



*getting the most from technology
to drive a better experience*

Ten Ways to Engage, Enable, and Excite Attendees



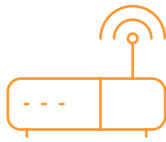
Technology pervades every aspect of people's personal and professional lives.

Today's events must embrace the technologies that attendees, presenters, and exhibitors rely on, from Wi-Fi to social networking and beyond. You can also use technology to promote, support, and grow your event. Fortunately, you have a lot of options to help get the right technology in place that will not just check all the boxes for tech basics, but also boost engagement, create connections, and inspire your audience using the latest digital tools at your disposal.



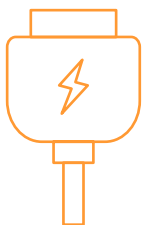
Market your event digitally.

Connecting with attendees has never been easier, and digital marketing opportunities abound to help you promote your event. Beyond the usual website and email communications — which are less a requirement than an option in today's marketing world — social media is a must-have means of digital marketing. Create online social events that allow your network to spread your message, like with easily shareable videos or podcasts. Take the conversation further with retargeting, which gets your event ads in front of curious attendees and keeps things top of mind to encourage registration.



Ensure seamless, fast Wi-Fi throughout the venue.

Attendees won't just expect it; they'll *need* it, especially if they are streaming video or tapping into other bandwidth-intensive services. Attendees from foreign countries will use Wi-Fi more heavily than locals because they want to avoid steep international cellular roaming fees. And don't forget to set up the venue for proper coverage for any connected activations — ensure seamless execution for the best possible attendee experience.



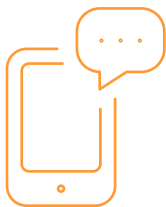
Provide ample device-charging stations.

If attendees are constantly worried about running out of juice, they'll use the event's mobile app and other technologies less frequently — or not at all — thus undermining their experience and your ROI. Take advantage of charging stations by offering them as sponsorship space.



Develop a plan for recording and livestreaming keynotes and other session content.

When you allow virtual attendance to your live event, you can greatly increase your audience and your revenue. Also, archived content is an opportunity to engage and excite non-attendees into coming next year. Some non-attendees are willing to pay for this content, so it's a potential revenue stream to defray some of the event costs. Finally, archives are a way for attendees to get content from sessions they couldn't fit into their schedule and to revisit ones they particularly enjoyed.



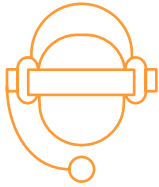
Look for opportunities to drive engagement through mobile.

Offering a mobile app allows you to enable social networking to connect with attendees. Give attendees the opportunity to help shape content through second-screen technology — interactive live polls, Q&A, and social sharing are baked right in to the session experience. Using the app or a mobile-friendly website (e.g., no Flash) to encourage tweets, Instagram posts, and other social media helps build awareness among non-attendees so they'll consider coming next time.



Track attendee engagement.

Bluetooth beacons, Wi-Fi heat maps, social media monitoring, and the data gathered from an event-specific mobile app are just a few ways to analyze attendee visits to booths, sessions, and keynotes. If you've never used these technologies, implement them in just a few areas/applications first for testing purposes. That way, you can see what works and how to refine before scaling throughout the event.



Consider virtual reality.

Nothing grabs today's attendees like the newest and hottest technology. Attract attendees with a virtual or augmented reality experience that transports them to a far-flung location, anywhere from the bottom of the ocean to the top of the mountains. You can even enlist a sponsor to provide headsets that allow attendees to get hands-on with a product or take a virtual tour without ever leaving the show floor.



Customize the experience.

For attendees, you can personalize reminders based on what they registered for or collect feedback based on which events they actually attended for more customized follow-up. With exhibitors, you can personalize follow-up information with data on visitors.



Use digital signage.

Whether for wayfinding or displaying interactive schedules, digital signage can ensure attendees have a positive experience by letting them know where to go and when. Connecting your app or website with digital signage to inform about session changes or ping users with wayfinding alerts based on their interest closes the communication loop and acts as a customized guide to the event.



Follow up to ensure attendees get the most out of the event.

Tracking session attendance gives you the chance to follow up with attendees post-event and send a follow-up email offering access — paid or free — to archived videos of sessions they may have missed. Similarly, you can track booth visits to justify suggesting that exhibitors should consider a bigger space next year. But in all cases, be up front about what you plan to track and why.

Utilizing the latest tech and digital best practices creates more ways for you to engage an always-on audience and shape the way they interact with your event.

And the intel gained through analytics from apps, websites, social media, and more will help you ensure that you're meeting attendee needs and looking toward how you can improve their experience year over year.

increase engagement

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