

Mobile Apps

The New Event Essential



About Us

Mobile Event Provider

- ▶ Across platform apps available for all smart devices
- ▶ We add value to your event and provide a way to interact with your attendees on another level

Best Mobile User Interface in the Event Industry

- ▶ Easy-to-use interface for event organizers
- ▶ Smooth user experience for delegates



The Mobile Revolution is Here

2 Billion
smartphones/tablets
were sold in 2014

that's **6**^X
the number of PCs
that were sold in that
year

The average
smartphone user...

checks their phone

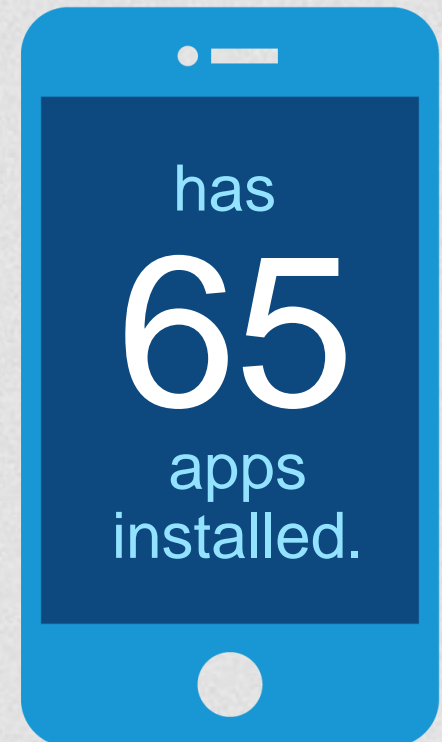
150

times per day

spends

127

minutes per day
using apps



Native vs. HTML5:

Know the Difference

Native apps...

“The biggest mistake we made as a company was betting too much on HTML5 as opposed to native.”

Mark Zuckerberg

CEO
Facebook, Inc.

“We have definitely shifted from HTML5 to native...We recognize now that HTML5 is not allowing us to do the best for our users.”

