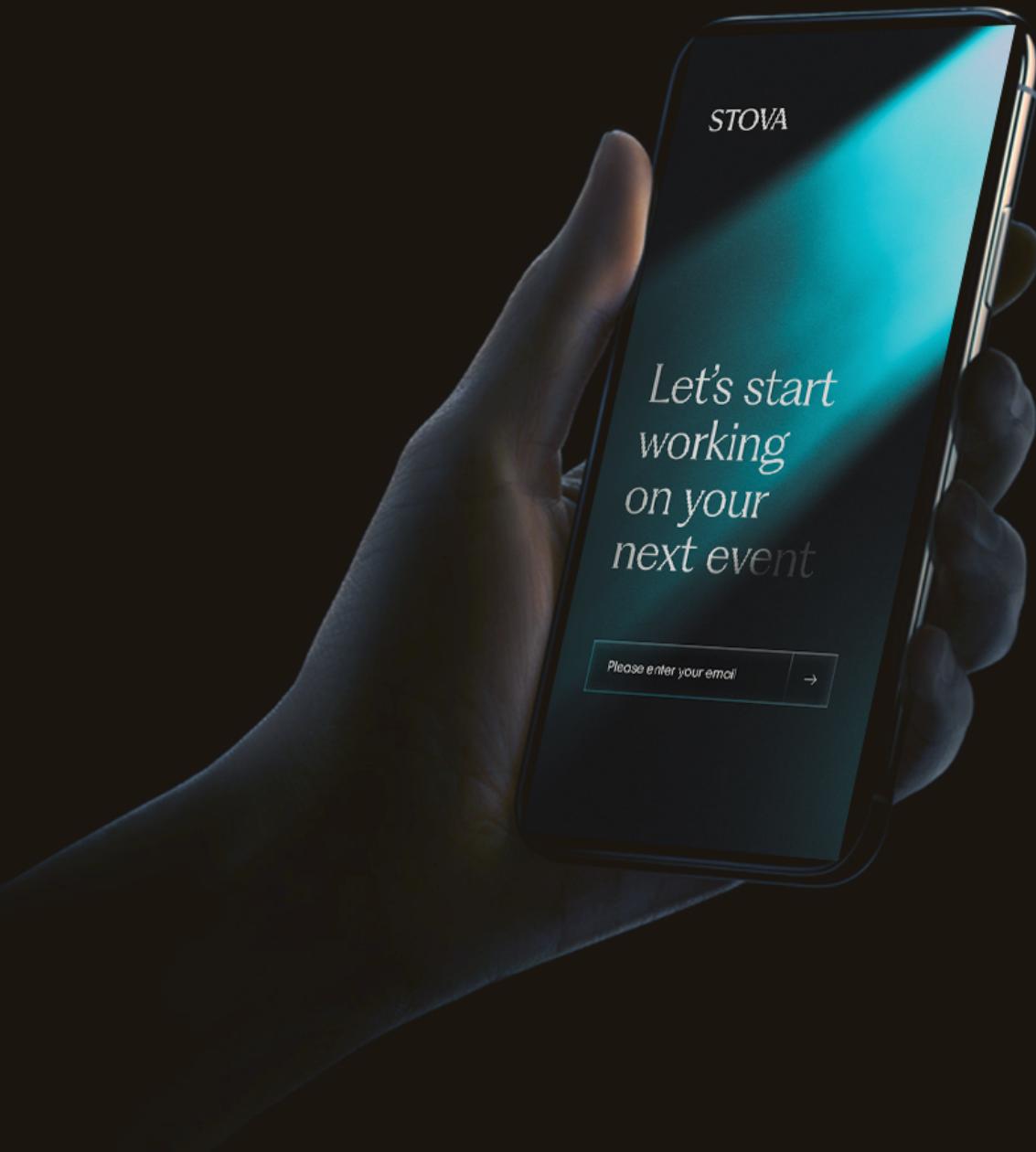


STOVA

MOBILE EVENT APPS



A Special Report for Event Professionals
[2023 & beyond]

INTRODUCTION

Mobile event apps are enjoying a renaissance.

Tech providers have taken the innovations of the past few years around artificial intelligence (AI), attendee engagement, and digital activation and poured them into mobile technology.

