



Your 2025 Event Mobile App Planning Guide

December 10, 2024

Dear MobileUp Client,

Events can be a great educational and networking tool for your members while being a great retention tool for your association. On the following pages, you will find various pieces of information to assist you in planning and managing your event app provided to you by MobileUp.

2025 will be an exciting year as we continue to strengthen our product offering with more functionality across the in-person experience and member management. New functionality such as digital badging, exhibitor lead capture and document repository are just a few of the items coming your way.

As we all know (but as a good reminder), here are a few data insights into mobile technology in your overall strategy:

- According to EventMB, 91% of attendees prioritize networking, and 79% cite educational content as their primary reason for attending conferences.
- PCMA reports that 81% of event planners say attendee engagement is the top measure of event success.
- Bizzabo notes that events with mobile apps see 42% higher attendee satisfaction, underscoring the importance of leveraging technology for communication and engagement.

I hope the following pages provide you greater insight and ideas to ensure that working together, all your events are a great success.

Thank you for your loyalty and we always welcome your input to ensure our long-term partnership.

Sincerely,

Thomas A. DeBacco

Founder & CEO



Table of Contents

- I. Planning Considerations
- II. What Are Your Attendee Expectations
- III. What Are Your Expectations
- IV. Best Practices for a Successful Event
- V. 90+ Day Countdown Guide
- VI. 60+ Day Countdown Guide
- VII. 30+ Day Countdown Guide
- VIII. Onsite Support & Services
- IX. Additional Resources

I. Planning Considerations

Planning and managing any event or conference is a complex process requiring attention to detail, a clear understanding of attendee expectations, and strategic execution. Here are planning considerations to assist in creating a successful event:

1. Define Clear Goals and Objectives

- **Why Are You Hosting the Event?** Identify the purpose of the conference. Is it member engagement, education, networking, or revenue generation? Clear goals will guide all decisions.
- **Key Metrics for Success:** Establish measurable outcomes, such as attendance rates, sponsorship revenue, or post-event satisfaction scores.

2. Understand Your Audience

- **Member Needs and Expectations:** Gather insights on your target audience's professional interests, demographics, and expectations for content, networking, and logistics.
- **Feedback From Past Events:** Use post-event surveys from previous conferences to refine programming and logistics. If you have no past data, send out a simple survey as you begin your planning.

3. Budget Planning and Financial Management

- **Create a Comprehensive Budget:** Include costs for venue, technology, marketing, catering, speaker fees, and staffing. Go paperless where possible!
- **Revenue Opportunities:** Plan to monetize the event through registration, sponsorships, exhibitor fees, and premium add-ons.
- **ROI Tracking:** Evaluate the financial and non-financial returns (e.g., member retention, brand visibility) to justify expenditures.

4. Venue Selection and Logistics

- **Choose the Right Venue:** Ensure it fits your audience size, is easily accessible, and has the required facilities for sessions, networking, and exhibitions.
- **Venue Contracts:** Pay close attention to cancellation policies, minimum spends, and liability clauses.
- **Negotiate discounts** on select hotels for your attendees and special guests.

5. Build a Robust Agenda

- **Content Planning:** Design sessions around timely topics and industry trends. Offer multiple tracks to cater to diverse interests.
- **High-Quality Speakers:** Secure industry experts and qualified members early.
- **Session Elements:** Include different session types, tracks, check-ins, panel discussions, Q&A sessions, etc.
- Ensure enough general breaks for networking opportunities.

6. Technology and Tools

- **Event Management Platform:** Use tools for registration and ticketing.
- **MobileUp App:** Provide attendees with comprehensive agenda, real-time updates, filtering by interests, networking tools, notifications, check-in options, feedback, messaging, materials, and more. You are set with MobileUp.

7. Marketing and Communication

- **Promote the Event:** Use a mix of email campaigns, social media, direct mail, and association newsletters to reach your audience.
- **Create FOMO:** Highlight keynote speakers, sessions, and networking opportunities to build excitement amongst your potential attendees.
- **Consistent Messaging:** Ensure all promotional materials align with your association's branding and the event's goals.

