the *total event* company

ttec
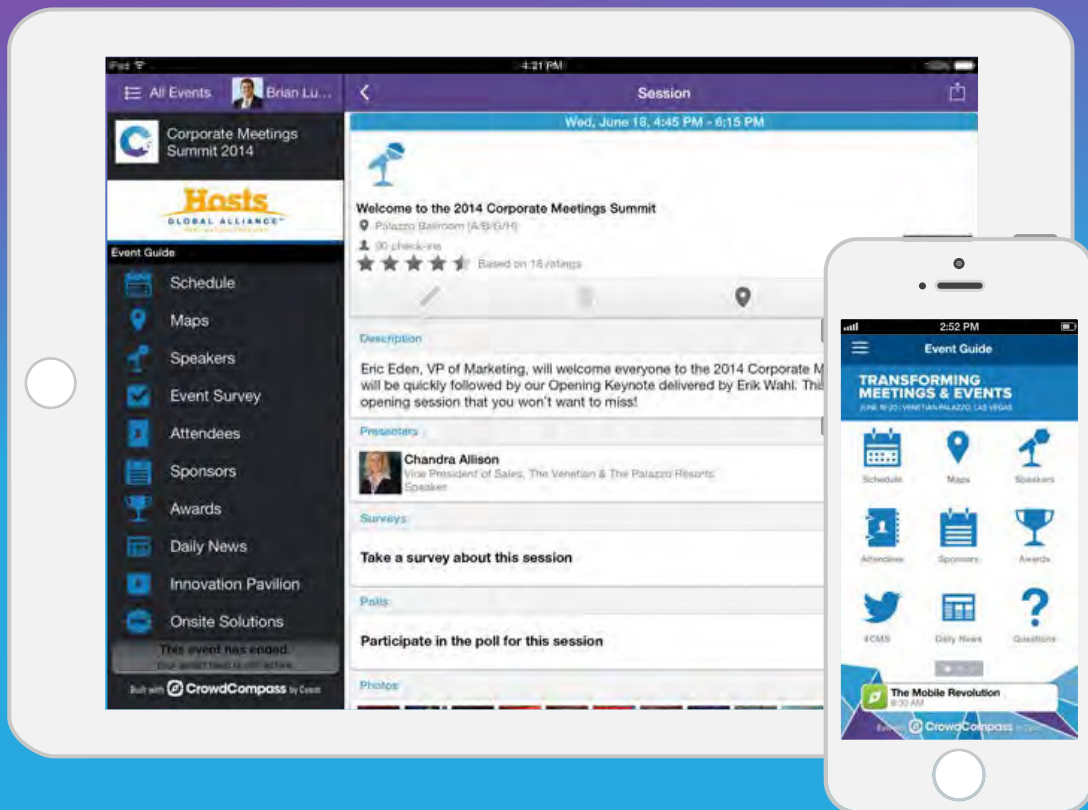
*exhibition **hire** specialists*

Your events are about **to get smarter**

Mobile event apps that leverage smart content to make your event more relevant, more social, and more personalised than ever before.

It's simple — content is tailored to each user based on their interactions with your event app.
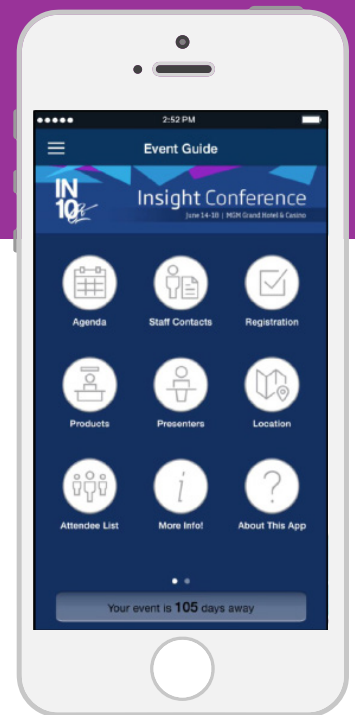
An Event App for a **Smarter Event Experience**

Deliver a smarter event app experience—provide the right content to the right delegate at the right time.