Sophisticated, new event apps are more vital than ever for onsite gatherings. They're also the linchpin of hybrid events.

These powerful tools bridge the gap between virtual and in-person audiences and create an engaging, unified hybrid experience. They provide flexible ways for people to consume content as well. For example, remotely while gardening or on the go and onsite, relaxing back in the hotel room.

ATTENDEES, STAKEHOLDERS, AND PLANNERS REAP THE BENEFITS OF NEW OPPORTUNITIES TO NETWORK, LEARN, PROMOTE BRANDS AND OPTIMIZE RETURN ON INVESTMENT (ROI).

Too Many Options

The trouble is, to build the best attendee app now, you must choose from a sea of standard and new features. You'll find enhancements to personalization, attendee matchmaking, onsite check-in, exhibitor lead retrieval, gamification, and more.

The technology you choose has a tremendous impact on event success. But navigating the new landscape can be daunting.

That's why we're sharing this guide to simplify the process and help you create a mobile app that's tailor-made for your event.

Our guide explains everything you need to know to make the most of recent breakthroughs in mobile technology in 2023 and beyond.

You'll discover:

- 13 crucial features for event app success.
- 12 ways apps can help you lighten your workload and drive more value for attendees, stakeholders, and your organization.

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13 Critical Features for Event App Success



Pump up Participation

1. Experiential Features

Mobile engagement and accessibility features elevate the experience for all participants.

For example, live Q&A through the mobile app opens the conversation to remote audiences as well as onsite attendees who prefer not to talk in front of large groups.

Speakers enjoy more audience interaction and attendees benefit from a more diverse perspective, while other features push the envelope of networking.

For instance: one-on-one appointment scheduling using AI matchmaking and tools that connect attendees with shared interests, such as people attending similar sessions.

2. Blended Experiences

Hybrid events are here for the long run.

Seventy-one percent of organizations with 5,000+ employees have them in their portfolio. For larger companies, tools that blend online and onsite experiences are a must.

Unfortunately, **39 percent** of people who have attended hybrid events virtually say they didn't feel included. Meaning, it's essential to go beyond basic features like live Q&A and chat.

The good news: These in-app tools below blur the lines between the digital and physical worlds to dramatically improve inclusion and engagement.

- **"Go Live"** lets speakers join the virtual conversation after they leave the physical stage. This feature also empowers exhibitors to connect with remote attendees for product demos live from their booths on-property.
- **Whiteboarding capabilities** for small breakout sessions enable both audiences to work shoulder-to-shoulder in real-time to solve industry challenges they share.
- **Branded Photo Booths** invite remote attendees to snap selfies for display on giant screens throughout the meeting venue for a friendly reminder of the digital audience.

3. Bespoke Gamification

Next-level gamification presents another opportunity to bring the two audiences together.

Let your event app crank up the fun with leaderboards, points, and prizes. You'll capitalize on the energy and excitement of healthy competition with custom gamified challenges to drive participation, networking, learning, and event ROI.

Rocket Engagement

A leading technology company wanted to lift engagement at its annual innovation conference.

To support the event theme, they developed a Shark-Tank-like environment accessible through the event app. Attendees could invest in innovation using tech-enabled features that kept engagement sky-high throughout the event.

As technology advances, providers can create bespoke solutions like this faster than ever in roughly six – 12 weeks.

4. On-Demand Video Libraries

Why create all that content and engagement for a few days of education and networking? Expand your offerings and deliver value year-round instead.

ON-DEMAND VIDEO LIBRARIES ENHANCE EVENTS
THROUGH THE POWER OF CHOICE.

They give remote attendees the flexibility of an on-the-go event experience.

Video libraries also appeal to in-person attendees who only saw one workshop when two others of interest ran at the same time.

Now, attendees can watch sessions through the app or virtual platform wherever they like. For example, while enjoying a quiet moment by the hotel pool or after they return home.

Transform Networking

5. AI Matchmaking

Modern event apps use artificial intelligence to pair users with their best networking matches.

This technology is simple to use. When registering for an event, attendees answer a few questions about their interests and networking preferences. In return, they get recommendations through the app for relevant sessions and eventgoers who share their interests.

