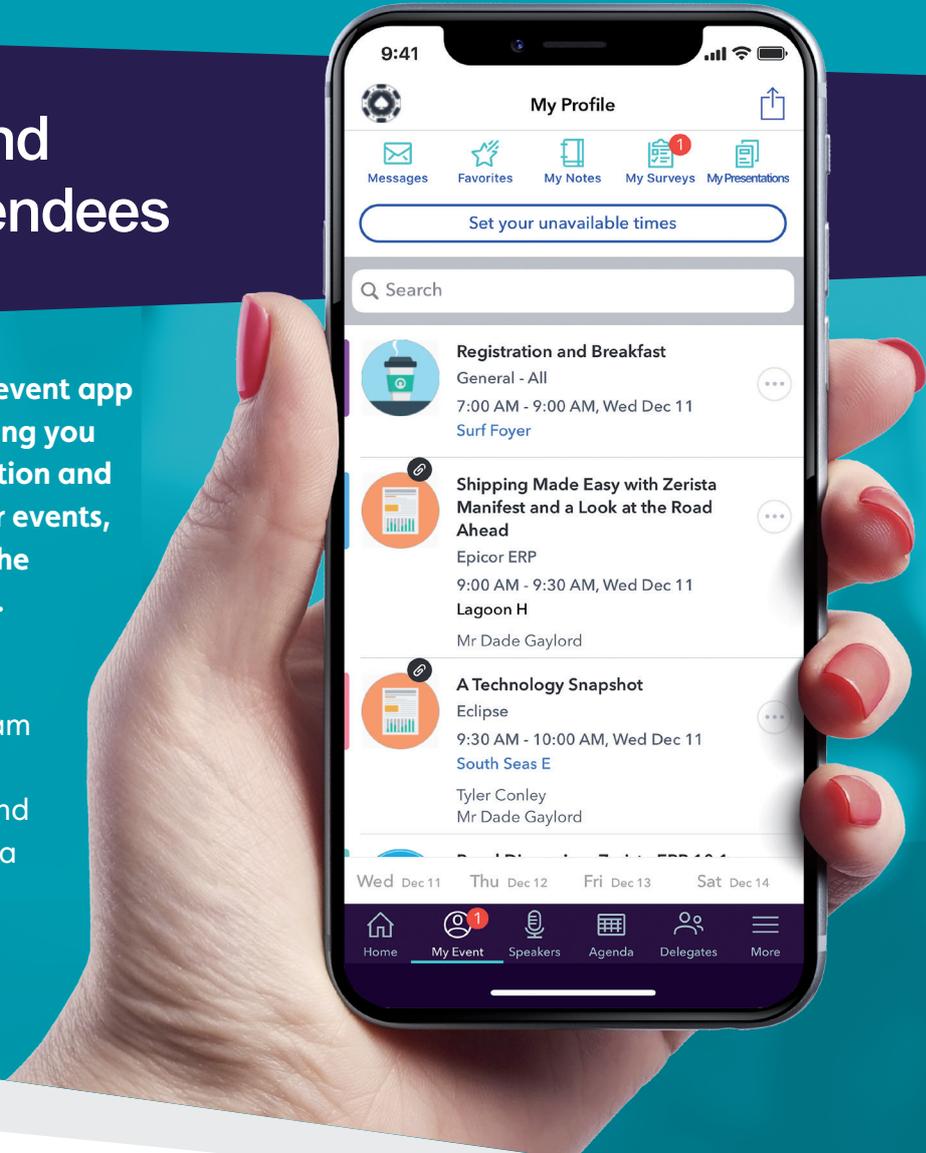


# Eventsforce Mobile

## Inspire, Engage and Connect Your Attendees

- Eventsforce Mobile is a scalable event app solution which gives you everything you need to drive attendee participation and build lasting relationships at your events, while reducing your reliance on the traditional paper program guide.

Whether you're running simple events, trade shows or multi-stream conferences, Eventsforce Mobile combines powerful registration and abstract management tools with a mobile app to engage attendees and drive event success.



Personalised agendas + calendar syncing



Information on sessions + speakers



Push notifications



Live polling, surveys + Q&As



Gamification + social sharing



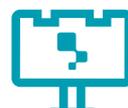
Exhibitor + sponsor profiles



Maps + floor plans



Attendee matchmaking + meeting scheduler



Sponsor branding + targeted advertising



Lead retrieval



## Boost Attendee Engagement

- ❖ Allow attendees to build their own profiles and schedules, add favourites, take notes and select privacy settings for networking with other participants
- ❖ Recommend keynotes, sessions, exhibitors and networking contacts based on an attendee's individual preferences and interests
- ❖ Bring your sessions to life by offering live polling and session Q&A. Encourage participation with intelligent audience-response tools, even from those who don't want to speak out!
- ❖ Use push notifications to keep people updated with all the latest event information, along with interactive maps and floorplans to ensure people don't get lost
- ❖ Create more buzz around sessions on social media platforms and make your event more fun with interactive gamification tools