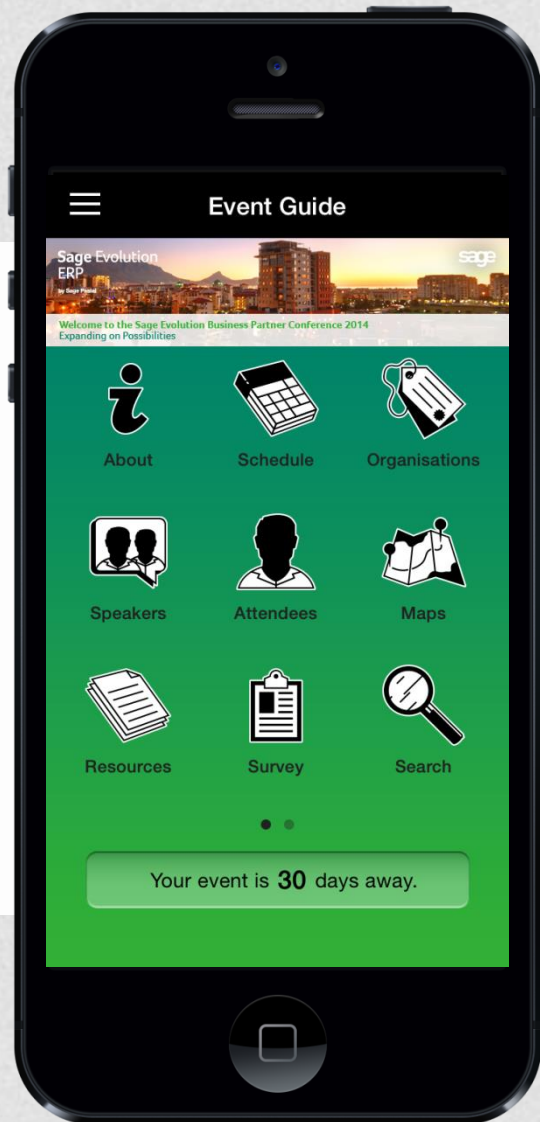
Kiran Prasad

Sr. Director of Mobile Engineering
LinkedIn

- ▶ Allow push notifications



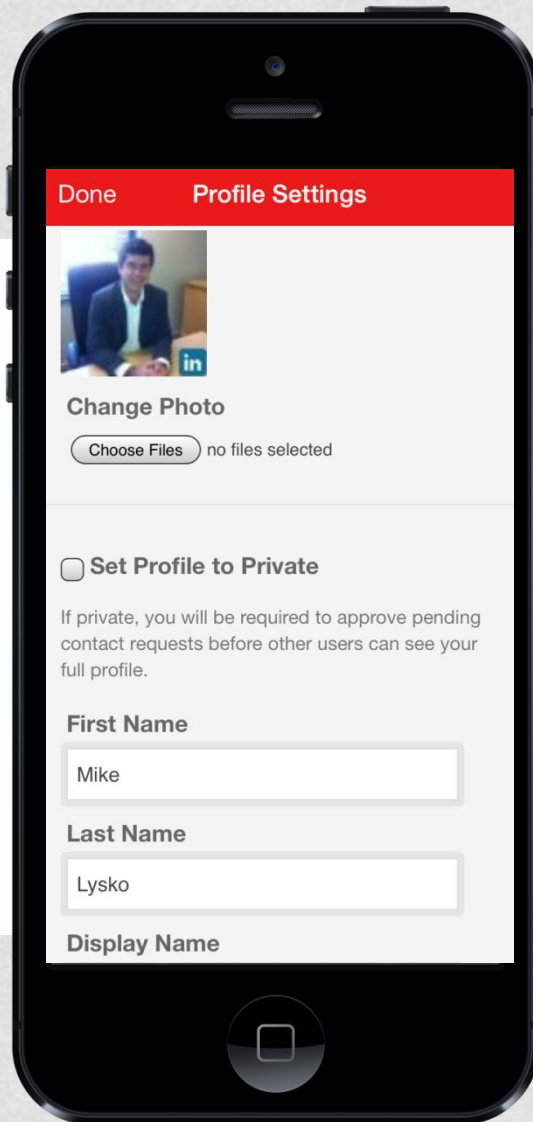
Yes, Your Event App Can Do That



Add the features you want



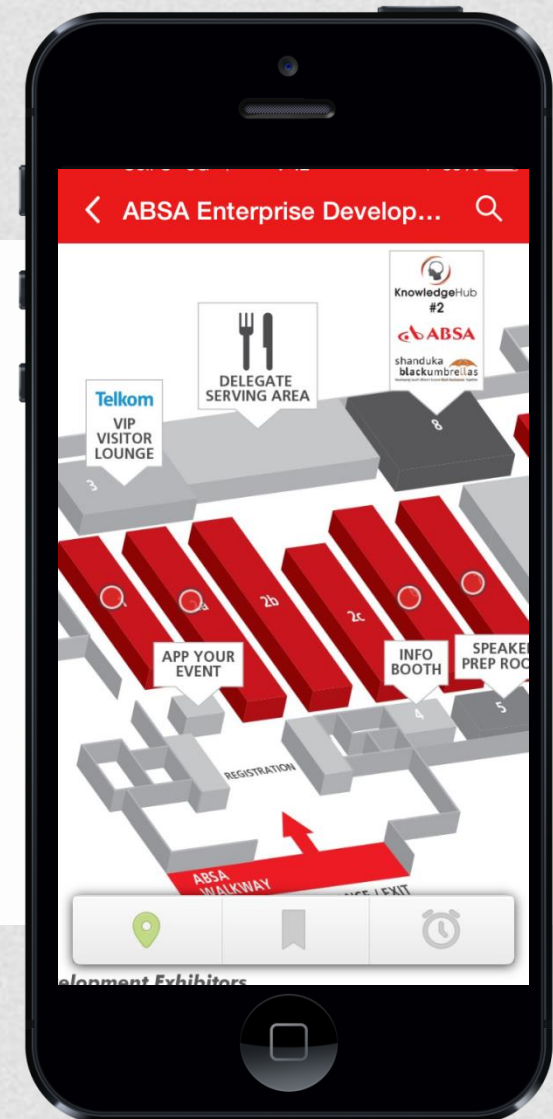
Delegates Can:



