



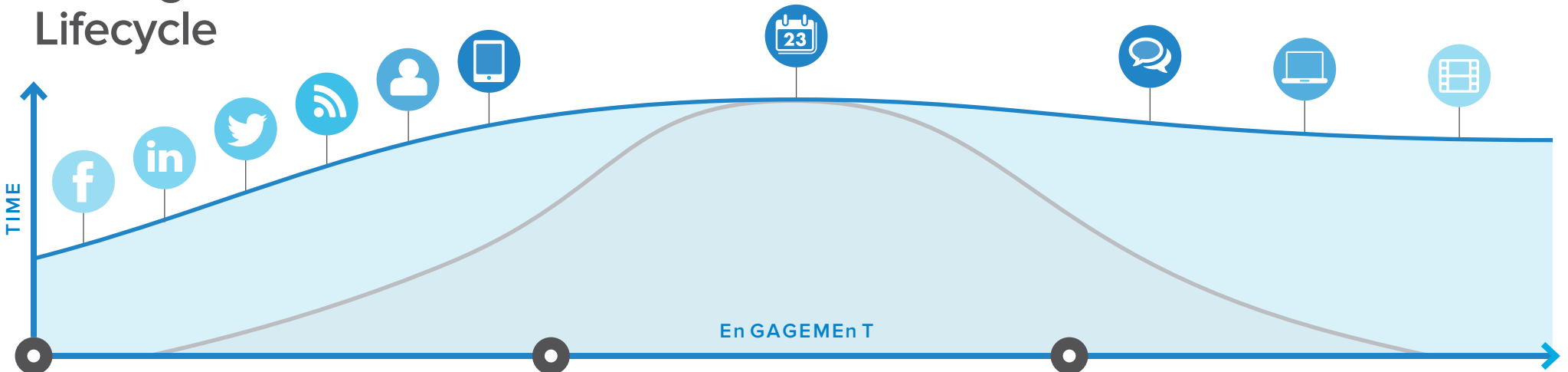








# Attendee Management Throughout the Event Lifecycle



## BEFORE THE EVENT:

- + **Event websites** that set the stage for an event and manage attendees' expectations, while providing planners with visibility into attendee schedules, exhibitor selections, registration details, profile information and opportunities to share event information socially.
- + **Email marketing solutions** to manage targeted marketing campaigns to prospects and deliver confirmations and event information to registrants.
- + **Registration platforms** that collect and store attendee data, address compliance requirements, handle payments, manage hotel room inventory and facilitate travel.
- + **Mobile applications** that can begin engaging attendees with exhibitors and event management, as well as with one another, even before arriving onsite – allowing for one-to-one meeting scheduling, gamification and collaboration.

## DURING THE EVENT:

- + **Onsite check-in processes** that provide attendees with convenience and reduce waiting times.
- + **Mobile applications** that help attendees navigate the event, play games and participate in social media, while providing planners with data on attendee behaviors and preferences.
- + **Lead retrieval & information exchange** that allow the two-way exchange of information between attendees and exhibitors, and the download of information from exhibitors to an attendee briefcase.
- + **Social media** to engage attendees and share knowledge from within specific sessions, and share general event information with attendees onsite as well as in remote locations; also a customer-service tool alerting event management to real-time issues needing attention.
- + **Gamification** to engage attendees with one another, with exhibitors and with the event brand.
- + **Attendance tracking** that provides planners with data on session attendance, educational credit fulfillment and attendee behavior.

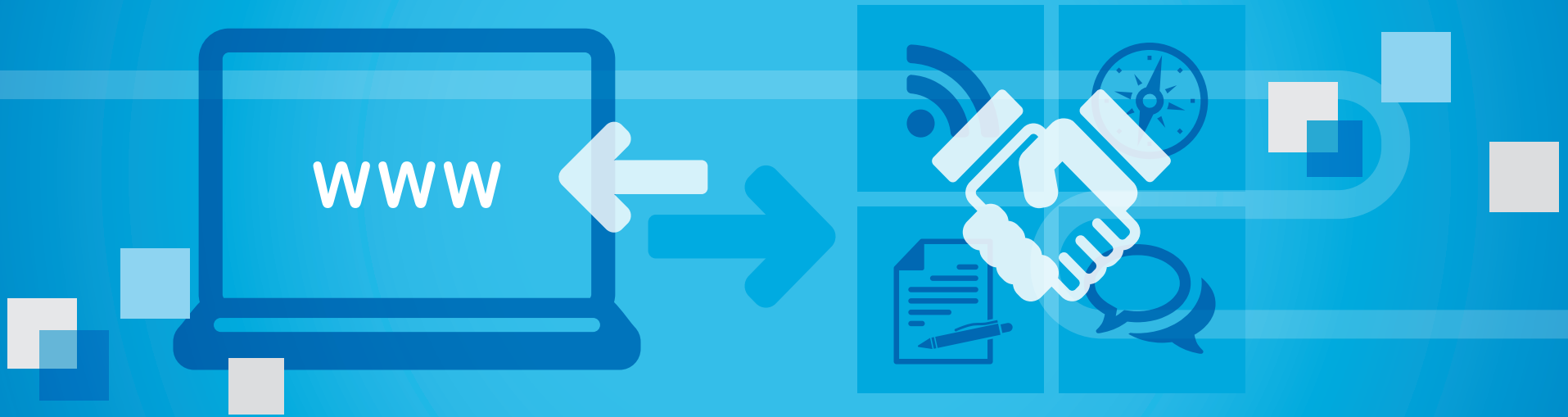
## AFTER THE EVENT:

- + **Surveys** to capture feedback from attendees, sponsors and exhibitors to identify areas of improvement and potential new trends and directions.
- + **Persistent online communities** to allow attendees, speakers, exhibitors and the brand to continue their conversations post-event, and to provide conference producers with better insight into the key issues and interests of attendees.
- + **Mobile applications** that keep the attendee community engaged after the meeting or conference.
- + **Measurement/Reporting** that provides planners with data and insight to manage various aspects of the event and uncover new opportunities.