Attendees can view profiles and schedule meetings easily via the app. As people engage, AI algorithms get smarter to enhance event networking and ROI.

6. Machine Learning

Sophisticated mobile apps are like Netflix. They use machine learning to take personalization to the next level.

When attendees opt in, this technology tracks engagement via the app and iBeacons. It determines where attendees have been and makes intelligent predictions about where they want to go next.

Like Netflix, machine learning recommendations reflect people's tastes as they change. This makes the technology appealing at large conferences and trade shows.

No need for attendees to get lost in the crowd. Instead, capture hearts and minds with insightful suggestions for sessions, exhibitors, and networking opportunities they might otherwise miss.

USING MACHINE LEARNING, OUR CUSTOMERS
BOOST LENGTH OF TIME IN SESSIONS
AND GENERATE LEADS FOR EXHIBITORS FURTHER
DOWN THE SALES FUNNEL.

7. Proximity Networking

How else do mobile apps for events personalize and streamline the journey?

Proximity networking uses iBeacons to notify attendees when they're close to a good networking match.

Opportunities Attendees Wouldn't Find on Their Own

Picture an attendee walking across the exhibit hall.

She gets an alert through her event app that a prospect on her "Hot List" is in the coffee bar steps away. And so, she stops in to grab a coffee and make a great new connection.

Now the attendee is running late. She receives a notification that she'll miss much of her next session because it's at the other end of the convention center.

The message recommends other sessions of interest that are closer. It even identifies good prospects who will be there and exhibitor booths to take in along the way.



Reimagine the Onsite Experience

5. AI Matchmaking

Savvy organizers think outside the box to leverage [mobile technology on-property](#) so everybody wins.

Consider the cost savings of using digital badges instead of paper at a conference of 10,000 people.

In-app badges also lessen the impact of labor shortages by reducing onsite registration staffing. What's more, they strengthen sustainable meeting programs and speed up check-in for attendees.

Create advance touchpoints by sending digital badges pre-event. Onsite, these tools are like Swiss Army Knives, helpful throughout your event.

Digital badges power:

- ✓ Touch-free event check-in
- ✓ Session scanning
- ✓ Digital wallets
- ✓ Contact info exchange
- ✓ Session tracking
- ✓ Exhibitor lead retrieval
- ✓ Access control for physical distancing
- ✓ And more



9. Contactless Check-In

Skip the lines. Advanced event apps integrate with registration software to provide safe, secure, and speedy digital check-in.

For example:

- **Stova's Fast Pass** cuts registration time from minutes to seconds. Attendees scan a QR code in the mobile app, print a badge in seconds, and breeze into the event.
- **Traffic indicators** also give efficiency a boost. Attendees receive notifications about traffic flow at badge-printing stations, so they can check in at convenient times.
- **Facial recognition kiosks** further elevate the experience. In addition to fast-tracking check-in, kiosks can greet attendees by name and provide custom networking recommendations to enhance events from the moment of arrival.



10. Attendee Tracking

Think of this tool as a fitness tracker for your event. It monitors onsite activity passively to provide an accurate reading of event performance in real-time.

Attendee tracking combines mobile apps, digital badges, and iBeacon technology. When attendees opt in, this tool answers questions about engagement in sessions and around the show floor.

For example:

- What sessions do people attend?
- How long do they stay?
- What questions do they ask?
- What exhibit booths do they visit?
- How many leads do exhibitors capture?
- Which speakers rate high (or not)?

Tracking tools capture a goldmine of data. Use this business intelligence to personalize the attendee journey and improve event follow-up.

Delight Sponsors

STOVA

11. More Marketing Opportunities

At hybrid events, sponsors want the best of both worlds – the networking opportunities of the onsite experience and broader audience reach and deeper analytics of virtual events.

Next-level event apps answer the call with features to connect sponsors with participants who won't be walking around physical spaces decked with branding.

Seventy-seven percent of providers enable companies to sponsor video rooms and group video calls with attendees. In-app banner ads, sponsored posts, push notifications, live-streamed demos, games, and surveys further heighten sponsor visibility with remote attendees.

