



Mobilise Your Events

the business case and best practice for bringing mobile into the event technology mix

About us

- Managing Director SmartShow Ltd
 - Born from Virtual Expos NZ Ltd
 - Marie-Claire: Event Management, Business Development, Capital Raising
 - ShowGizmo launched July 2010
 - 10 events to date, 45+ in pipeline
 - New Zealand, UK, Middle East and Aus
 - Difference: event managers in tech
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Mobile is not a trend!

- There are more people with mobile phones than have access to running water. Mobile is here to stay!
 - In two years, offering mobile apps for meetings, conventions and events will be standard practice...
 - But what matters to your event participants?
 - How do you merge mobile with your other event technologies?
 - How do you get return on investment and even generate new revenues?
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The mobile (r)evolution

- Mobile is “seventh of the mass media”
 - print, recordings, radio, TV, film, internet...
 - Mass...but personal
 - in your pocket the whole time
 - Smart and getting smarter
 - Deloitte 2010 survey: 48% business travellers own web-enabled smartphone
 - 80%+ for medical, lawyers, sales pros
 - By 2013, mobile phones will overtake PCs as the most common Web access device worldwide (and remain)
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It's been a tough couple of years...

- Tighter budgets, virtual meetings, fuel prices..
- People continue to value face to face

The event organiser's challenge:

- make sure they really want to come and...
 - ...when they get there, it had better be worth it
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And it WILL be worth it!

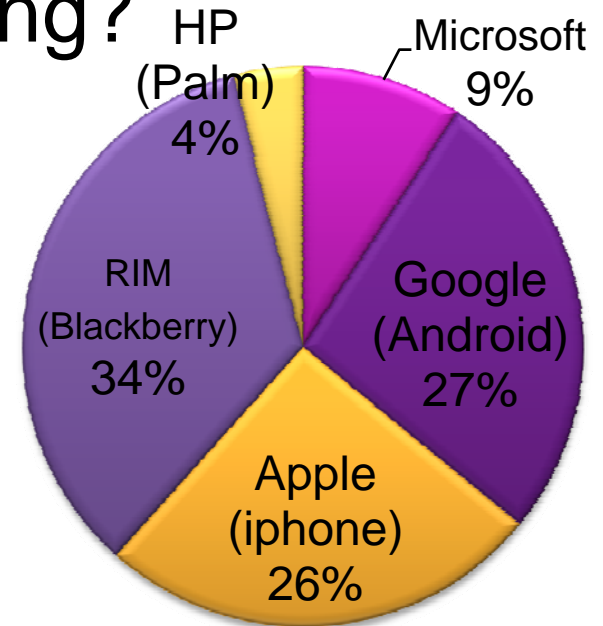
- More up to date information
 - Mobile apps driven by a content management system
 - Enhanced ability for your attendees to participate and network
 - Twitter, share speaker profiles, meetings, chat
 - A greener event
 - Less printing for you and exhibitors
 - More money for you
 - Sponsorship potential, premium pages, promotions
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Definitely worth it...

- Extend the brand and life of your event
 - Make available before the meeting, use to channel post-event feedback
 - Measure and measure and measure again
 - Analytics in real time
 - Extra BUZZ
 - Still the ‘new thing’
 - Ability for visitors to amplify publicity
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First things first – questions to ask

- Build it yourself OR buy off the shelf?
- Show by show? OR on-going platform?
- Which phones are people using?
 - Mobile web?



Basic features of an app

- Floor plan
 - Schedule of speakers and events
 - Lists/Directories of exhibitors
 - Advertising
 - Social-networking features

 - All about getting the attendee to take their phone out of their pocket and USE it on the show floor
 - Usability comes first (bells and whistles later)
 - Privacy
 - The list issue!
 - Next generation of user (its all online baby)
 - A new 'use' for data you collect
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But wait, there's more...

- Speaker profiles, ratings, feedback, QA
 - Favouriting/bookmarking
 - Interactive floor plans
 - 'Heat maps'
 - Push advertising
 - Local information and recommendations
 - Matchmaking and finding connections
 - Analytics
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Merging mobile into your event cycle

- Think 2-3 years to get it right – but sign up for 1 year to test
 - First event – capacity building
 - Your team learns and tests the concept
 - Sell sponsorship/package it into exhibitor deals
 - Second event – integration
 - Promote intensively to attendees
 - Incorporate in sales efforts/materials
 - Remove duplicated event tech
 - scanners, listings, schedule
 - Integrate with existing systems
 - registration, website, lead management
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So what does it cost?

- Should not be costly/time intensive when compared to other items in your budget
 - Costs affected by
 - Operating platforms
 - Mobile web v native
 - Advanced features (e.g. heat maps, interactive maps)
 - Approaches
 - One-off apps \$1k-\$25,000
 - Bespoke Apps \$30k - \$100k
 - Platform partnership \$5k – \$20k per year
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And what about ROI?

- Leaving 'relevance' and 'engagement' aside...
 - Mobile advertising is contextual...therefore effective
 - Mobile banners have a higher conversion rate than online banners
 - Measureable
 - Location based ads are the crème de la crème
 - Sponsors already thinking about it
 - Overall app sponsorship easiest
 - As long as your app reaches a high % of attendees...
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Next steps

- Create your mobile strategy
 - Who are your attendees and exhibitors?
 - What are your primary objectives?
 - Grow attendance, increase revenues, achieve ‘thought leadership’, reduce costs, go green
 - Test your assumptions in a first show – invest to learn
 - Choose your approach and find a partner
 - One off app, bespoke app, platform app/system
 - MOBILISE!
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THANK YOU!

www.showgizmo.com