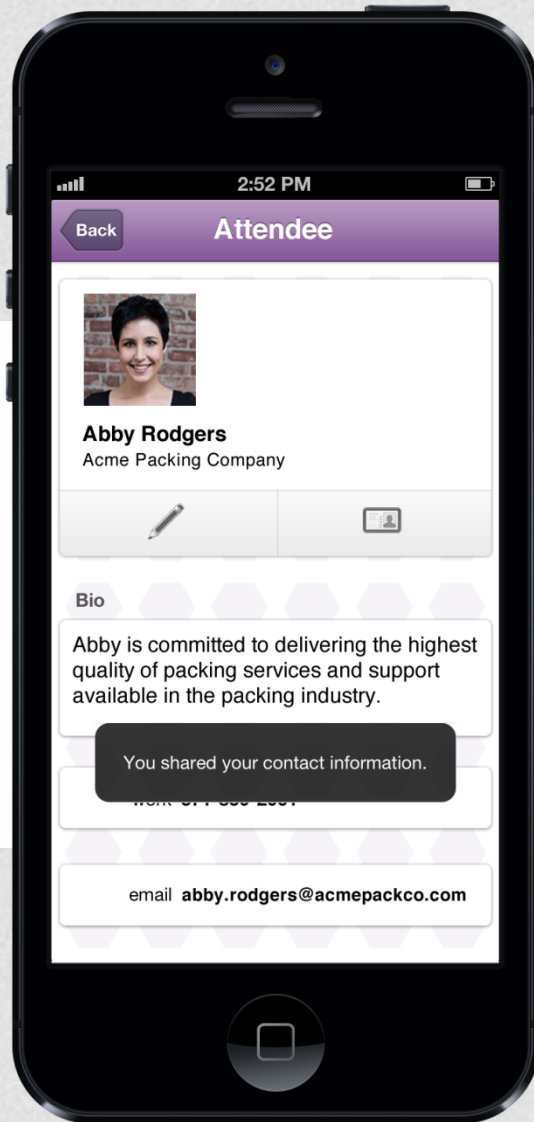
- ▶ Build their profile
- ▶ Sync and create schedule
- ▶ Connect with other delegates
- ▶ Take notes
- ▶ Leverage social media

Manage Schedule

- ▶ Access event schedule
- ▶ Bookmark activities and sessions you want to attend
- ▶ Navigate the event
- ▶ Take notes and rate sessions



Networking



- ▶ Join the delegates list
- ▶ See who's attending
- ▶ Exchange contact information

Social Sharing

- ▶ Sign in with your Facebook, Twitter, LinkedIn or Google+ account
- ▶ Share across all social media simultaneously



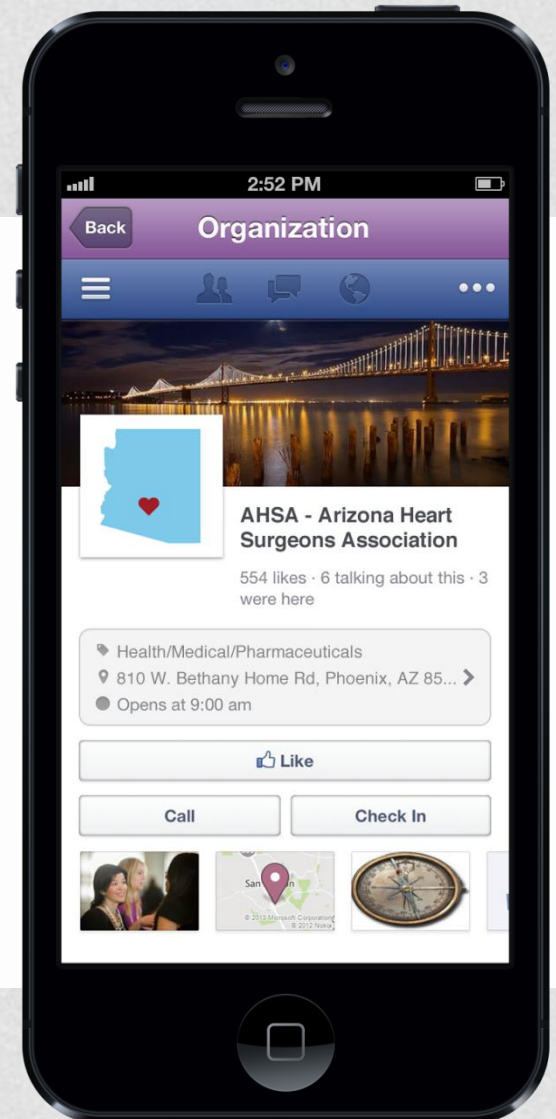
Speakers Can:



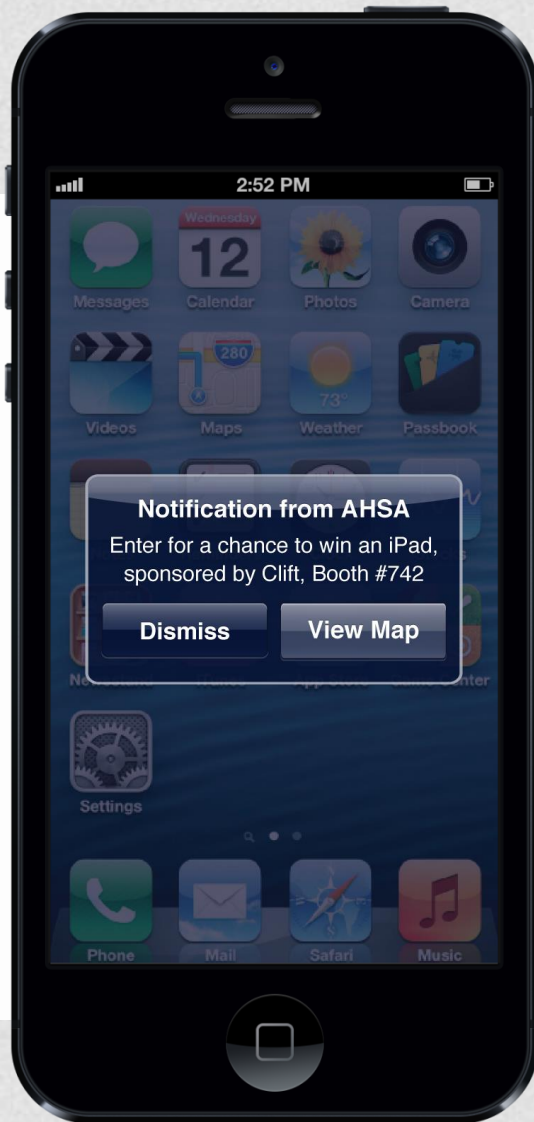
- ▶ Be found, favourited, and added to personalised schedules
- ▶ Include bio and contact details
- ▶ Promote themselves through social media accounts
- ▶ Share their presentations

Exhibitors Can:

- ▶ Connect with delegates in advance
- ▶ Provide contact details to delegates
- ▶ Share brochures and products with potential buyers
- ▶ Encourage delegates to follow them on Twitter, Facebook and LinkedIn

