reminders and Updates

**Push Notifications:** Keeping your event front of mind for your delegates is important, so using the app's push notification feature to send reminders about featured speakers, requests for questions, submission of assets or registering exhibition stand requirements can be very helpful.

**Daily Highlights:** Send a morning push notification when onsite to highlight the day's schedule, promote upcoming sessions, highlight speaker profiles, confirm last-minute schedule changes or reminders of drinks and dinner venues. This way you can help delegates make the most of each day.

## 6. Additional App Familiarisation & Support

**Pre-Event Webinar:** As with other suggestions for videos, in-app demos etc, to support those with alternative learning styles, organising a webinar or live demonstration onsite to walk attendees through the app's functionality, answering questions and showing tips on optimising their experience can be very helpful.

**App Support Desk:** Setting-up and promoting an app help desk onsite or providing a virtual assistant, both pre-event can also be very helpful.

## 7. Encourage Networking and Social Sharing

**Networking Kick-Off:** Generally, event attendees will say that networking is in their top 3 reasons for attending an event, so it's good practice to start your event by encouraging attendees to introduce themselves using the app's networking features or discussion boards.

**Social Media Integration:** You can encourage attendees to promote social sharing directly from the app by encouraging attendees to use event hashtags or tag the event's official social media accounts.

## 8. Create Dedicated App Support Channels

**FAQ Section:** Include a well-organised FAQ section within the app that addresses common questions and troubleshooting tips.

**On-Site Tech Support:** Have 'app ambassadors' onsite or point of contact for technical support available to help attendees with any app-related issues during the event.

## 9. Post-Event Engagement

**Follow-Up Notifications and Engagement:** After the event, use the app to send thank-you messages, share links to session recordings and event overview videos, provide links to downloadable assets.

**Extend Networking Opportunities:** You can use the app to encourage attendees to continue networking and engaging with content in the app post-event, especially if it remains active after the event concludes.

## 10. Collect Feedback

**Surveys and Polls:** Understanding your audience and their event experience is the key to building a better event next time. So, using in-app surveys or polls to ask attendees what they thought of the event and how the app enhanced their experience can provide meaningful insights.

**Monitor Analytics:** You can use the app's analytics features to track engagement, identify which features were most used, and understand where attendees may have faced challenges.

## MORE ABOUT MICE CONCIERGE

MICE Concierge provides F2F, Hybrid and Virtual event support services for in-house event teams, and they partner with event agencies.

MICE Concierge is a high-end user and preferred platinum partner of EventsAir, the dedicated digital event delivery platform.



The MC team are experienced in deploying every module contained within the EventsAir platform, which allows them to support their clients with smoother, more engaging and accessible event communications and more efficient processes and analytics.

## TALK TO US?

If you'd like to find out more about how you can use an event app to improve your event engagement, then why not call us for a chat?



+44 (0)1438 908770



[enquiries@miceconcierge.com](mailto:enquiries@miceconcierge.com)



[www.miceconcierge.com](http://www.miceconcierge.com)