Event technology has evolved to give speakers and exhibitors on property a chance to join the virtual conversation, expanding their impact and reach.

12. Advanced Lead Retrieval

Sifting through attendee profiles to find ideal leads takes exhibitors loads of time. Wouldn't it be great if their event apps could do the heavy lifting for them?

Enter the latest lead retrieval tools to pitch in as matchmaker.

Using Stova's lead retrieval with ExactMatch, for example, exhibitors gain instant access to advanced features like AI-powered "Hot Lead" recommendations.

Event partners also get tools to qualify leads, make notes, conduct surveys, and deliver content.

EVERYTHING HAPPENS IN
REAL-TIME THROUGH ONE
SIMPLE INTERFACE
TO RAISE EXHIBITOR AND
SPONSOR ROI.

13. Analytics and Reporting

Virtual events highlighted the importance of tracking attendee behavior to improve the experience and demonstrate value. Now, sponsors also expect to measure the ROI of in-person and hybrid gatherings.

Fortunately, a new generation of event technology helps you manage events and provides powerful solutions to prove success.

How do they do it? Here again, event apps lend a hand.

They capture a wealth of ROI data, such as:

- ✓ Sponsored session attendance
- ✓ Speaker and session ratings
- ✓ Chat participation
- ✓ Questions asked
- ✓ Polling results
- ✓ Digital networking
- ✓ Exhibitor booth traffic
- ✓ Lead acquisition
- ✓ Opportunities created

You can customize reports for event partners to facilitate follow-up and show precisely how your event helped sponsors achieve their goals.

How to Get the Most from Event Apps in 2023 & Beyond



Achieve Your Goals

1. Begin with the purpose

Are you looking to bring diverse groups together? Share information? Roll out a new product?

Planners have new objectives for in-person events, such as an arrival experience without lines. They want conference apps to help them reach their targets.

The features that best fit each of these goals may differ. Focus on the purpose of your meeting, not the tools in the toolbox.

You don't need to adjust your goals to fit what your technology can accomplish. Let your goals shape the features you choose instead.

Bring in your tech provider at the start of the planning process. When your provider is with you from Day One, it's easier to pivot if needed. The result is lower tech costs and more successful events.

Reinvent the Attendee Journey

2. Drive engagement pre-event

Encourage attendees to start networking and engaging with content through the mobile app to build excitement in the lead-up to your event.

For example:

- Create a content hub to build interest in the sessions, sponsors, speakers, and destination.
- Invite people to get acquainted ahead of time via photo booths, networking lounges, and calendaring tools to arrange meetings onsite.

- Encourage in-person and virtual attendees to connect through live one-on-one video conferencing.
- Create email marketing campaigns utilizing Stova's end-to-end solutions and [event management software](#) and bring the right attendee to your event from the start.

3. Deliver a unified experience

We call it the Achilles heel of hybrid events.

It's the biggest weakness in hybrid gatherings of all types and sizes.

By now, you've heard about the advantages of this format. But your event will still miss its mark if you don't make virtual and onsite attendees feel like they're getting equal value and participating in a shared experience.

So how do you create a unified hybrid event?

Next-generation event apps are the answer. Let's explore three ways they can help you connect the two audiences seamlessly.

1. Choose an event app optimized for hybrid with engagement features like gamification, user-generated content, live Q&A and polls, live feeds and broadcasts, content playlists, and community forums.
2. Give attendees tools to filter lists of virtual and in-person participants by shared interests and schedule live video calls pre-, during, and post-event.
3. Share tips on how eventgoers can make the most of new hybrid networking opportunities and connect with people who share their interests across the globe.

4. Embrace QR codes

They're not only for touch-free restaurant menus and creative gift-giving.

QR codes enhance event networking, too.

To exchange business cards, attendees scan each other's codes and connect within the app. They can add notes and follow up on new leads fast with all the info they need in the palms of their hand.

Let QR codes power contactless information sharing, gamification, access control, and more.

Your attendees won't need to deal with bulky business cards, scribbled notes, and lost contacts. Or tote bulging bags of marketing materials from exhibitors. Or fret about wasting paper.