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# BEFORE THE EVENT





Websites are the windows into an event. They provide participants with the information they need to navigate and experience a meeting, conference, trade show or corporate event. They can also be centralized hubs of content and social engagement throughout the year. Building an effective website involves paying attention to several key elements:

- + **Design:** Ensure the Website reflects the event brand through color, copywriting and navigation. Flexibility in design is key, as events are moving targets and priorities change based on phases in the event lifecycle. Design your Website with all stages of the event in mind – before, during and after. Although building a site from scratch is an option, consider contracting with a provider that offers template and shortcuts to streamline the process.
- + **Content:** Provide visitors with baseline event information, including dates, location, schedule, session highlights, sponsors, exhibitor directory, hotel information, registration links and contact details. But don't forget to sell the sizzle! What makes your event so compelling for the attendee? Consider also attendee – and exhibitor – generated content, as well as blogs and speaker videos. Attendee directories are also popular since they allow registrants to begin networking in advance of the event.
- + **Action:** Ensure your calls to action are clear and scattered throughout the site. "Register now," "Download the mobile app," etc.
- + **SEO:** Include features that boost the event Website's ranking in search engine results, including keywords and key phrases, links from other trusted websites, image tags, fresh content and other tactics.
- + **Administration:** Consider implementing a Content Management System (CMS) to facilitate the uploading of new content and make quick changes to event information.
- + **Mobile:** Build a site that's optimized for mobile devices. Formatting a Website so it renders as beautifully on a PC as it does on a tablet or smartphone will increase viewership.
- + **Social:** Make the Website social with an embedded online community, content-sharing capabilities or a blog that invites comments.





“Lanyon has allowed us to easily get the word out at a much **lower cost** than using mailings.”

GWEn SACHn Off , MEETIn G AnD COnf EREn CE PLAnn In G CO n Su LTAn T

Email marketing remains a powerful and profitable tool for event marketers. But your marketing is about more than just getting a message to the right audience and moving them to register. Event marketing should build a buzz around your event, get your registrants engaged and talking about it long before it takes place, and then maintain that momentum after the physical event ends.

In their 2012 book, “The Rebels Guide to Email Marketing: Grow Your List, Break the Rules and Win,” Jason Falls and DJ Waldow write that email marketing “can be, and often is, the glue that holds a company’s marketing together.” They offer marketers advice for mounting a successful email-marketing program:

**Test and test often:** Some of the long-standing rules—never use the word “free” in the subject line; never send all-text emails; always place the unsubscribe link at the bottom of the email; and never send an email late at night or on the weekend—may work well for some companies. But the only way to know what’s best for a specific audience is to experiment with different subject lines, formats, link placements and send times.

**It’s OK to send mostly text emails:** Although many companies prefer HTML over simple text emails, text emails can often perform as well, or better, in terms of open rates and clicks. Text emails offer a number of other advantages over HTML—they look the same on every operating system and are simpler to develop, less expensive, more personal and easier to read on mobile devices.

**Send a welcome email:** It’s well-known that building a list of opt-in email subscribers is preferable to purchasing a list (although the latter option isn’t out of the question either, according to Falls and Waldow). What’s lesser known is that the welcome email—the few lines that thank a subscriber for opting in—tends to have a higher open rate than other emails in a campaign. “Research indicates that welcome emails generate four times the total open rates and five times the click rates compared to other bul promotions,” say Falls and Waldow.

Here’s how to maximize the effectiveness of an email marketing campaign to nurture attendee prospects and keep registrants informed with relevant information about the event:

Map the content of your email to the attendee journey. Deliver information before, during and after the event that appeals to the needs and interests of attendees at that point in the event cycle.

- + Keep email lists up to date by establishing benchmarks and rules of engagement. Don’t be afraid to transition attendee prospects that don’t click, open or engage out of the database.
- + Create messages that are optimized for mobile. More and more email recipients use mobile devices to read their email messages.
- + Increase response rates by segmenting your lists into groups of individuals with similar needs and desires and sending targeted messages to each segment.
- + Use email reports to determine the effectiveness of your campaigns and discover hidden opportunities for list growth. Create trigger emails that are sent automatically based on specific actions. For example, if someone abandons a registration, send a friendly reminder with a link to go back and complete it.



## TOP 5 EMAIL MARKETING TIPS

1. Use an online email marketing system to easily review, manage and update your contacts.
2. Allow email recipients to opt out to comply with CAN-SPAM and privacy regulations.
3. Create your email to be consistent with the look and feel of your event Website to ensure brand cohesion.
4. Maximize registration by using an automated email marketing system to pre-schedule emails, automate updates and send confirmation emails
5. Review email reports to analyze open and click-thru rates to uncover additional marketing opportunities.