8. Sponsorship and Exhibitor Management

- **Attract Sponsors:** Offer tailored sponsorship packages that align with sponsor goals (e.g., brand visibility, lead generation).
- **Exhibitor Experience:** Ensure exhibitors have sufficient space, traffic-driving opportunities, and lead capture opportunities.

9. Attendee Engagement and Networking

- **Pre-Event Engagement:** Use social media groups, email campaigns, and mobile app features to get attendees excited and informed.
- **On-Site Networking:** Organize structured networking activities, breaks, happy hours, social evening events, dine-around, etc.
- **Gamification:** Create challenges or other attendee activities to encourage participation and reward the winners. **Tip:** You can always create a daily announcement through the Feed or create a content tile with the Winner being recognized.

10. Post-Event Follow-Up and Analysis

- **Gather Feedback:** Send post-event surveys to attendees, sponsors, and exhibitors to identify strengths and areas for improvement.
- **Analyze Data:** Use analytics from registration tools, mobile apps, and surveys to assess ROI and engagement metrics.
- **Continue Engagement:** Share session recordings, key takeaways, and networking follow-ups to keep the momentum going.
- Use your **MobileUp App** for year round communication and engagement.

II. What Are Your Attendee Expectations?

Event attendees, particularly at association events, have specific expectations and desires when attending. These typically fall into categories like professional development, networking opportunities, and overall event experience. Here's an overview of what most attendees want and expect:

1. Professional Development and Knowledge Gain

- **High-Quality Content:** Attendees expect actionable and relevant insights, industry trends, and the latest innovations in their field.
- **Educational Sessions:** Workshops, seminars, and breakout sessions tailored to their specific professional interests are highly valued.
- **Expert Speakers:** Attendees seek opportunities to hear from industry leaders, influencers, and experts.
- **Access to Materials:** Access to presentation slides, reports, or follow-up resources is often expected.

2. Networking Opportunities

- **In-Person Connections:** Many attend conferences primarily to meet peers, mentors, and potential collaborators face-to-face.
- **Structured Networking:** Attendees appreciate designated times or formats (e.g., networking events, roundtables, or speed-networking) to build meaningful relationships.
- **Digital Networking Tools:** Event mobile apps with attendee directories, in-app messaging, or matchmaking features help attendees connect more easily.

3. Career Advancement Opportunities

- **Job Market Insights:** Career-focused attendees look for insights into job trends, skill-building, and connections with recruiters or employers.
- **Mentorship Opportunities:** Conferences that include mentorship programs or informal “meet the expert” sessions add significant value.

4. Seamless Event Logistics

- **Organized Event Flow:** Attendees want smooth registration, clear schedules, and well-timed sessions.
- **Mobile-Friendly Access:** Your **MobileUp Event app** offers real-time updates, maps, schedules, materials, and more thus providing an enhanced the attendee experience.

5. Exposure to Products and Services

- Exhibit Halls: Attendees value the chance to see the latest products and services relevant to their industry.

6. Recognition and Community Building

- Celebration of Achievements: Awards ceremonies or highlighting member contributions foster community pride.

7. Cost-Effectiveness

- Value for Money: Attendees expect conferences to provide significant ROI on their time and registration fees.
- Food and Amenities: Simple but important, attendees appreciate well-planned catering, comfortable seating, and social event amenities.

8. Personalization

- Tailored Experience: Sessions topics tailored to attendee interests and other targeted content creates a more valuable experience.

9. Post-Event Follow-Up

- Continued Learning: Access to recordings, white papers, or post-event summaries allows attendees to revisit content.
- Community Engagement: Attendees often expect ongoing communication and opportunities to stay connected with the network they built at the event. If you don't have the membership (year round functionality), contact your [account manager](#) for details.

By addressing these expectations, you can enhance attendee satisfaction, boost engagement and retention, and ensure the long-term success of your events.

III. What Are Your Expectations?

Planning your association's annual conference, organizations homecoming, or other events, often have a range of expectations that align with your goals for the event, which can include creating valuable experiences for attendees, generating ROI, building engagement, and strengthening your organizations brand. Below are some key expectations to hold:

1. Strong Interest and Attendance

- **Membership Participation:** Aim for a high turnout among members, as well as the attraction of new members through the event.
- **Retention Growth:** Use your event to help drive member retention by reinforcing the value of the association.