TTEC Mobile Engagement – **A Managed Service**

As the event industry continues to evolve, so do your attendees. Mobile event apps are no longer a "nice-tohave," but have become an expectation, making now an ideal time to make the digital transition.
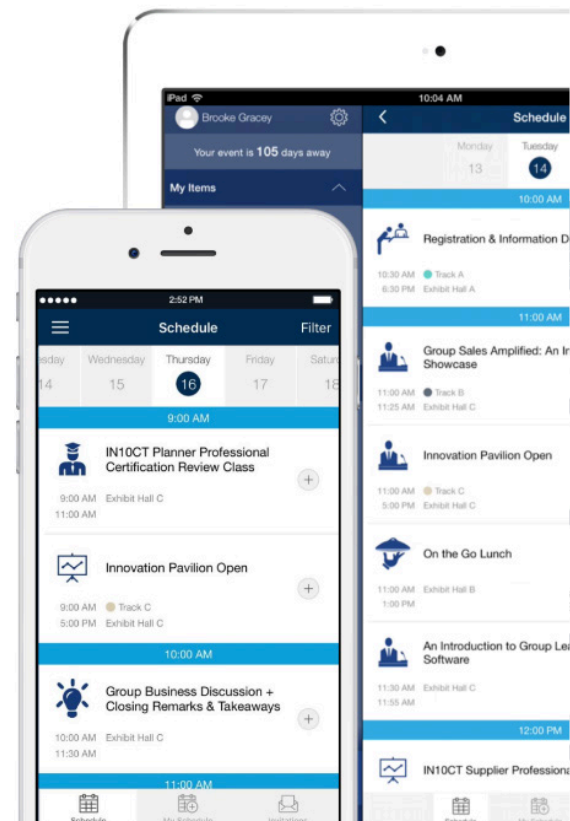
We've invested in the research and development so you don't have to. Using our expertise, industry experience and knowledge of both organiser and exhibitor requirements, with a best of breed platform delivered by Cvent the premier Event App and Event Technology developer.

You'll have the tools to deliver an engaging experience with the professional development and networking opportunities that your attendees are looking for, with new ways to increase sponsorship revenue and reduce your event-related costs.

Why chose TTEC for your mobile event app?

- Support and consultation on content – we understand your event and when and how to promote the app and launch

- Full integration with registration & LeadCapture platform

- Reduce your event costs

- Analysis and feedback to measure impact and ROI

- Notifications to targeted groups during the event

- Seamless transition across all platforms

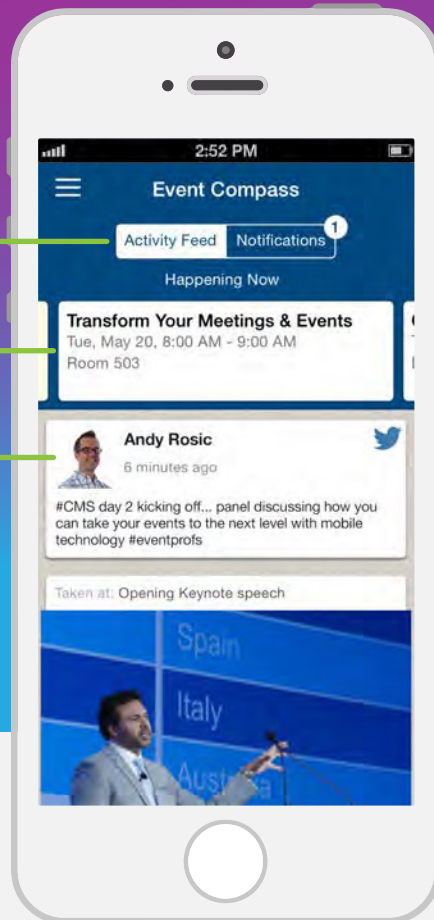- Existing service relationship with you and you exhibitors!

