

DRIVING ENGAGEMENT WITH DOUBLEDUTCH

Engagement is one of the most important indicators of event success, and it's up to event managers to help make it happen.

HOW DOUBLEDUTCH HELPS

The DoubleDutch Live Engagement Platform gives you the tools you need to nudge attendees to learn, connect, interact and share insights at your events. All of these actions then turn into event data that will help you optimize events and increase ROI.

Turn Passive Attendees Into Active Participants

As an event organizer, you have the power to turn passive event attendees into actively engaged ones. Weapon of choice? Your event app.

- Deliver an engaging experience through your event app that makes engagement simple and valuable
- Use a variety of alerts, polls or recommendations within the app to nudge attendees to take action

Communicate With Attendees Instantly

Before event apps, you had limited opportunities to address your entire audience. Through event apps, event organizers have an attentive audience whenever they need them.

- Use alerts and push notifications to communicate to your attendees throughout your event, including session alerts, time or location changes, contests and more
- Segment your attendees and communicate messages to specific groups of people

Deliver essential information in one place

Paper agenda, pre-event emails, post-session announcements, signage, the list goes on. Attendees are often bombarded with information from so many sources that it's impossible to keep track. Put it all in one place: your event app.

- Ensure all event information, especially logistics, are included within your app
- Remind and reassure attendees before and during your event that the event app is their single source for all event info