## BONUS TIP

**Test, tweak and track your emails!**

# Registration Platforms Play



“Controlling our registration process is a strong start in executing successful events. Making changes on the fly and pulling reports in an instant is hugely important.”

SARAH KREBS, CMP, SR. MEETING PLANNER, CO-CHAIR, AMERICAN ASSOCIATION OF CONVENTION & VISITATION BUREAUS

In the beginning, meeting and event planners tracked attendee registrations with printed lists and spreadsheets. Later, desktop or “shrink wrapped” registration software helped automate the process and revolutionize planner productivity.

With the emergence of the Internet, web-based Software-as-a-Service (SaaS) registration solutions replaced the desktop versions, centralizing attendee data and making it accessible from anywhere. Today, registration is one of several powerful, integrated offerings that work seamlessly together under the umbrella of an Attendee Management Solution.

Having an efficient registration process is pivotal to deliver a peak experience to attendees and providing a foundation for other services and technologies. To drive efficiency, planners need to select a registration platform that addresses their needs and internal capabilities. In her “Buyer’s Guide to Event Registration Solutions,” Michelle Bruno, President, Bruno Group Signature Events and Publisher of *Event Tech Brief* suggests critical questions planners should ask before approaching a registration solutions provider:

**What’s driving the use of a registration solution?** Make a list and prioritize the organization’s specific requirements including attendee identification, customer relationship management (CRM), historical analyses, new product development and community building.

**What type of data should the registration platform collect?** Examine the information needs of attendees, exhibitors, sponsors and the organization to determine what data will add value for stakeholders.

**What’s the usability profile of the user?** Determine whether users prefer telephone, mail, mobile, online or self-registration solutions and whether they’re members of social networks.

**How can data be leveraged after the event?** Consider ways to use data to extend the brand, engage customers year-round, build valuable data assets and market the event portfolio.

**What are the metrics for gauging success?** Determine in advance how the registration solution will be measured in terms of meeting event and organizational objectives.

**Who will own the data capture/registration strategy?** Decide who in the organization will be charged with selecting, deploying, monitoring and addressing inquiries for the registration solution.

**Which tasks and procedures can be moved to the registration platform/provider?** Examine existing marketing procedures, operations tasks and budget line items to determine which can be migrated to a registration platform or provider from an efficiency or cost-savings perspective.

**What’s the budget for a registration solution?** Determine what the organization can afford to spend on a registration solution and whether some or all the costs have to be recouped by revenue streams from the platform.

**What’s the time frame for selection and deployment of a registration solution?** Decide when the event schedule permits the introduction and deployment of a new registration solution.

**What reports, analyses and intelligence would improve decision-making?** Determine the dashboards, reports and graphic presentations that are necessary for analyzing and utilizing the data captured by the registration solution.

**Where are the opportunities to seamlessly capture attendee data during the event lifecycle?** Map the “attendee journey” from registration, check-in, booth visits and conference session attendance to post-event survey.

**What are the platform integration requirements for new data?** Determine the format for new data in order to be compatible with existing databases and legacy systems.



## 8 STEPS FOR SIMPLIFYING YOUR REGISTRATION PROCESS

A smooth registration process can dramatically impact your attendees' journey. It can be the first interaction a potential attendee has with your organization, and can set the tone for this and future events. A hassle-free registration process can reduce abandonment rates and lead to higher attendance and lower no-shows. Use these 8 simple steps to ensure smooth transactions:

### 1. Get rid of paper

Event organizers often worry that high-tech registration options will alienate certain target audiences. In reality, even your most traditional attendees will adapt to online registration. Paper registrations, in fact, can lead to more complications and errors since they require manual handling.

### 2. Encourage Groups

Getting more attendees from the same company is efficient and cost-effective, allowing one person to register several others and pay for the group in one transaction. To encourage group registrations provide discounts for groups and make group registration a part of your regular registration process. Make sure to communicate with all group members through individual confirmations and reminder emails.

### 3. Put Attendees in the Driver's Seat

Let attendees manage their preferences themselves online. Rather than only allowing them to request "vegetarian" meals, for instance, let them make menu choices. Room choices, shirt sizes (for giveaways) and other relevant preferences should similarly be automated.

### 4. Do the Work for Your Registrants

Use auto-recall options to pre-populate personal and business information for registrants as often as possible. Most attendees are repeat visitors, so the information should be available. Not only will this dramatically reduce entry errors and time spent in the registration process, but it also decreases the number of people who abandon the process.



Tweet

### 5. Re-Confirm to Eliminate no Shows

"Click-to-confirm" reminders allow event organizers to send a series of emails asking attendees to confirm that they'll be attending the event, weeding out people who have changed their minds and opening space for sold-out events. This extra action reminds attendees about the event and reaffirms the commitment to attend.

### 6. Make Networking Easier

Networking opportunities can start at registration with links to a directory of attendees both during the registration process and in your confirmation email. Information will vary, but many organizers include attendee names, email addresses and even a list of sessions people are attending. This can immediately engage your attendees, allowing them to reach out to friends or set up meetings.

### 7. Build Better Badges

A badge can tell a lot about an attendee, including their scheduled meetings, session selections, demographics and more – all contained within an individual QR code for easy scanning and exchange with others.

### 8. Make Every Question Relevant

Usability studies show that attendees struggle with long registration forms, particularly when those forms contain information that isn't relevant to the attendee. Use conditional logic to tailor questions to dynamically display based on information previously entered to greatly reduce registration headaches for attendees while reducing workload for event organizers.