The Total Event Company

Engage attendees and allow them to **get more out of events with smart content**

Individual notifications

Personalized bookmarks

Photos & comments from sessions you attended

2:52 PM

Event Compass

Activity Feed | Notifications ①

Happening Now

Transform Your Meetings & Events
Tue, May 20, 8:00 AM - 9:00 AM
Room 503

Andy Rosic
6 minutes ago

#CMS day 2 kicking off... panel discussing how you can take your events to the next level with mobile technology #eventprofs

Taken at: Opening Keynote speech

Spain
Italy
Australia

Event Compass Activity Feed

Smart content uses existing data to personalise mobile apps for each attendee. The Event Compass activity feed leverages smart content technology to give each attendee a social feed that's tailored to them based on how they've interacted with the app.
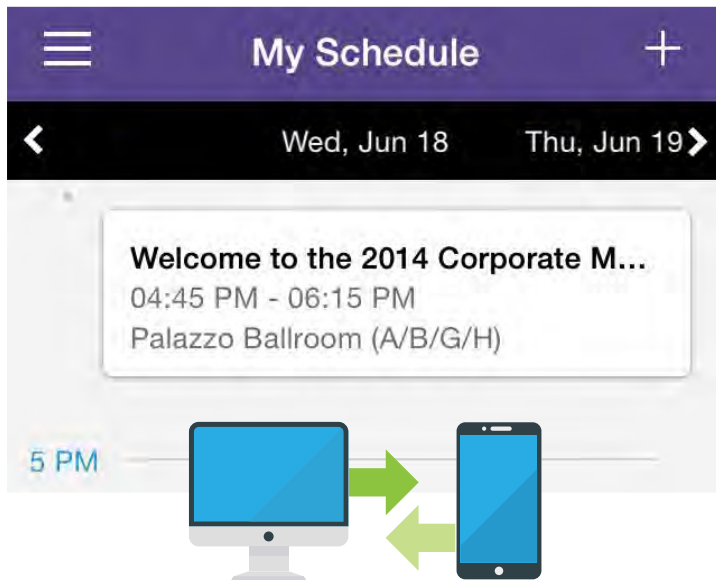
Event Compass planner benefits

- Provide meaningful and personalised engagement for each attendee with no extra effort

- Add in Twitter and Instagram posts or keep the content locked within the app

- Choose from three levels of sharing to support event goals and policies

Event Compass attendee benefits

- Receive individualised notifications from within the app

- View photos and comments from sessions you've attended

- See personalised bookmarks for upcoming sessions on your schedule

Other smart **content features**

Personalised schedule integration

Allow attendees to create a schedule that reflects their preferred experience of the event. Our app makes it easy to include personalised schedules with time-based reminders.

Improve attendee experience with an event app smart enough to pull in their registration details. The app offers automatic integration with our registration platform provider & other integration available via API.

Interactive maps

Maps are truly interactive — no static images here! Tap on pins to get a summary and tap on titles to get the full description pages for more info. Attendees can zoom in and out of maps and map markers are color coded to help attendees find what they're looking for.
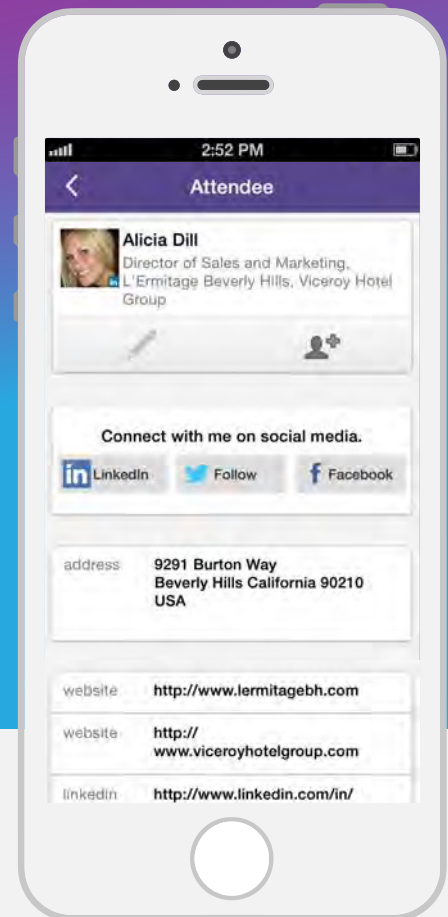
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The Total Event Company

Increase your **social engagement**

Social connections

Go further with social. Allow your attendees to add social buttons in their individual profiles making it easy for new connections to be made.

