PCEC Events App **Guide**

Imagine your attendee. They've been sitting in a session for about 45 minutes; they think they've got what they needed to get out of it.

Rather than pulling out their mobile device to check their email, Facebook or news source, they could be checking out what else is going on at your event. What are people saying? What booths seem interesting? What should Ido next?

PCEC Events App has dozens of features to keep attendees interested and engaged.

- Save thousands on printing agendas – it can all be done in-app

- PCEC Events App is tailored to your event: whether it's open or closed registration, hidden or disclosed attendee list

- Choose if attendees can post to Facebook, Twitter & Linkedin from within our app

- Display local weather, restaurants and activities happening around the PCEC – and a lot more

- Display surveys after every session, at the close of every day or at the end of the event

- Do you have sponsors? Display websites, advertisements or even a video on the app sidebar

- There's more: live polling, lead scanning, gamification, activity feed…

Going Mobile

We've built PCEC Events App to be engaging and intuitive, giving users the best experience possible at your event.

Our app is loaded with social features, gamification and information, making it fun and useful for attendees and keeping them coming back for more.
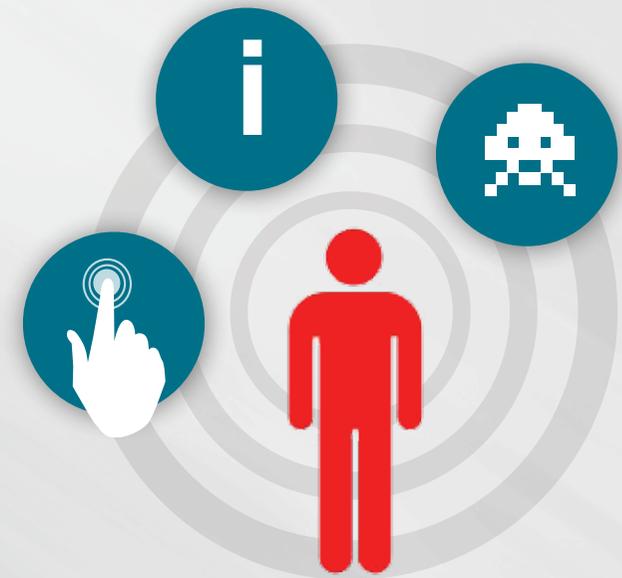
Social Engagement

Attendees are able to interact not only with your event, but also with each other. Leaving comments on each other's posts, liking comments or photos and sending private messages to attendees, speakers and exhibitors – all through our app.

We also we have the option to integrate with Facebook, Twitter and LinkedIn.

Live Polling

Live polling is another great way for your speakers to engage the attendees. A speaker giving a presentation can ask the audience for feedback and instantly display results through PCEC Events App on screen.

In-app surveys

How do you currently send out your surveys? On paper, perhaps via SurveyMonkey?

What is your completion rate?

By building surveys into PCEC Events App and awarding points for answering surveys we typically see completion rates of 70-80% for corporate events and around 60% for trade shows.

Rookie

Green Ambassador

New Best Friend

Attendee Notifications

How do you currently send announcements to attendees during the event? You probably get on the loudspeaker, or mention things during housekeeping between sessions.

With PCEC Events App you're able to send push notifications to users in several different ways. You can send messages to users in groups. So, if you wanted to reach all of your VIP attendees to say, "The CEO is hosting a happy hour for other executives, come on by…" you can send that message to only those targeted attendees.

Gamification

Everything a user does in PCEC Events App earns points. Attendees earn points for checking in to sessions, rating speakers and completing surveys. They can also unlock badges, which are virtual rewards for performing designated actions.

With gamification, there's a real incentive for people to use the app and engage with the content.

Sponsorship

There are several different sponsorship packages within PCEC Events App: a promoted post that sticks to the top of the feed, sponsorship folders and even a branded micro-app.

These offerings are a great way of creating additional revenue streams – and could even cover the cost of the app.

Analytics

Every interaction that a user has with PCEC Events App can be tracked and, at the end of the event, there is reporting of what your attendees checked in to, liked, reviewed, sessions, connections, comments. You can even download all photos taken during the conference.

The Dashboard

At the end of the conference, you'll have access to The Dashboard. The Dashboard is designed to aggregate the most commonly requested data post-event.

You'll be able to view what sessions attendees found most interesting, total active users, actions performed, top sessions and even pull top leads.

The Dashboard is a compelling document for event appraisal, as it provides ROI metrics.

Platforms

We have developed PCEC Events App so it can accessed using iOS, Android and HTML 5. So anyone at your event with a smartphone will be able to access your app.

Contact

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