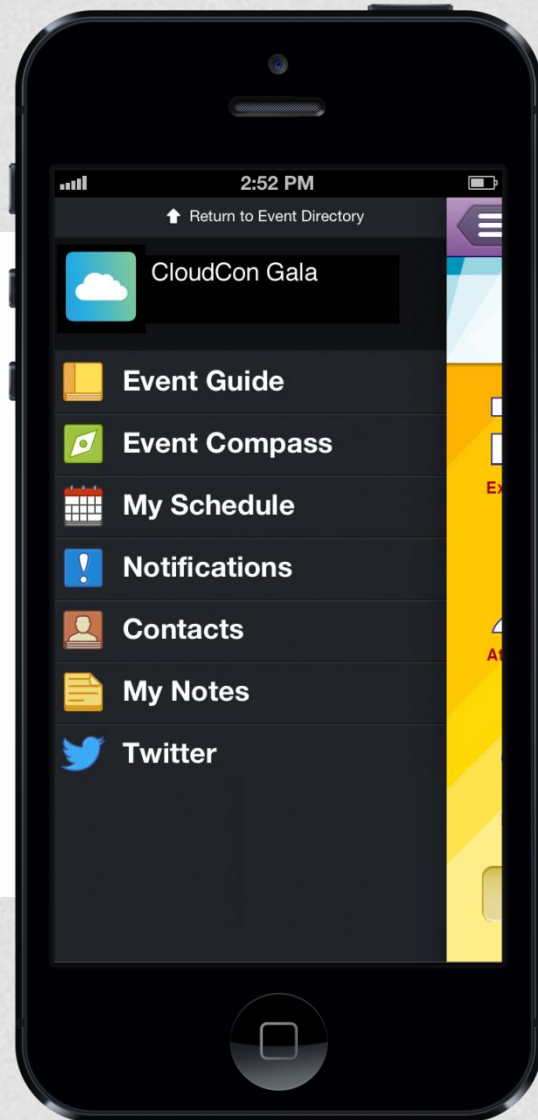


Sponsors Can:



- ▶ Advertise on splash pages, banner ads, exhibitor listings, and maps
- ▶ Send push notifications with sponsor messages
- ▶ Sponsor games, prizes, and social media badges
- ▶ Increase ROI with app analytics