Social connections planner benefits

- Foster attendee engagement that lives beyond the event

- Leverage social for more than just sharing — make real connections

- Streamline the attendee experience by allowing social engagement from right within the app

Social connections attendee benefits

- Connecting with people is easier when your social media accounts are already in your profile

- Different attendees prefer different social media sites — get all the social options

- Social engagement is simple and easy from right within the app
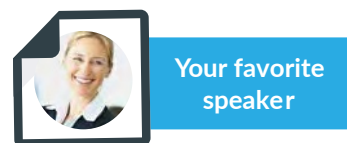
Other **social features**

SocialWall

Great events are like stories — unfolding into some pretty memorable moments. But in the age of Instagram, Twitter and smartphones, you need the right tools to capture the whole story.

SocialWall lets planners curate tweets and Instagram posts along with custom posts on the big screen at an event. Better yet, that content is also featured in your app's Event Compass to spark excitement and engagement.

Social Game

Ever notice how many people are snapping selfies and photos with friends? Wouldn't it be great to make a game of it? Excite your attendees with Click, our interactive scavenger hunt game! Click creates fun photo challenges that encourage attendees to explore your event in a personal way. Attendee photos are tied to their account and planners can moderate photos if needed.

Your favorite speaker

	Ahannon			
	1 Rank	121 Points	6 Badges	40/40 Challenges
	always_travis			
	2 Rank	121 Points	6 Badges	40/40 Challenges
	tanna			
	3 Rank	102 Points	2 Badges	35/40 Challenges

Hey Brian - do you want to grab food/drinks after this session?

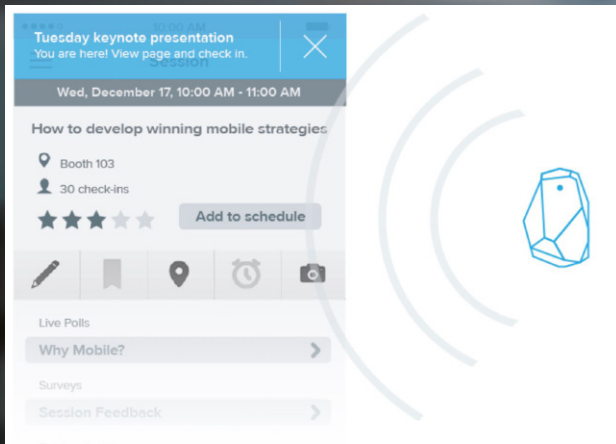Sure! That sounds great! Where?

How about Nosh?

See you there! | Send

Attendee messaging

Give attendees what they're used to: instant communication. Attendees can use the mobile event app to communicate with each other directly — no phone number or email address needed. Message threads are saved for each attendee, making it simple to manage conversations.

ttec

Engage attendees **with Beacons**

Tuesday keynote presentation
You are here! View page and check in.

Wed, December 17, 10:00 AM - 11:00 AM

How to develop winning mobile strategies

📍 Booth 103
👤 30 check-ins

★★★☆☆   Add to schedule

Live Polls
Why Mobile?
Surveys
Session Feedback

Beacons: Wireless devices that broadcast tiny radio signals your smartphone can receive and interpret using Bluetooth low energy (BLTE) technology.

Timing is Everything Finding the right place and the right time to contact your attendees doesn't have to be serendipitous. Beacons by Total Event let you set personalised alerts that attendees receive based on where they are standing, at the exact moment they get there. Magical, right?

1) Set up beacon alerts

Start by creating a personalised experience for attendees with four beacon alert options. Plan ahead and create alerts long before the event starts.

Alert ⌄
Go to activity page.
Go to organization page.
Go to URL.
Show a notification.