2. Excellent Content Delivery That Creates Value

- **Compelling Programming:** Provide relevant, cutting-edge, and actionable insights through sessions, workshops, panels, and keynote speeches.
- **Speaker Performance:** Focus on high-quality and engaging presentations from speakers that inspire and educate attendees and also offers downloadable materials.
- **Customized Tracks:** Depending on your audience, deliver targeted sessions for various member groups or professions within your organization or association.

3. Effective Use of Technology

- **Seamless Event Tools:** Expect the integration of tools like your **MobileUp app** and registration platforms, to enhance attendee experiences.
- **Data and Analytics:** Data collection from sessions, activities, etc. provides great data and insights for future events.

4. High Attendee Satisfaction

- **Delivering Value:** You expect attendees to find the conference valuable, with high-quality sessions, networking opportunities, and a seamless experience.
- **Feedback and Ratings:** A positive post-event survey and strong Net Promoter Scores (NPS) are often benchmarks of success.
- **Attendee Engagement:** High engagement during sessions, networking events, breaks, social sessions, and through **MobileUp event app**.

5. Financial Success

- **Budget Management:** Staying within budget while delivering a high-quality event.
- **Revenue Generation:** Plan to generate revenue from sponsorships, exhibitor sales, registration, and premium add-ons.
- **ROI for Sponsors and Exhibitors:** Ensuring sponsors and exhibitors see value and ROI is critical for long-term partnerships.

6. Networking Opportunities

- **Facilitating Connections:** Provide robust networking opportunities through social events, structured meetings, and digital tools throughout your event. This strengthens the sense of community among members and fosters lasting relationships and retention.

7. Operational Excellence

- **Flawless Logistics:** Aim for smooth operations and support from registration to session management, catering, and transportation. Be prepared for hiccups.
- **Volunteer and Staff Coordination:** Ensuring that staff and volunteers are well-trained and aligned with the event's mission.

8. Long-Term Impact

- **Legacy Building:** Event managers and leadership should expect the conference to strengthen your organizations standing and provide long-term benefits to your members.
- **Actionable Takeaways:** Each event should provide attendees actionable insights that they can apply to their work or profession.
- **Future Events:** Collecting data and feedback to improve future events and adapt to evolving needs shows you are listening to your audience.

Any event or conference is expected to deliver value to attendees, generate revenue, reinforce your organizations mission, create a memorable experience, and long-term success.

IV. Best Practices Using Your Mobile App

As you build out your upcoming events, we want to share several best practices leveraging all of the MobileUp functionality to ensure successful management of your event(s) and a great experience for your attendees, speakers, exhibitors, and sponsors.

Note: MobileUp does offer professional services (assistance in any app build out) and onsite support during any event if you need temporary or event specific additional assistance.

Best Practices: Event Solution App

- **Attendee Data Management**

- Make sure your data values (columns) for registered attendees is properly set up in the administrative console.
- Ensure that last minute registered attendees are being populated into your system via a direct integration or import.

- **Notifications**

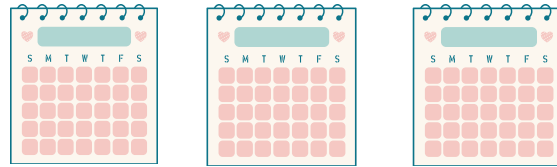
- Schedule notifications in the administrative console prior to the event (see the note on your *30+ Day Planning Guide* below).
- In order to see all notifications, add 'Admins' as well as other groups of attendees when selecting who to send notifications to.
- Don't forget to use the Notification tools at the bottom of your app home page to send out immediate notifications prior, during or after you event. (Examples: last minute changes to your agenda, updates of meeting buses, reminders about survey's, exhibitor notices, etc.)

- **Activities & Check Ins (Participation & CE's)**

- We suggest setting up any session or general activity that you wish to collect 'check ins ahead of your event (see our note on your *60+ Day Planning Guide* below).
- We suggest using the 'user enters code' method for checking in to a session or activity where you wish to collect validated attendance. Remember, a method is required and users must be signed in to the app. Use any combination of numbers and characters if you wish.
- Add both early and late check in minutes so that people can arrive early or a bit late and the system will allow them to check in/out and record the proper data. All check ins are date and time stamped in the app and you can export the data for validation/reporting.
- Ensure that proper 'roles' are assigned to each activity that you have a check in set up for and make sure the check ins are 'active'.

