

Name: PLAY! Summit App

Type: Mobile Application (iOS and Android)

Popularity: The PLAY! Summit App is widely downloaded, with a 4.8-star rating on app stores. It is beloved by attendees for its ease of use and interactive features.

Features:

- **Event Schedule:** View and customize the event schedule.
- **Networking:** Connect with other attendees and exhibitors.
- **Live Updates:** Receive real-time notifications and updates.
- **Interactive Map:** Navigate the event venue with ease.

Market: The app has a global user base, with significant popularity in the US, UK, Canada, and Australia.

Key Message: "Stay connected and informed with the PLAY! Summit App. Access event schedules, network with peers, and receive real-time updates at your fingertips."

Agenda: Customize your own schedule and bookmark sessions that interest you.

Speakers: Learn more about the industry experts and thought leaders who will share their insights and best practices.

Social Wall: Share your thoughts, photos, and feedback with other attendees and join the online conversation.