2) Place beacons

Mount beacons in key locations – from the welcome table to exhibitor booths and session rooms, incorporating beacons is easy.
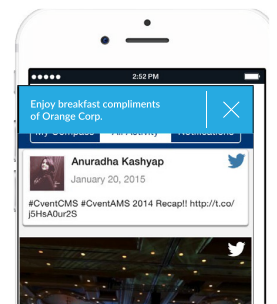
3) Sync alerts with beacons

Now it's time to sync your alerts with your beacons. Use our dedicated mobile app to quickly activate your beacons.

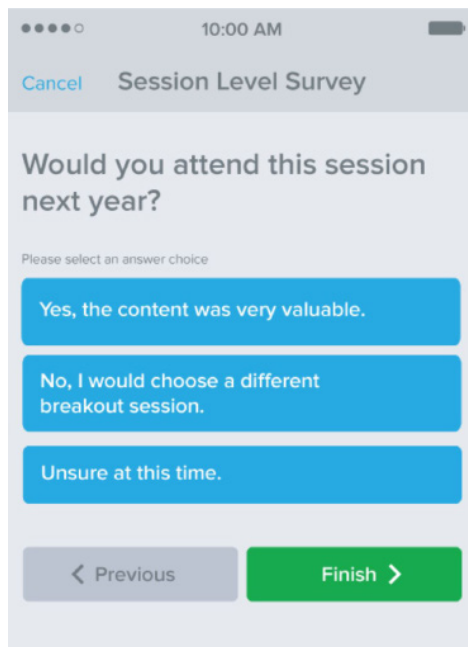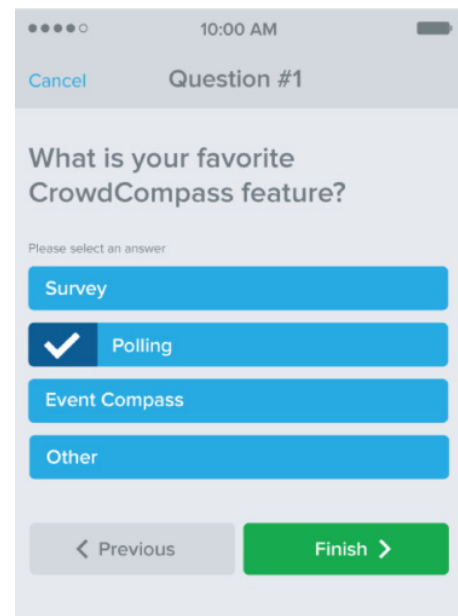| Beacon |
|---|
| Nearby Beacon |
| Color: 🟢 Snow Ice Blue Margarita Sky |
| Major: 67890 |
| Minor: 56473 |
| UUID: B9407F30-F5F8-466E-AFF9-25556B57FE6D |
| Touch your device to a beacon to sync alerts! |

4) Attendees receive alerts

Attendees receive personalised alerts when they come within close proximity of an activated beacon. For example, when attendees approach a beacon mounted on the breakfast bar a welcome alert is triggered.

Capture **feedback** and **engage**

Live **Interactive Polling**

Create stronger attendee engagement with native polling. Launch in-app polls to instantly find out what attendees are thinking during sessions. Embed real-time results in presentations to create a more connected and more social event experience.
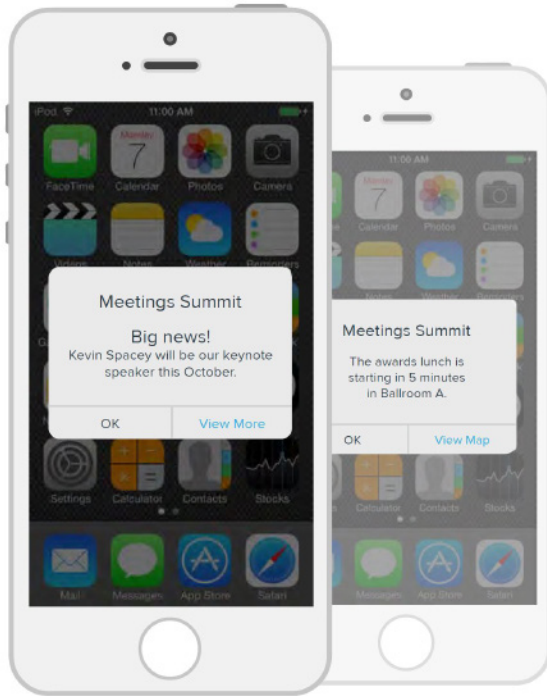