- If collecting CE's, ensure that you create the credits per activity and create a category to assist with your backend reporting.
- Idea - create a home HTML page and provide instructions for all attendees on how to check in to any session or activity.
- **Surveys**
 - Create a new survey for each event - do not reuse an old event survey.
 - If you are not requiring users to sign into the app, add a name and email question to collect this data.
 - To assist in getting great feedback, attach a survey to each session. You can create a 'session survey' and attach it to each session.
 - Make sure you do an end of event survey, put the direct link to it on the home page at the end of the event by creating a survey button and send out a notification to all attendees asking for their feedback.
- **Sponsorship**
 - Start this process early in your event planning. Offer different levels and then use various app functionality to highlight these sponsors. This is a great money maker!
 - Use the Carousel for top level sponsors - more revenue dollars.
 - Sell feed posts and/or push notifications to sponsors and include their URL in the post or notification.
 - Create a sponsor directory for all sponsors.
 - If you wish to add a sponsor to a session, add information in the sessions description.
- **Event Feed**
 - If you wish for users of the app to see the feed, then set the role to 'public'. Remember, in order for attendees to make a post or comment in the feed, they must be signed in.
 - Your feed is unique to each event you have. Posts, comments, etc. do not roll over into any other event.
 - Use the 'dynamic' functionality of your feed to adjust how you use it during an event. For example, if during the day you only wish to use it as an 'announcement' system, turn off the ability for others to make posts, comments, etc. under you event settings. Maybe in the evening at social events, etc. you wish to get attendees to post pictures, comments, etc. and thus you turn the feed settings to 'allow' others to make posts and comments.
- **Event Home Page**
 - Role Assignment - make sure each content piece (buttons and bottom navigation bar) are properly assigned roles - this is one of those last minute items to double check before announcing the app.
 - If you are using Activities and Check-Ins, add a content button that links to the '*activities & check-ins*'.
 - Towards the end of your event, add a '*Next Event*' HTML content page providing early information about your next event.

- Membership Only Clients - create a 'Event Name' button on the home page of your membership app that links to your upcoming active event or event list.
- Membership Only Clients - create a 'Main' button on the event home page that links back to the membership home page.
- **In App Messaging**
 - If you decide to provide the in app messaging functionality to all attendees for networking/communication purposes, users must be attendees and signed in to the app. We do recommend this feature to be turned on for networking opportunities.
 - Create a 'staff' messaging group for instant communication amongst staff members during your event.
 - Create an 'in-app messaging' button providing some simple instructions and purpose of this service to all attendees.
- **Session Notes**
 - If you are looking at adding any administrative notes (i.e. audio visual equip for this session, etc.) to any session, use the 'notes' field under each session. Only admins can see this information.
- **App Video**
 - If you have time and wish to do a video welcome, app highlights, etc., create a video and host it on Vimeo or any other video hosting solution; create a home page button and use the URL content type to link.



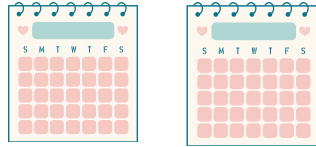
V. Your 90+ Day Mobile App Planning Guide

As your next event approaches, this is the time to focus on setting the foundation for your mobile app. By now, all of your general logistics, planning, etc. are in place. Below are a few items to assist in your mobile app event planning when you are ready to begin.

1. **First thing**, reach out to your account manager at clientsuccess@mobileup.io to have a conversation about your upcoming event, and the latest developments from MobileUp.
2. View the training videos, marketing materials, and other product updates in your administrative console home page.
3. Create your upcoming event in your admin console. This can be a new event, or you can begin by ‘copying’ a previous event. If you need assistance on copying, view the training video or contact your [account manager](#). **Note:** If you don’t want your event content to be visible yet, make sure the event is ‘not active’ in the event home details in the console.
4. Define the branding for the particular event. This includes colors scheme, logos to be used, banners, app button icons or images, etc.
5. Build out your event home page and create button ‘placeholders’ for intended content to be added to.
6. Define the features you want to be active (view the best practices page above) in your app. You can add more buttons later at anytime if needed.
7. Discuss the registration data integration (where supported) or upload. Our [Technical Services](#) team can assist where needed.
8. Reach out (if not already) to sponsors and exhibitors regarding opportunities for banner ads, feed postings, notifications, etc.