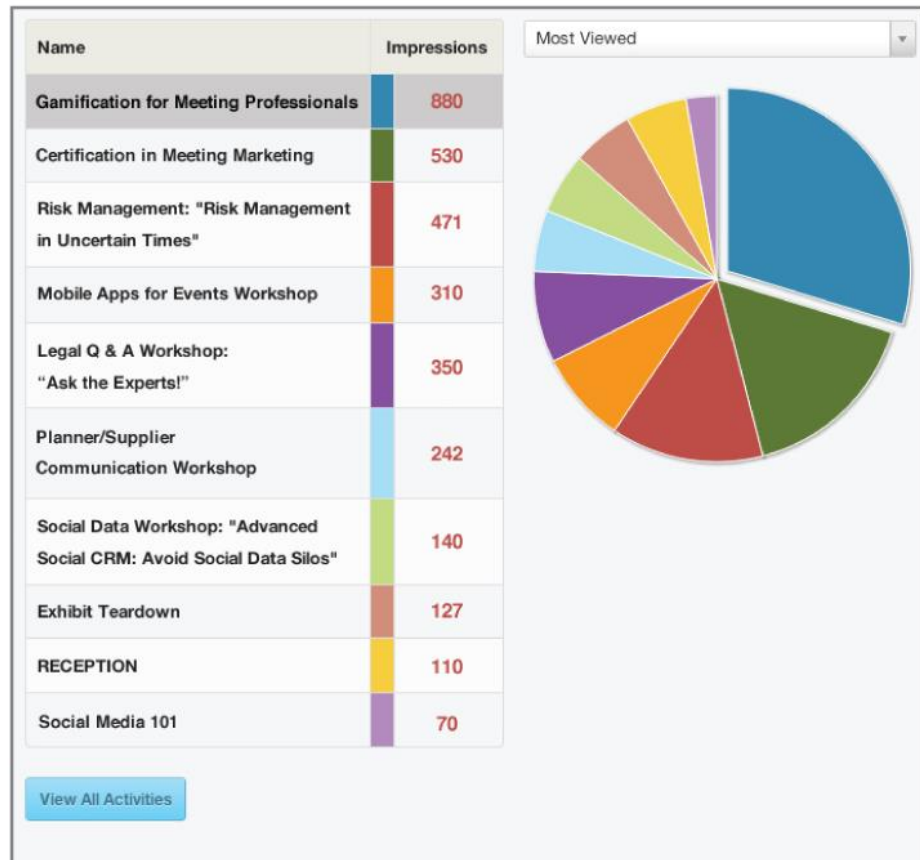
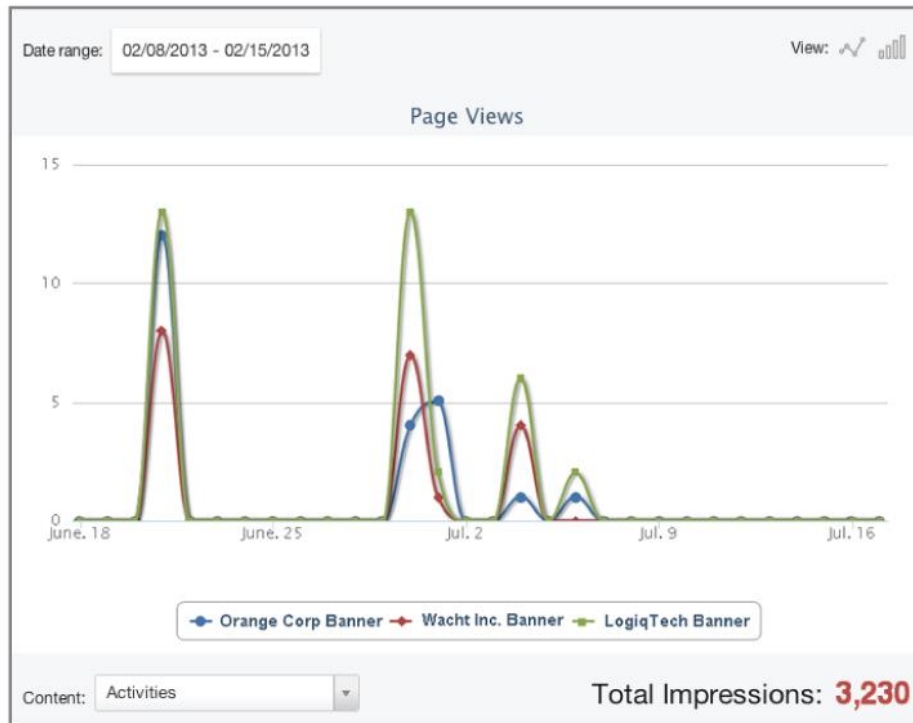
All Your Events in One App



- ▶ Build and launch multiple events in one app
- ▶ Access your schedule, notes, and other content with side navigation
- ▶ Encourage year-round engagement

Generate Reports

Expanded Metrics and Analytics



Building Your App

Our Service Makes it Easy



Gather

- ▶ Project kickoff
- ▶ Establish timeline
- ▶ Collect event data & graphics
- ▶ Stay on track with Event Checklist



Build

- ▶ Upload data & graphics
- ▶ Preview your event
- ▶ Publish to the app stores

What Our Customers Say

“

*A huge thank you to the App Your Event team!
We could never have imagined just how successful the
branded app that Mike and his team created would be.
We'll never host another conference without it.*”



Joanne van der Walt,
Sage Pastel Accounting

“

***Our visitors love it and it gives
exhibitors another valuable
marketing platform and
sponsorship opportunity***”

“

***App Your Event has been superb!**
The customer orientated service has
really been spot on and deserves ten
stars for going above and beyond.*”