## Promote Networking & Conversation

- ❖ Use powerful matchmaking tools that recommend attendees, sponsors and exhibitors to each other based on their unique interests, skills, location and more
- ❖ Create a searchable directory of your attendees so people can quickly find the right people and companies to connect with.
- ❖ Allow attendees to schedule 1:1 meetings at convenient times. Offer real-time chat and private messaging to build effective and long-lasting relationships

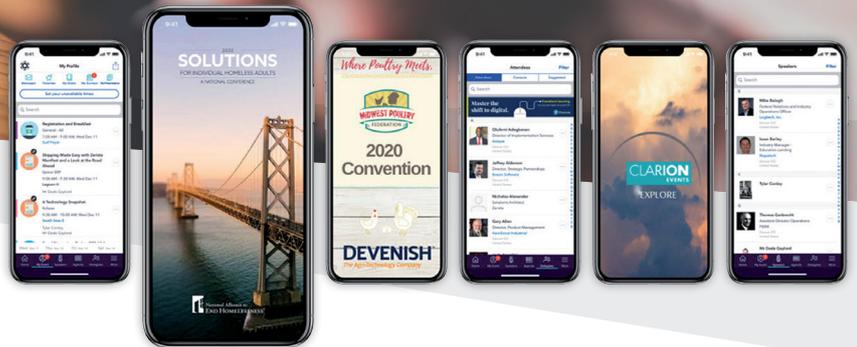


## Engage Your Sponsors & Exhibitors

- ❖ Increase revenue opportunities by giving sponsors targeted ad placements and branding opportunities across your event app
- ❖ Help attendees maximise their time on the tradeshow floor with exhibitor profiles, downloadable collateral and interactive show maps
- ❖ Offer smart matchmaking and filtering to help exhibitors, sponsors and attendees find the right people to connect with
- ❖ Improve exhibitor ROI with data-driven lead generation technology. Allow them to use the app to scan delegate badges and capture important lead information



## Event App Features



**Accessibility** – Unreliable WiFi or limited connectivity? Attendees are guaranteed access to event content with or without internet connection

**Calendars** - Manage and plan your busy schedule by adding your favourite activities to your own personal calendar. Add items to your phone calendar for personal reminders

**Resource Centre** - Eliminate paper waste by adding important documents to the resource centre or attaching them to sessions, speakers, exhibitors, or sponsors. Email or text the documents to yourself or others

**Agenda** - Eliminate the need for event programs by providing attendees with a detailed schedule of events. Easily update the agenda to ensure attendees stay up-to-date with last minute-changes.

**Profiles** - Provide attendees with all of the information they could possibly desire – including sessions, speakers, exhibitors, sponsors, attendees, and more.

**Session/Session Labels** - Organise session tracks by allowing attendees to follow a color-coded system within the app

**Live Polling / Surveys** – Encourage attendee engagement and generate feedback by linking Q&As, surveys and polls within the app. Get live instant results with polls, or detailed reports with surveys

**Push Notifications** – Speaker didn't show up? Need to move your session to another room? Make sure your attendees are updated with the most accurate event information at all times

**Social Sharing** - Generate buzz during your event by adding social network accounts such as Twitter and Facebook. Post tweets or leave comments without leaving the event app

**Maps** - Provide attendees with all of the maps they will need to navigate the event. Access Google Maps for driving directions without ever leaving the app

**Matchmaking + Meeting Scheduler** – Attendees can get recommendations and search through people and companies that best match their interests and preferences. They can also use the app to book meetings at convenient times.

**Gamification** – Gamify your event to drive excitement and boost engagement. Offer features like scavenger hunts and leaderboards that help attendees experience your event in a new way.

**Sponsors** - Increase ROI and give your sponsors maximum exposure in the app with numerous opportunities for targeted advertising space

**Exhibitors** - Showcase exhibitors with their own branded profile pages with product videos, demos, collateral, staff information and more.

**Lead Generation** – Help exhibitors track who they met with and follow up on new opportunities. Use the app to scan delegate badges and capture valuable lead information.



## Admin Features

**Real-Time Updates** - Last minute schedule and content changes are bound to happen. Easily update content through the robust back end system and changes will automatically reflect in the app

**Custom Event Branding** - Brand your app, your way, with the freedom to select colour themes and icon sets. You can also maximise brand visibility with a white-label app.

**Reach a Large Audience** - Keep attendees informed, engaged, and up-to-date with the latest event information. Push notifications can be sent, and even pre-scheduled, through the back end

**Save Time Managing Abstracts/Call for Papers** - Automate the whole process of submitting, reviewing and publishing abstracts. Eventsforce Mobile allows your attendees to

search through all your published abstracts and see which sessions they are linked to.

**Track Usage and Engagement** - Understand the impact of your event and measure attendee satisfaction with real-time usage reports and statistics. Get reports on exhibitor activity and lead information, trending topics and sessions - as well as live stats on messages, meetings, social posts and more.

**Event Data Integrator** - Automatically pulls data from an Eventsforce event into the app. Includes the following: Sessions and presenters, abstracts, attendees and their programme preferences, scheduled to update info on a regular basis.

**Restrict Visibility** - Access to the event app, you choose who sees, downloads or accesses it.