# Mobile Before the Event Play



“We had a better ability to set up reporting that is automatically sent out to stakeholders. We knew what sessions were trending the highest so **we could ensure all sessions were full.**”

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While mobile technology is most noticeable during a live event when attendees are away from their desks and computers, mobile solutions can be useful throughout the event life cycle. Applications that function over an extended period of time—before, during and after the event—are more valuable to event stakeholders. Attendees can start accessing event content (for registration, social media, communities) earlier, and continue using the application (for news, industry updates, peer-to-peer engagement) post event. And exhibitors and sponsors can receive prolonged brand exposure, while planners collect more data and analytics.

Before the event, getting registrants – and even potential attendees – to download the mobile app is key. Use it to get people excited about the event, get them networking with one another and with speakers and exhibitors or sponsors. With enough adoption, you can really get your event “trending” on social media through the app.

- + **Promote the mobile app** often and early to encourage downloads and access.
- + **Provide updates** on new speakers, sponsors and exhibitors through the app.
- + **Launch a game** in the app that begins before the event and finishes onsite .
- + **Include links** in email communications to a mobile registration site.
- + **Encourage attendees** to use the app to set up appointments in advance.
- + **Upload two-to-three-minute videos** that are only available via the mobile app.



## OFFER MOBILE-FRIENDLY EVENT WEBSITES AND REGISTRATION

Ensure your event website and registration page are designed with mobile users in mind so the content is accessible on mobile devices and optimized for viewing. This will not only streamline the registration, confirmation and check-in process, but will also enhance social media integrations and increase attendee engagement.

for an in-depth look at the strategies, tactics and best practices for using mobile event apps, download the [Lanyon Mobile Playbook](#).

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# DURING THE EVENT



# Onsite Check-In Play

“The systems let us know which sessions are trending in advance, and for our attendees, it’s super easy to be able to scan your badge and the system knows it’s a green light – go in.”

KELLY PEACY, SVP Of M EETIn GS & EDu CATION, P Rof ESSIO n AL CO n VEn TIO n M An AGEMEn T ASSOCIATIOn



Onsite check-in is the first opportunity attendees have to form an opinion about the live event. Making sure the process is smooth and quick and leaves a positive impression on participants. Here’s how to make that happen:

## Offer self-service check-in.

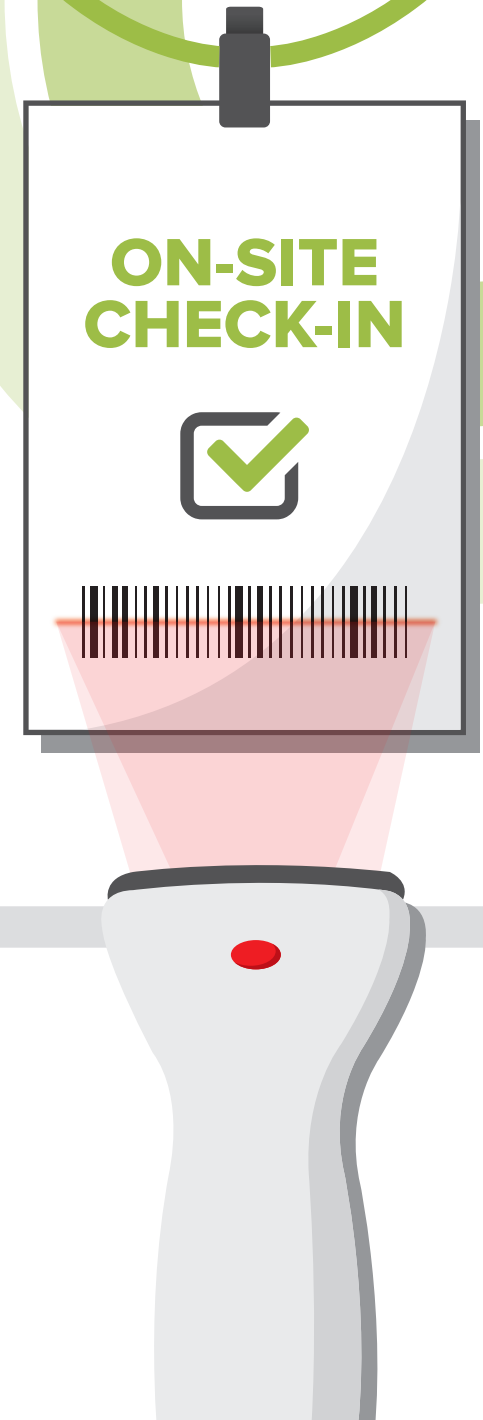
New technology allows attendees to register online, print a confirmation barcode from home or office, then scan it onsite to check-in and print a badge.

## Set up registration desks in hotels.

This makes it more convenient for attendees to check in, reduces the lines at the conference venue and confirm attendance numbers earlier.

## Organize the distribution of attendee materials.

By scanning the attendee’s badge, registrars can quickly determine which items each attendee should receive and automatically record that the materials have been delivered.





Mobile event technology offers attendees the convenience and freedom to connect with events and brands wherever and whenever it suits them. By making it easier to connect with an event, attendees are more likely to engage with it, simply because they can.