Live surveys and **instant feedback**

Did attendees like a session or love a new speaker? Will they attend the event next year? Leverage your mobile event app to gather feedback year-round with surveys. In-app surveys work seamlessly with push notifications to encourage attendee engagement before, during and after your event.

Planners chose when and where surveys appear, questions can appear on the home screen or can be specific to sessions or sponsors.

Capture **feedback** and **engage**

Powerful **push messages**

Change the way you communicate with attendees.

Leverage your new marketing channel to send push notifications on the fly or schedule them in advance to reach attendees before, during and after events. The pop-up notifications are similar to a text message and don't get lost in email. Keep attendees tuned in to important announcements or other key news between events.

How to leverage Beacons and notification so attendees see what you want them to see when you want them to see it?
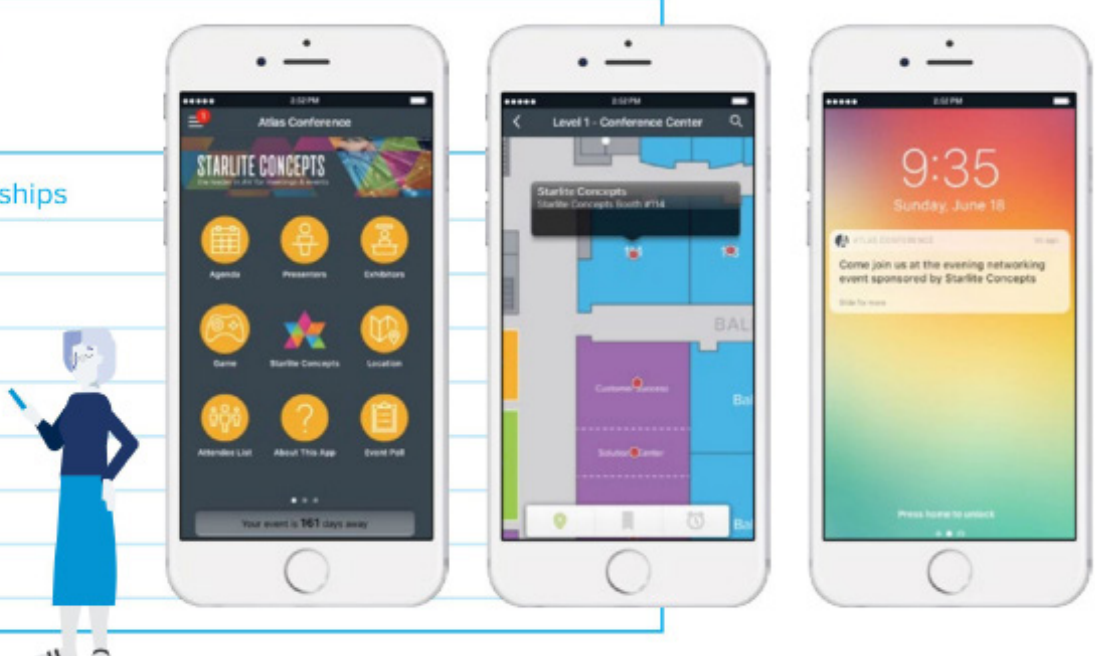
- Hello and Goodbye – Prompts and important information at Registration and Exit
- Don't Forget! – Reminders about key speakers, reception party etc
- Follow Us! – Social engagement throughout the event
- Speaker sessions – Beacons at the entrance to link to download presentation content direct to device
- Monetisation – Promotion of competitions, attraction to sponsor booths etc

Increase **revenue**

Dramatically increase your sponsor and exhibitor revenue with year-round engagement and advertising opportunities. The Total Event apps have multiple channels to increase advertising impressions and engage attendees further.