9. Begin gathering essential content including session schedules, speaker bios, and venue information.

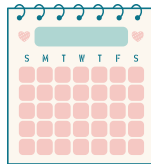
10. Define your adoption strategy to implement when you are ready to announce the app availability.



VI. Your 60+ Day Mobile App Planning Guide

Sixty days may seem like a long time but it will fly by as you get closer to your big event. Stay on top of your app content to ensure you are on schedule!

1. Ensure all sessions are properly setup, rooms assigned, speakers and materials assigned, tracks, types, and any 'check-ins' to specific sessions.
2. Create any other valuable content through the app designer and ensure that the correct 'roles' are assigned based upon who you wish to see that content. **Note:** If you have a year-round membership solution, make sure you create a new 'Event Name' button on the home page that takes users to the new event page. A few other examples:
 - Content button for Speakers - information that is for speakers only. You can use the HTML content options and build out a comprehensive page of information that only speakers can access.
 - Content button for Exhibitors - information that is for exhibitor contacts only. You can use the HTML content options and build out a comprehensive page of information that only Exhibitors can access.
3. Make sure all content is properly set to be accessible by the right audience(s). Every content piece can be assigned roles which designates who can have access to the specific content.
4. Create Surveys. Set these up for any sessions or create general surveys for the entire attendee list, speakers, sponsors, or exhibitors to get valuable feedback.
5. Ensure your Apple Developer account is up to date – annual subscription current and user agreement terms accepted. This enables us to push all the latest product updates to ensure a great experience.
6. Start by updating or adding to the materials you already have finalized including Dates, Venue(s), Sponsors, Exhibitors, Sessions, Check Ins & Speakers. You can manually enter these or import them through the template provided in our system.



VII. Your 30+ Day Mobile App Planning Guide

With your next event right around the corner, our team will assist wherever we can to ensure your mobile app is almost ready to go for your event. Do not hesitate to reach out to us during these time sensitive days leading up to your event.

1. Start planning and setting up scheduled notifications in the admin console to go out to your targeted audience during your event. Notifications can be targeted to Attendees, Speakers, Sponsors, and Exhibitors together or separately.
2. You will need to import your registered attendees. You can begin this process at anytime. Doing this will enable you to get the attendees to log in to the app so they can receive notifications and review other information about your event ahead of time. **Note:** Remember to make your event 'Active' on the event home details page (administrative console) so content can be visible to all logged in users.
3. Review app again to ensure content is accurate.
4. Check in with your account manager directly or at clientsuccess@mobileup.io to ensure your app is on the latest available version. If you experience any technical issues, contact support@mobileup.io.
5. Launch App. You can do this anytime you feel that you are ready for attendees to download the app. Make sure your event is 'Active' and announce the app availability across all communication channels. Provide direct links to stores with QR codes and links in all your communication.
6. Remind Attendees, Sponsors, and Exhibitors that they can edit their own information right from the app (they have to be logged in) if they need to update any information.



VIII. Onsite Support & Service

1. Help Desk/Support. At your support desk, have a simple sign that says 'Mobile App Assistance' so that attendees know where to go and you have staff available to assist. **Note:** Make sure you put this information into the FAQ (Resources) content feature in your app.
2. MobileUp On Site Assistance. Contact your [account manager](#) if you wish to discuss having a MobileUp team member onsite during your event.
3. If you experience any issues during your event, send an email to support@mobileup.io and our team will respond.



IX. Additional Resources

1. Run of Show Template. Download our ROS template to assist in your event planning at <https://mobileup.io/blog/run-of-show-template/>.
2. If you need any last minute feature review, training, etc., log in to your administrative console and view any of the videos available.
3. Various marketing documents can also be downloaded from your administrative console.
4. If you feel overworked or short on event staff and need assistance in building out your event, contact your [account manager](#) and we can provide a quote to deploy our professional services team to work with you to meet your deadlines.