**ADD QR CODES TO YOUR MOBILE APP TOOLBOX
TO BOLSTER SUSTAINABILITY PROGRAMS AND
MAKE EVENTS SAFER, EASIER, AND MORE FUN.**

5. Keep conversations flowing

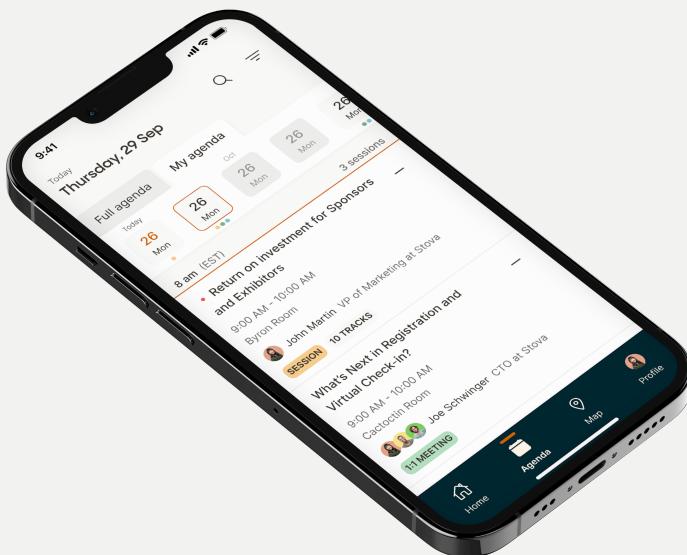
Post-event, empower members to access content whenever they like and connect with a global community of like-minded experts and peers.

Forward-thinking event tech providers offer a community feature through the mobile app to foster year-round engagement.

Here's how it works:

1. Use analytics to identify your top sessions, topics, speakers, and exhibitor booths.
2. Combine in-demand event content with engagement tools like social walls and chat lobbies that community members can access at their convenience.
3. Create compelling meetups like "Ask Me Anything" sessions with industry influencers.
4. Expand your audience with real-time multi-language translations and subtitles.
5. Offer conference recordings for free to build your community. Or sell access through subscriptions to monetize your event.

Brands that do these five things with focus, care, and consistency can stay top of mind with their audience throughout the year.



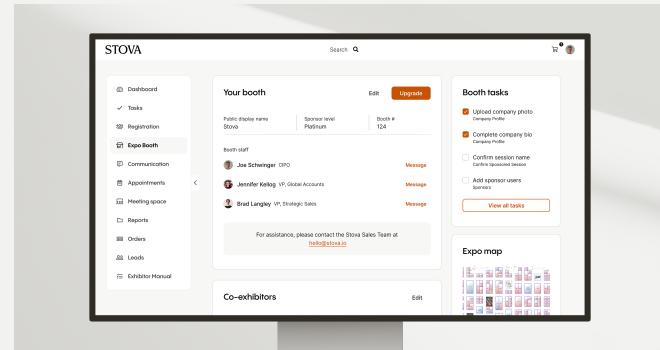
Keep Happy Sponsors Coming Back

6. Build awareness

Sponsors can enhance brand perceptions with gifts and experiences available on-property and through the event app.

Advise them to forget the hard sell and create rich, meaningful experiences for virtual and onsite attendees, as in these examples below:

- Personalized shoutouts from presenters who attendees admire.
- CEO meet-and-greets.
- Video interviews with top influencers.
- Live entertainment, including DJs, bands, and stand-up comedians.
- Wellness breaks to relax and recharge.
- Team challenges with exciting prize drawings.
- Virtual swag store with sponsored gifts that appeal to onsite and at-home audiences. Think about free dinner for a night (or a week); branded healthy snacks; and cool, easy-to-ship tech like cameras, smart speakers, or laptops to spotlight brands and incentivize engagement.



7. Rethink exhibitor management

Tradeshow management is an industry pain point that can derail sponsorship sales.

Fortunately, new technology like [Stova's Exhibitor Management Software](#) presents a solution.

This innovative exhibitor management software combines tools for training, task management, and AI matchmaking through a simple interface. Event partners can access this conveniently online and through the event app.

Simplify exhibitor management so you can dedicate your time to reaching event goals, not chasing past-due items. You'll save time and lift sponsor satisfaction. Everyone wins.