In-app ad placements can include:

- Splash screen sponsorships
- Banner ads
- Sponsored listings
- Interactive maps
- Surveys and polls
- Gamification
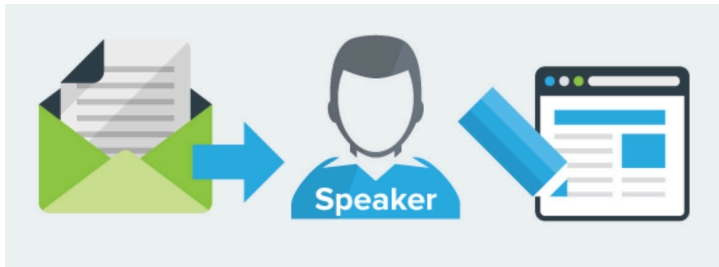- Push notifications
- Beacons

Increase sponsor exposure

Increase impressions and exposure for sponsors. Multiple advertising channels within the app help engage attendees further. Prominent ad placement can be achieved through splash screens and home screen icons. To increase attendee engagement sponsors can take advantage of banners that take attendees to a website or somewhere within the app. To get attendees to a booth or location, sponsors can leverage push notifications and the Click social photo game.
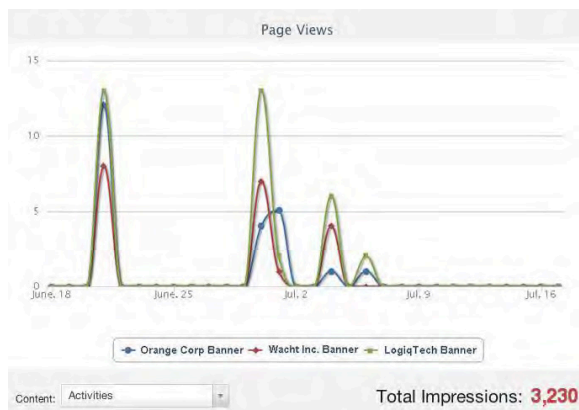
Other **features**

VIP Admin

Give sponsors and exhibitors access to create and manage their profiles, images, documents, and more. The app becomes an integral tool for all attendees.

Measure of success – Unparalleled Insights and Reporting

Reporting is available in real time and post event with 30+ metrics available via our analytics dashboard – you will soon see why

Measure your success

Demonstrate ROI in real time. Look to our robust event analytics dashboard for engagement and usage data. With 30+ metrics available, you can clearly see why it is worth it to go mobile. Provide sponsors and partners with detailed performance information on banner ads by date range as well as data on total impressions, total taps, impressions by user and taps by user.

Gain insight and analyse success

Technologies

A breakdown of user activity across devices, browsers and operating systems

Devices: The number of devices used to access your event

Browsers: The number of browsers used to view your event

Operation system: The number of users by Operating System

Impressions

See how attendees interacted with app content

Viewed: The number of times attendees viewed this content

Bookmarked: The number of browsers used to view your event

Scheduled: The number of activities added to personal schedules by tapping Add to Schedule

Attended: The number of times attendees checked-in by tapping I Attended

Advertising

See how attendees interacted with banner ads

Banners viewed: The number of times a banner was shown in the event to all attendees

Banners tapped: The number of times an attendee tapped on a banner

Exporting metrics

Export metrics for use in post-event presentations and reporting

Exporting: Event metrics can be exported with variable dates to an emailed xls or csv file

Export details: Exported spreadsheets include event information, event activity and mobile analytics