## Integrate mobile onsite to increase engagement for all event attendees:

- + Easily provide information in the palm of their hands – sessions, speakers, maps, personalized schedules, etc.
- + Push real-time updates and announcements such as schedule changes, news, bus schedules, etc.
- + Encourage attendees to like, share and tag content. This enables event attendees to become more than just “spectators,” but content creators, continuously interacting through social networking channels.
- + Enable location-based engagement throughout and nearby your event so attendees can check-in when they arrive and help you promote the event through their social networks.
- + Update a real-time dashboard for game play.
- + Use mobile to schedule 1:1 meetings or network with others.
- + Create QR codes attendees can scan to download conference or event information and network by scanning contact information. QR codes can save attendees valuable time and offer excellent data tracking capabilities for event planners.

- + Provide mobile-ready presentations and content for attendees to view or download on their mobile device. It's not only a greener option for your event, but also saves attendees the hassle of carrying around large volumes of paper.
- + Send surveys immediately after keynotes and sessions to increase response rates.
- + Use mobile for polls and audience response to gain valuable feedback and get attendees engaged with presentations and activities.
- + Encourage social media use, such as uploading photos.
- + Incorporate other interactive apps such as Yelp so attendees can search for locations near your event (hotels, coffee shops, etc.), or Google Maps and Google Calendar so attendees can easily save and share the event in their online or mobile diaries and find the event location and directions.
- + Send coupons and special offers from local restaurants



## GO SOCIAL

RegOnline® offers a “social” tile that appears in the mobile event guide which registrants can access once they've registered. Attendees can then comment directly on the Facebook Event you've linked to from your event dashboard. The comment stream for the Facebook Event will integrate directly into the event guide.

# Lead Retrieval & Information Exchange Play



Many organizations need to efficiently retrieve sales leads and facilitate the exchange of information both with exhibitors, sponsors and between attendees. Successfully capturing and managing leads – as well as increasing networking opportunities– satisfies your exhibitors and enriches the overall event experience for attendees.

- + **Event Organizers:** Providing exhibitors and sponsors, for example, with an automated and efficient way to track sales leads is one option for generating additional revenue. Since event organizers are seeking exhibitors to return every year, it's essential that the process for acquiring and managing sales prospects throughout the event lifecycle is easy, quick and seamless. There are several technologies to consider, such as by scanning badges with a mobile device using QR Code, 1-D barcode or Near Field Communication (NFC) technologies.
- + **Attendees:** In addition to educational content and visiting the expo hall, attendees are seeking to network with fellow attendees. While mobile event apps have accelerated the ability for attendees to find, connect and network with

one another, there are other new technologies to assist in contact exchange, e.g. business card scanners, QR Code scanners (which require the event organizer to open up the bar code for information sharing), Poken and more.

- + **Exhibitors/Sponsor:** For exhibitors and sponsors, the goal is securing as many high-quality sales prospects as possible at the event. Lead retrieval devices help facilitate the one-way exchange of contact information (from an attendee to the exhibitors) for post-event follow up. While most of the activity occurs in an exhibitor's booth or kiosk, there are networking opportunities off the show floor too, which may require event organizers to think outside of the booth for next generation lead retrieval devices.



## 4 THINGS TO CONSIDER

1. **Easy to use:** Quickly scan a badge and share information with a smart phone, scanner, or other device
2. **Real-time data:** Ability to review all contacts soon after scanning a badge, in real time
3. **Editable:** Ability to add notes to a person's contact information
4. **Downloadable:** Be able to download all contacts for post-event follow up or to import into a CRM system





“...Through the integration of Lanyon’s event app and the BlackBerry 10 platform, we created a unique experience that allowed attendees to use their BlackBerry device to tap into sessions and for sponsors to capture leads.”

CRISTINA SIMOES, SR MANAGER, CONFERENCE AND EVENTS MANAGEMENT, BLACKBERRY



## TIPS FOR DRIVING TRAFFIC TO YOUR BOOTH

If you’re exhibiting at a show, the challenge is how to rise above the noise on the show floor. Here are some tips to draw them in – while some may be more effective at garnering “contact”, be aware of quality versus quantity to your business:

- + **Schedule 1:1 briefing.** Before the event, conduct an email or phone campaign to key prospects, customers and show attendees to schedule briefings related to your product or service.
- + **Promote a sweepstakes.** Hold a drawing to win the latest technology gadget or trip. Think beyond the business card and have individuals complete a form to pre-qualify prospects.
- + **Provide educational content at your booth.** Attendees are seeking to enhance their knowledge about the industry or technology. Present interesting content to draw them in.
- + **hire “celebrity” talent.** Depending on your event, consider booking a celebrity related to your event, such as a well-known chef or athlete, for photo opps and one-on-one meetings.
- + **Be everywhere.** Don’t be afraid to expand your presence beyond the show floor to drive interest in your company. For example, Lanyon Network holds behind-the-scenes event technology tours at select customer events.

### NFC coming soon...

Near-Field Communications (NFC) is a cross-mobile platform allowing quick, standardized exchange of contact information. Widespread adoption of NFC is moving quickly for:

- + The exchange of contact information simply by touching two smartphones together.
- + Accessing session hand-outs that can be downloaded by tapping a sign at the door.
- + Viewing exhibitors’ product information through the tap of a phone.
- + Accessing control to banquets and other ticketed events.

### Mobile Badges

At the Blackberry Live Annual Conference, a mobile badge was built into the conference app for attendees, allowing for the transfer of attendee data to sponsors via NFC technology. Sponsors could retrieve data in real-time from their sponsor portal.



