

Event App Buyer's Success Kit

App Features Checklist

Every mobile event app vendor is different. From creating private social networks, to event gamification, and more, keeping track of it all can be difficult. Use the checklist on the following pages to ensure that the partner you choose has the features you need to succeed.

Technology

Is the technology innovative and will it meet our needs?

Content Delivery

Can app content be updated in real-time and easily managed?

App Engagement

Will the app increase attendee engagement and enhance the event experience?

Event Analytics

Can you view event performance in real-time and generate actionable data?

Revenue Generation

Can you generate revenue from the app?

Technology

Is the technology innovative and will it meet our needs?

Mobile Platforms	Native (iOS & Android); Web (HTML5)
Branding / Customization	Branded splash screens, customizable app colors, logos, etc...
Event Registration System	Ability to preload attendees and event information; 1-way or 2-way sync scheduling
Offline Mode	Users can access content regardless of data network connection
Multi-Event Functionality	Multiple events can be accessed in one app
Cloud-based Admin Panel	Ability to update content in real-time and manage users from a web-based administrative Content Management System
Closed Network	Ability to maintain privacy around event-specific information, closed or open registration is available
Last-Minute Activation	Keep features and content hidden until showtime
Enterprise Grade Security	Third-party security audits; proven track record of success with security-conscious companies
Location-Based Messages (iBeacon / Bluetooth LE)	Send push notifications to attendees in range of a beacon with optional link to content within the app
QR Code Scanning	Built-in QR code reader for scavenger hunts, exhibitor booth check ins, etc.

Content Delivery

Can app content be updated in real-time and easily managed?

Agenda / Schedule	Chronological sorting by time and day Ability to filter by session tracks Ability to check in to, rate and add sessions to personal agenda
Attendee Lists	Searchable by name Sortable by interest User-to-User messaging
Speaker Lists	Speaker profile photo, bio and session information Active links to in-app content and external websites Ability to rate and bookmark speakers Ability to search by speaker name
Exhibitor / Sponsor Lists	Company logo, description, booth #, videos, documents, etc. Active links to in-app content and external websites Ability to rate and bookmark exhibitors/sponsors Ability to search by exhibitor/sponsor name
Interactive Maps	Multi-level floorplans Interactive mapping w/ links to exhibitor profiles Point-to-point directions
Documents	Upload content prior to the event Downloadable via email
Video	YouTube/Vimeo viewing in-app
Photos	User-added photos via status updates Organizer can download photos from the CMS
Promoted Messages	Add images and/or message to the Activity Feed for a specified time period Can be scheduled in advance Link to a survey, app content or web URL
Push Messages	Push custom messages to all attendees or a specified group Can be scheduled in advance

App Engagement

Will the app increase attendee engagement and enhance the event experience?

ADOPTION

Welcome Emails	Send email directly from the CMS and invite users to download the app
Daily Digest Emails	Send automatically generated emails at midday and day-end showing popular app content and recommending who to follow
Game Day	Multi-screen immersive experience showing most popular status updates, photos, leaderboard, and reminder to download the app Shows ticker reminding attendees of the next session

PERSONALIZATION

My Agenda	Add items to your personal agenda on-the-fly Preload individual schedules pre-event
Personalized Activity Feed	Cards displayed at the top of the Activity Feed remind attendees of upcoming sessions, to take session surveys, and rate sessions
Bookmarking	Bookmark speakers, exhibitors or sponsors, etc. and save them as favorites for viewing later
Calendar Sync	Export items from My Agenda with your mobile device's calendar
Targeted Offers	Exhibitors select an audience for their custom offers Attendees answer qualifying questions to match them with offers intended for them Attendees redeem offers at the corresponding exhibitor booth

FEEDBACK

Live Polling	Ask a question live with up to 5 answers, live results are refreshed every 5 seconds and are viewed in-app or on screen through a web page Attach to a specific session or poll attendees globally
Surveys	Ask questions with options for multiple choice or free form text answers
Rate and Review	Rate speakers based on 5 stars and include a review

App Engagement

Will the app increase attendee engagement and enhance the event experience?

NETWORKING

Activity Feed	Shows all attendee status updates, promoted messages, and global polls Shows personalized reminders for upcoming sessions, surveys to complete, and sessions to rate
Social Media Integration	Allow Status Updates to post to LinkedIn, Twitter or Facebook simultaneously
Attendee Profiles	Includes profile photo and editable fields for name, title and company Option to include links to LinkedIn, Twitter, and Facebook accounts Shows status updates posted by the user, achievements earned, in app connections, and topics of interest Allow attendees to send private messages
Status Updates	Publish status updates with text and/or images Ability to tag updates with relevant app content Message is posted to the global Activity Feed or Session feed
Comment / Like	Add comments or “like” any Status Update Indicates popular topics or influential people
@mentions / #hashtags	Call out or respond to other attendees in the Activity Feed with an “@” before their name Attendees are notified when their name is mentioned in the Activity Feed Call attention to particular topics with a “#” Comments using the same hashtag are aggregated and can be viewed in a separate feed
People Matching	Attendees choose groups based on interests and are matched with others in the group
Following	Follow an attendee to be notified when they post status updates
Private Messages	Allow attendees to send private messages to each other via email Emails are hidden until a message is sent or responded to
Gamification / Leaderboard	Encourage certain attendee behavior by awarding points and badges for surveys, polls, ratings, status updates, check-ins, commenting, and liking Leaderboard shows top 20 point-earners, click on attendee photo to view profile info
Session Check-in	Attendees check in to indicate attendance

Event Analytics

Can you view event performance in real-time and generate actionable data?

Post-Event Engagement Report	Overview of event data including number of active users, total in-app actions, average number of actions per user View total number of bookmarks, status updates, comments, likes, check-ins, surveys, photos and ratings View device breakdown, speaker breakdown with top speakers, agenda breakdown with stats on most popular session, exhibitor breakdown with top exhibitors, most influential people, and leaderboard
Event Performance	Real-time event analytics overlays important moments on an engagement graph View app adoption funnel, happiness score, engagement score and recommendations
Recommendations	View recommendation for improvements on event performance
App Adoption Funnel	View emails sent, open rate, click-through rate, app logins, and overall conversion rate
Attendee Experience Metrics	View attendee happiness score (based on sentiment analysis of ratings, reviews, and positive and negative status updates) View overall event engagement score (benchmarked against similar events)
Usage Stats	View total number of users, actions, updates, likes, comments, bookmarks, check-ins, surveys, polls, and % of iOS, Android and HTML5 users for the timeframe specified
Downloadable Reports	Generate data reports on status updates, sessions, devices, user activity, point, badges, app content, surveys, polls, ratings, promoted posts, and leads
Visual Survey Reports	View survey responses in bar chart format

Revenue Generation

Can you generate revenue from the app?

Lead Retrieval	Scan badges containing QR codes or barcodes (online or offline) Add notes to scanned leads, updated instantly Grant or remove booth staff permissions to scan leads Booth admin can export lead list at any time
Sponsorship Opportunities	Promoted Messages/banner ads in Activity Feed Sponsor Directory Sponsored Surveys Sponsored Polls Sponsored Badges Sponsored app section Push Notifications Branded splash screen iBeacon Sponsors Sponsored Documents Exhibitor Profile logo Highlighted booth in Interactive Maps