

2015 edition

from tips & tricks for  
newbies, to advanced ROI  
strategies for experts



# the event app blue book

**etouches**  
love your event software



**TAPCROWD**  
an etouches company



# about TapCrowd

TapCrowd is a leading mobile application provider for high-stake conferences, tradeshows, corporate events and associations. The comprehensive platform assists event professionals in creating, managing and distributing a branded app around their event. Founded in 2010, the multi-module event app solution enhances engagement and networking at events, improves productivity for both the organizer and sponsors, and generates detailed event analytics and ROI. Acquired by event management software etouches, the company is now a part of the end-to-end solution which allows for a seamless a to z event experience for event professionals.



# about etouches

etouches is a global end-to-end event management software solution. The success oriented and cloud-based platform delivers innovative technology solutions to streamline the event process and increase ROI. Founded in 2008, etouches has assisted over 20,000 event professionals in planning, executing and measuring their events. With a focus on event sourcing, registration, marketing, logistics, engagement and data, the software solution has been able to serve more than 1,000 customers in corporations, associations, agencies and educational institutions. Headquartered in the United States in Norwalk, CT, the company has four additional global offices in Reading, UK; Ghent, Belgium; Sydney, Australia; Dubai, UAE



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# introduction

Technology changes quickly and it's sometime difficult to keep up with the pace. The mobile world is no exception. In 2006 when Apple released the first iPhone, the world discovered the app, a new way to interact with a design created for the phone. Some apps are more content oriented, some are more engagement or social media oriented, while other will focus on lead retrieval.

Smartphones and tablets are in the hands of most professional event attendees these days. 37% of corporate & conference planners utilize a mobile event app for their meetings, so there is a growing expectation of mobile accessibility of information at almost every event they attend – from large conferences to intimate meetings.\*

There is a plethora of information available to anyone with an interest in learning about the benefits of event apps (for both organizers and attendees), on what to look for prior to purchase and how to implement their use. This information is spread across many channels, but this guide compiles and streamlines that information so you can make an informed decision about the best app for your event.

**This guide will walk you through all aspects of mobile event apps and how you can leverage best practices, practical knowledge and tips and tricks for implementing mobile in your event strategy. It will show you how event apps bring added value not only for your attendees, but also for your sponsors, speakers, and finally for the organizer, to get more insight, increase the ROI of your event and protect your precious marketing dollars.**

\*Event App Bible V2

# event apps can't be without

## integration

you need to sync both ways with your ecosystem, likely your EMS (Event Management Software)

## engagement

this is not just social media: from voting to messaging, make sure your app features engagement tools

## personalization

agenda, content, meetings. an attendee can create THEIR own experience by customizing their day at the event

## data & ROI

market the event, leverage event data, and capture behavior behind the scenes to measure success

# target audience

This guide is primarily written for event planners, marketers, professional conference organizers (PCO's), agencies and anyone involved in the organization of these types of events:

- Conferences
- Trade shows
- Corporate events
- Association events
- Workshops & educational events

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