Survey reporting

View and filter survey results as they are submitted

Responses: Filter survey responses by session, organizer or speaker

Features **List**

Attendees

- Curated social content delivered through the Event Compass
- Social media login with email, Facebook, Twitter, LinkedIn, or Google+
- Advanced LinkedIn profile integration
- Integrate social media accounts with contact card
- Sync schedules and other content across devices
- Event schedule by day, track, topic, and speaker
- Set reminders for sessions
- Rate sessions
- Share feedback through in-app surveys
- Attendee messaging
- Two-way contact sharing
- Receive event push notifications
- Full-text search of sessions, exhibitors and speakers
- Navigate event with interactive floor maps that link to sessions and exhibitors
- Take and share notes within app
- Simultaneously post to Facebook, Twitter, LinkedIn, and the Event Compass
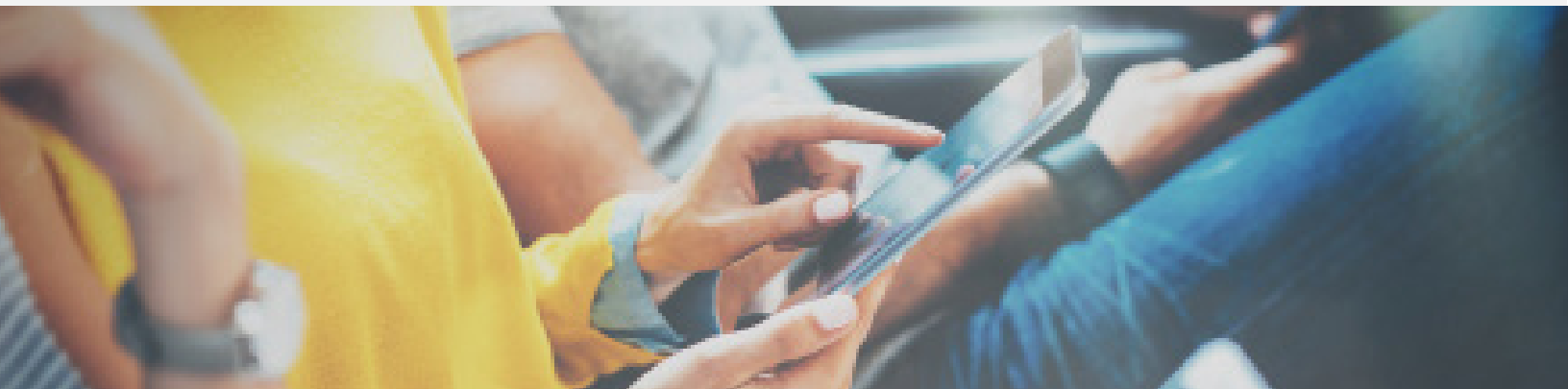- Click: scavenger hunt photo game

Sponsors

- Measurable banner ads link to content within the app or an outside URL
- Highlight sponsors in listing
- Push notifications
- Splash page advertising
- Sponsor Click challenges and/or prizes

Speakers

- Schedule by day
- Schedule by speaker
- Schedule by track
- Speaker listing
- Speaker profiles: photo, bio, documents
- VIP Admin access to update and manage profiles

Exhibitors

- Contact exhibitor by email or phone from app Exhibitor/Sponsor listings
- Exhibitors by name
- Exhibitors by category
- Exhibitor profile: bio, contact information, collateral, photos
- VIP Admin access to update and manage profiles

Event Planner

- Multi-event app
- Create interactive maps with key points of interest
- API integrations
- In-app browser
- Real-time updates
- EventCenter CMS:

· Upload data and graphics

· Provide VIP Admin Center access to speakers and exhibitors

· Event checklist

· Update event content anytime you want

· Build a custom-branded event

· Native survey collects and exports feedback

· Push notifications can be sent out instantly or scheduled in advance

· Phone and email support from Client Services 24/5 M-F and 9 am to 9 pm ET on weekends

- Preview your event on any device before publishing to the app

- Metrics:

· Total app downloads

· Number of people who used app per platform

· Number of times people opened the app

· Number of sessions opened

· Number of banner views and taps

· Number of times an exhibitor's or sponsor's profile is viewed

· Number of internal and external page views

· Top favorited activities and organizations

· Top rated activities and organizations

· Number of times an item is bookmarked

· Total number of notes taken

· Number of scheduled items per user

Are you ready to see a strong ROI
with your event app that reduces costs?

Are you ready to experience the smartest
and most reliable app on the market?

Are you ready for an app that actually
increases attendee engagement?

It's time to
join the Crowd