Make Life Easier

8. Boost efficiency with an end-to-end platform

Event professionals face challenges heading into 2023, including pricing pressures, labor shortages, and economic uncertainty. The American Express Meetings & Events [2023 global forecast](#) reports planner stress levels are high.

Many organizers are working on high-impact events but have smaller teams to plan them.

Managing bulky platforms and multiple providers isn't always feasible with fewer resources. Make sure your conference app integrates seamlessly with the rest of your event management software.

END-TO-END PLATFORMS SIMPLIFY PLANNER WORKFLOWS, SHORTEN THE LEARNING CURVE AND IMPROVE DATA COLLECTION AND EVENT ROI.

You'll drive efficiency with one platform covering the full spectrum of event technology, from registration to mobile app, check-in, lead capture, session tracking, and reporting. If a challenge arises, you'll have one person to call and find a solution faster.

Prove Value

9. Ratchet up event ROI

In an uncertain economy, demonstrating value is a top priority.

That's easy to do when events are online, and every action is trackable. But how do you measure ROI with attendees on-property?

Event apps with robust analytics are the answer.

They capture a boatload of data to help you quantify value and gain deep customer insights.

Here's how it works:

- 1.** Create ROI metrics to match your event goals. If you aim to increase sales, for example, track accounts won as well as new opportunities and dollar value of pipeline created.
- 2.** Let modern reporting tools slice and dice data and present business intelligence in minutes. By tying success to data, you'll show in an instant how your events contribute to the company's bottom line.
- 3.** To drive more value, merge event data with your company's customer relationship management and marketing automation software. Fresh buyer insights will help your company personalize outreach and optimize sales and marketing.
- 4.** Finally, ensure all your event tech provides premium security with simple to complex login systems to keep attendee information secure.

Cast Your Eyes on the Future

As technology races forward, keep up with trends, so you're ready to wow your audience with the latest in immersive events.

10. Get ready in the near term

Augmented Reality (AR) can transform the attendee experience and give sponsors imaginative ways to showcase their brands.

AR uses mobile technology to overlay digital content on the real world. It generated buzz in 2016 with the popular game Pokémon Go.

Since then, the wide accessibility of AR solutions and rollout of the 5G network has made the technology more commercially available.

ATTENDEES ACCESS AR CONTENT THROUGH MOBILE APPS FOR EVENTS AND ENJOY IMMERSIVE WAYS TO NETWORK, CONSUME CONTENT, LEARN ABOUT PRODUCTS, NAVIGATE VENUES, AND MORE.

11. Understand what's ahead

According to Gartner, the [metaverse](#) is the next iteration of the Internet, where the physical and digital worlds converge.

This innovative 3D space promises to take hybrid and virtual events to the next level of immersion.

While meta-events sound fascinating, they still pose challenges like barriers to entry. Many people don't have virtual reality headsets or feel at home using them.

Still, we're confident virtual events will remain strong, and the technologies that power the metaverse will continue to advance.

Our advice:

- Get acquainted with this space. Attend meta-events and learn about the possibilities and challenges. When the technology becomes widely available, you'll be ready to take advantage of exciting opportunities.
- Or, if your early-adopter audience is ready now, follow [our tips](#) for meta experiences to delight attendees and stakeholders.



CONCLUSION

Mobile apps are a mainstay of onsite events. Your go-to tool that streamlines logistics and keeps everyone informed, engaged, and connected.

Usage declined during the pandemic with the switch to virtual.

But now, event apps are back and bigger than ever.

Tech providers have taken recent advances in artificial intelligence and machine learning and poured them into mobile technology.

The result is the renaissance of event apps with exciting new options for attendee engagement and digital activation.

You'll find innovations across the board – for networking, delivering content, showcasing brands, boosting efficiency, containing costs, driving revenue, and improving event value. The new generation of event apps also enhances safety, inclusion, and sustainable meeting programs.

Seldom does a single tool touch so many corners of your events.

We hope our guide helps you explore the remarkable possibilities of mobile technology and make the most of the latest advances for epic events.

To find out how Stova can help you create
an attendee app for your next event

CONTACT US TODAY AND TALK TO AN EXPERT

at www.stova.io