“People often use the general term ‘Social Media’ to represent ‘Social Media Marketing,’ but there is so much more to it than that. Social has a big place in marketing, to be sure, but it also is an important part of Customer Service, Research & Development, Sales and ultimately customer satisfaction. It can do more than just market your event. At its core, social is about building relationships with your customers and prospective customers.”

JuSTIn RAMERS, DIRECTOR OF DIGITAL & SOCIAL MEDIA FOR LANYON

Social media is becoming an ever more important part of the attendee journey, as it often serves to engage attendees and compel action. Many would agree that social initiatives will have an even deeper penetration into your organization in the very near future.

- + Social is about the individual. Your attendee/customer is in the center with his/her interests. Your event becomes a part of the ongoing conversation between the brand and that individual.
- + Social is about continued engagement, better understanding and better intelligence.
- + Social allows you to provide better value with more relevant and targeted content – which builds a more valued, deeper relationship with your attendees/customers.



## GET STARTED WITH YOUR STRATEGY

To build a social media strategy into your attendee journey, you'll need a little more information:

1

Identify your “one thing.”

Social media author, speaker and consultant Jay Baer says it doesn't matter who you are, or what you sell, your product's features and benefits aren't enough to ignite passion in anyone other than you. He urges organizations to appeal to the heart of their audience, rather than the head. “Disney isn't about movies, it's about magic. Apple isn't about technology, it's about innovation. What are you about?”

2

Identify your audience.

What does your audience look like? Look at its sociographic, demographic and technographic make up. Where do they live socially?

3

Social Listening.

Find out what's being said about your organization, event and industry. What are the hot topics? What are people fired up about? What types of things do they “share” or forward to others? Learn to use keyword research tools such as Google AdWords Keyword Tool, to identify the words and phrases people are using to find content in your industry – and on social channels.

Social listening will also tell you who the industry's major social influencers are. Listen to what they say and consider involving them as speakers or advisors at your event.

4

Competitive Analysis.

It's always a good idea to see what the competition is doing – even with social media. Does your competitor dominate a specific channel? Have they left the door wide open on another? Can you identify their “one thing?”

The most important thing to remember as you ramp up your social media efforts is that you're trying to build relationships. You're talking with people, not at them. Think ping pong, rather than archery.

1. Build your profile on your chosen platform. Use those keywords.
2. Make sure your social channels are integrated with your website
3. Start following the people who are talking about your industry or product.
4. Start commenting on blogs, LinkedIn posts, Facebook, etc. Just add your two cents.
  - a. Start making posts of your own. Your voice should be authentic, transparent and engaging. Don't push your goals too hard yet. You're trying to build a following.
  - b. Share your content. Why hide it behind member-only walls? Could it do more good shared?
  - c. Don't over post –or under post
  - d. If your platform supports it, schedule "chats" or start a discussion group.
  - e. Know when to get out of the way. If your audience wants to move a conversation in a specific direction, let them
  - f. Always respond to negative comments. Explain how you're addressing the issue.
  - g. Think collaboration. What could your audience help with? Socializing topics or speakers for your event? Features for a new product? Social media is like having a free focus group.
  - h. Help attendees engage. Launch a game. Introduce people. Connect exhibitors and speakers with attendees.





## WHICH PLATFORM WORKS BEST?

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Though it's more important that you determine where your potential attendees already live online, here's a brief rundown on what works well on the various social platforms.



### Facebook

Like a mini-website. Great for keeping followers up-to-date on news, special updates, etc. Great for building loyalty and brand awareness. Good for letting others promote you through "shares." Great for linking to articles, posing questions to potential attendees and crowdsourcing speakers and topics. Has advertising and analytics.



### Twitter

Good for disseminating news and special offers. Great for linking to articles, blogs websites and special landing pages. Good for quick, real-time conversations with followers. Good for monitoring the pulse of your audience. Arguably the best customer service and on-site engagement tool.



### YouTube

Video marketing is hot. Plus, you get the added benefit that YouTube is the #2 search engine in the world behind Google (use key words). Great for teasing speaker content pre-event, and posting 15-minute summaries of the best sessions after the event in order to continue building community with your audience.



### LinkedIn

One of the best platforms for showing thought leadership. Not only can you have a company page, but team members all have their own profiles, as well. Good for building and deepening relationships. Good advocacy through recommendations and endorsements. Great for building a network.



### Google+

Users are mostly tech savvy, early adopters. Great for niche and target marketing, with its "circles." Preferential treatment on search engines.



### Pinterest

Best for women-dominated audiences, as women outnumber men 5-to-1. Great if you have lots of images. Strong loyalty and advocacy among followers.



### Blogging

All about thought leadership and brand awareness. A good place to use industry influencers as guest bloggers. Has the added benefit of being promoted via most other social media channels. Great for building a following as long as you don't push the sales.

“Events are unique in that they have many technology touch points – mobile apps, the show website, maybe a community, multiple social media fronts, check-ins and other digital activities. Gamification can help tie all these pieces of the even experience, including offline behaviors, together into a single progra ”

TYLER ALTRuP, SOLu TIO n S ARCh ITECT, BADGEVILLE



Engaging attendees through gamified experiences has many benefits, including improved booth traffic and lead gen; connecting all the technology touch points of your event into a single recognition program; and motivating the behaviors you want while delivering a more meaningful experience for attendees.