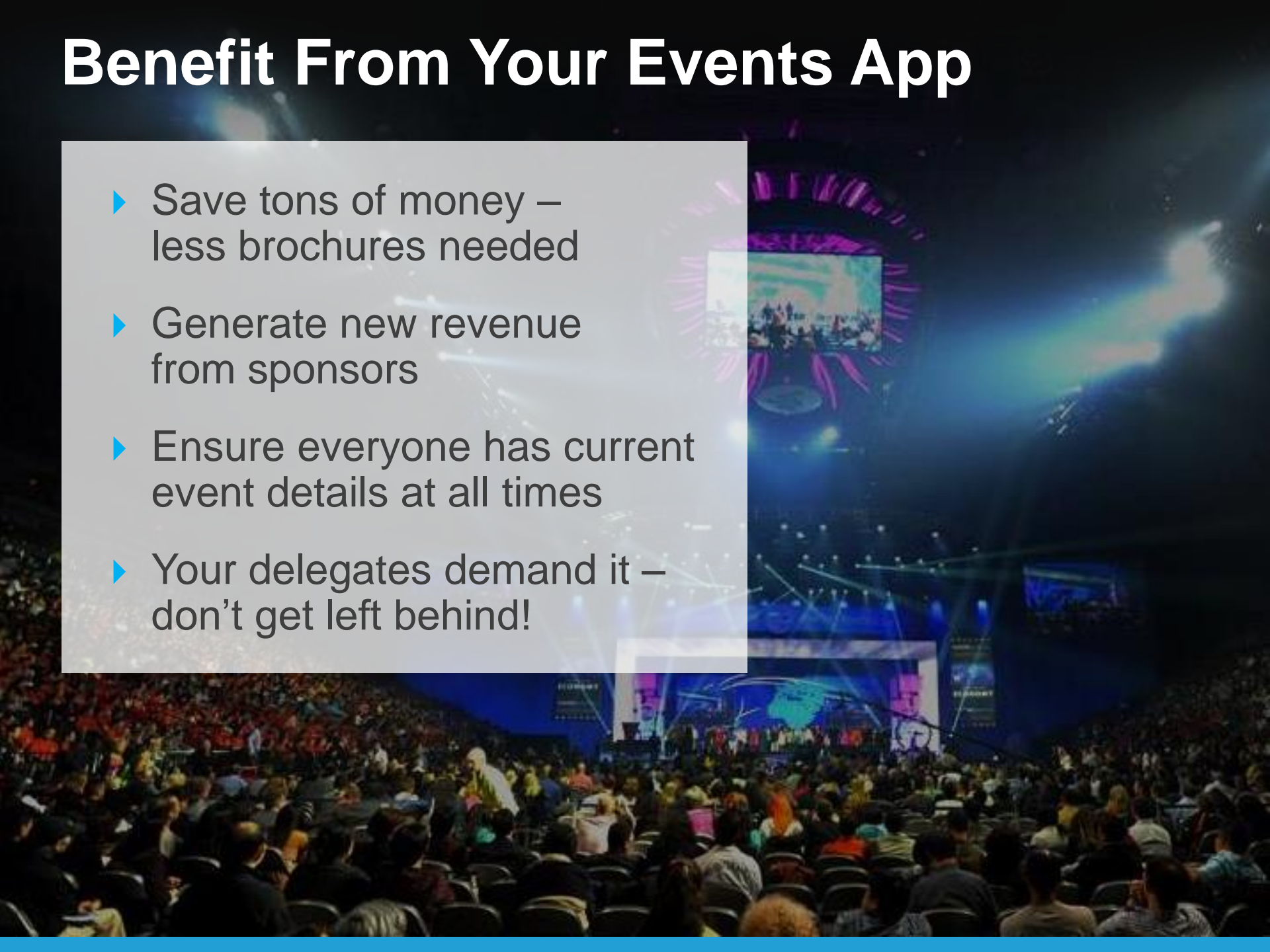
Pauline Silva,
Hobby-X Show



Ashton Hoffman,
Smart Procurement World

Benefit From Your Events App

- ▶ Save tons of money – less brochures needed
- ▶ Generate new revenue from sponsors
- ▶ Ensure everyone has current event details at all times
- ▶ Your delegates demand it – don't get left behind!



Pricing

Flat fee

- ▶ Price determined by event size / complexity
- ▶ All device types included
- ▶ Volume scalable



Thank you!

www.appyourevent.co.za



iPhone
Native App



iPad
Native App



Android
Native App



BlackBerry
HTML5



Windows Phone
HTML5



Laptop or Desktop
HTML5