But what is gamificatio ? Quite simply, it's the process of using game, social and reputation mechanics to drive desired behaviors. Members not posting enough in your community? Offer points for each post that can recognize them as “ e y influencers” Buyers not visiting enough booths? Create a scavenger hunt on the show floor that drives them to specific booths for relevant information. Virtual event attendees not participating during sessions? Create a leaderboard online that designates various titles for various levels of involvement. Games can also work to extend the event's life cycle to motivate behaviors before, during and after. Your game can even be designed with the aim of improving the adoption of the mobile app.

here's an example of an actual event with a goal of increasing activity in its online community, pre-event:

- + The community had more than 250,000 members, but it was a challenge to motivate them to post messages, complete profiles, answer questions, etc.
- + A game was created that awarded points for various activities—180 points for posting a blog, 160 points for starting a discussion, 200 points for answering a question, and so on.
- + The event was tied to check-in, as well. Checking in with your badge at a designated location earned community points.
- + Next came a series of “missions.” Online it might be 50 comments unlock a “Master Commentator” badge, while at the event, a group of relevant booths had to be visited to earn another badge.
- + As points rose, rewards were earned. Unlocking a badge, for instance, might enter the user into a raffle for a person meeting with a senior executive or subject matter expert. (You can certainly give away iPads or other prizes, but social recognition and special privileges can be even more impactful.)
- + The results of the game? A 21 percent increase in overall community user activity – including a 19 percent increase in the number of files downloaded and a 41 percent increase in the number of videos viewed.
- + On the show floo , about 1,000 people took part in the experience.



## GAMIFICATION BEST PRACTICES:

1. Design first for simplicit . Identify the four or five e y event behaviors you want to influenc .
2. Define a specific mission that captures all your eve technology touch points for those attending. (And use social technology so those who couldn't attend can follow along.)
3. Focus on your rewards. What will motivate your attendees? Status? Recognition? Access? Privilege?



“Using Session Scheduler is of the utmost importance in helping us deliver on attendee expectations. And, at the event, by tracking attendee participation, we can learn what products they’re interested in and provide that information directly to the sales team.”

MIKE STILES, SENIOR CORPORATE EVENTS MANAGER, ADOBE

Tracking the attendee journey – which can be defined as sustained engagement that continues throughout an extended event lifecycle – identifies attendees’ interactions with an event in a variety of ways, including via registration, email response, check-in and session attendance. The goal is to provide a better event experience for attendees and, for event owners, collect more targeted, useful data to build better events.

Tracking attendees on the show floor, or as they enter a meeting room, provides planners with a number of benefits:

- + An accounting of how many attendees and what specific individuals are in the room
- + Opportunities for on-the-spot improvement decisions and future event planning.
- + Data to import into a spreadsheet or CRM database for sales follow up.
- + Compliance with Sunshine Act or CEU requirements.
- + Understanding of attendee preferences and behaviors.
- + Indication of the popularity of a speaker or topic.
- + Enhanced security for the event—making sure the right people are in the room.

Before an attendee tracking solution is implemented, planners need to ask a number of questions:

- + Does the tracking technology deliver real-time information?
- + Does the scanning equipment require wireless Internet or electricity?
- + How is the tracking information reported (raw data files online dashboards, printouts)?
- + Is the tracking technology self-service or does it require attendants?
- + Can the tracking information be merged with other data from evaluations, surveys and mobile applications?

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# AFTER THE EVENT







Surveys are another touch point on the attendee journey, and an invaluable tool for event organizers to collect meaningful information before, during and after an event. But after the flurry and excitement of an event, the post-event survey can often be overlooked and becomes an afterthought. Survey questions are thrown together quickly and in many cases, the data collected isn't as good as expected and is sometimes never used.

To avoid this, it's recommended you plan your post-event survey in advance, and have it queued and ready to send automatically at the event's conclusion

**here are some tips and guidelines for designing and deploying your event surveys:**

## 1. Work back from your main goals and objectives.

Before creating your survey, make a list of the key things you want to learn from it. Decide what data will validate whether or not you have achieved your goals.

## 2. Design for maximum response.

### + Create surveys that are quick and easy to complete.

Use electronic formats optimized for smartphones and tablets. Ensure the design and interface is appealing, and ties in with your registration form, Website and other marketing materials for consistency of the event brand.

### + focus on quality, not quantity.

Use multiple-choice or yes/no answers as much as possible. These types of questions require less of the respondent's time, and the data collected is easier to analyze, compare and report. Keep open-ended questions to a minimum

### + Make responses anonymous.

This will result in more responses and ensure the feedback you get is honest and accurate.

### + Offer an incentive.

It's always nice to offer survey respondents something in return for their time. Offer the free download of a whitepaper or e-book that is of interest to your audience, for instance. Or enter everyone into a prize drawing.

## 3. What questions to ask.

The questions you ask are very much dependent on the type of event you produce and the key areas where you want feedback.

### + Measure your marketing efforts.

Ask how attendees heard about your event, whether it was through an email invitation, social media, a referral, word of mouth, etc. This information can be useful in determining where your event audience is engaging and communicating and what channels you need to focus on for future promotions.

### + Determine logistical successes or failures.

Find out if attendees liked or disliked any aspect of the event destination and/or venue including location, transportation and facilities.

### + Query the content, speakers, and quality of presentations.

Give your respondents an opportunity to rate the content of your event such as themes, topics, presenters and educational sessions. Quiz your audience on the event setup in terms of booths, technology and networking opportunities. Did your attendee get something out of the event? Was it worthwhile? This feedback is essential when determining the success or failure of the event and will guide future event content.

### + Offer an opportunity to give feedback.

Provide a text area in your survey where attendees can voice their opinions, and give suggestions to improve future events. Here you can get more details about your attendee's experience, whether good or bad. You can also ask your respondents to provide contact information so you can follow-up if the response is negative. Consider also asking for permission to use positive responses as testimonials in future marketing materials.

## 4. Test your survey.

Once you've created your survey it's important to test it. Ask colleagues to complete it and have them critique it for clarity, engagement, ease of use, as well as basics like spelling and grammar. Ask them to think through their responses so you get an accurate sense of timing. If it takes longer to complete your survey than anticipated, or if anyone is even slightly confused by a question or answer, review, update and test again before hitting the send button.

“The biggest challenge we face with our meetings is continuing to deliver content in innovative and interactive ways. Having time freed up to focus on that has been very valuable.”

LARIE SORENSEN, EXECUTIVE ASSISTANT, HIGHTOWER GROUP



Persistent online communities can transform an event website into a post-event destination for attendees. Unlike social networks (Facebook, Twitter, Instagram, etc.) that provide a running commentary from individuals on a wide range of topics, online communities focus on the dialogue within a group formed around common interests, companies, organizations or ideas. They provide immense value to an event because they allow the conversations initiated during the conference or meeting to continue year-round.

**When selecting an online community software platform, planners should ask a number of questions:**

**+ how does the platform search?**

Some platforms search only document titles, tags and descriptions, while others search every word of the content, including documents (even PDFs), discussions, email attachments, tags, blogs, descriptions and more.

**+ how does the platform integrate or interface with legacy systems, such as association management systems, customer databases, CMS systems, CRM systems or employee directories?**

Look at software as an ecosystem rather than as individual components that may or may not fit together.

**+ Is the interface user-friendly and intuitive?**

In an event setting, where attendees come from different organizations and have varying levels of technical expertise, it's critical that the platform be easy to use or adoption will suffer.

**+ Where and how is data from the community stored?**

Most third-party vendors store data in the cloud. It's important for planners to know how the system is backed-up and the data secured.

**+ What reports and analytics does the platform provide?**

It's nearly impossible to manually follow all the threads, users and content that an active online community generates. Planners need to decide what kind of information they want from the community and the types of reports that will be most useful.



Continue the conversations started at the event. Consider making your mobile app a year-round community, dealing with industry issues and helping to shape your next event – or even launch new ones.

**Although it requires additional resources and strategies, there are several ways planners can keep mobile apps vibrant after the event:**

- + Post presentations, Q&A transcripts and other content from sessions.
- + Ensure all content is mobile friendly: larger fonts, shorter posts and smaller file sizes.
- + Load video snippets from sessions – or “behind the scenes” speaker interviews.
- + Remind attendees during the live event to “tune in” to the mobile app for continued updates and opportunities to engage with peers after the event.

- + Create and post a highlight reel of the event and post it only to the mobile app – but promote it everywhere.
- + Ask attendees to opt into push notifications or text messages when they register so you can continue sending them updates post-event.
- + Deliver content that is mobile appropriate: news, conversation and member/event updates.
- + Provide updates on plans and progress for the next event.
- + Invite attendees to propose speakers, topics and improvements to help shape the next event.



## CREATE A MOBILE EVENT RECAP

Send attendees a message of thanks after the event that links them to a video of highlights or a library of all of the content from the event. By providing continued access to valuable event content you can pave the way for continued engagement long after your event takes place.

# Attendee Management Terminology



**Attendee:** A person who is registered and attends in a meeting or event.

**Attendee Journey:** A holistic process that involves identifying attendees' interactions with an event – from visiting the event website, receiving promotional emails, registering and checking in, to using mobile apps, engaging in event communities and more – as opportunities to deliver experiences, gain efficiencies and collect data. By tracking the attendee journey, event marketers and planners can then develop a strategy for moving attendees from attention to interest to action, and at the same time, monetizing the engagement and maximizing the event's ROI.

**Attendee Management:** The multi-faceted discipline of managing attendee engagement points and experiences – including event marketing, website creation and registration, and exhibitor lead management – to deliver a satisfactory experience to event attendees.

**Attendance Tracking:** Using event management technology to build a picture of the entire attendee journey, including interests, touch points, session attendance and group participation.

**Email Marketing:** The process of using emails to directly market invitations for an event to prospective attendees, as well as delivering confirmations and event information to those who register. Email marketing builds awareness about an event, attendance and keeps attendees informed about all aspects of the event.

**Event Website:** A meeting or event internet site created by an event owner, production company or other third party. Event websites provide participants with the information they need to navigate and experience a meeting, conference, trade show or corporate event. They can also be centralized hubs of content & social engagement throughout the year.

**Gamification:** The process of using game, social and reputation mechanics to drive desired behaviors at events, including driving attendees to engage with one another, with exhibitors and with the event brand.

**Lead Retrieval:** Provides lead management tools for exhibitors and sponsors to acquire and manage sales prospects throughout the event lifecycle.

**Information Exchange:** A two-way exchange of information between attendees and exhibitors, and the download of information from exhibitors to an attendee briefcase.

**Measurement/Reporting:** The process of analyzing all kinds of data – before, during and after the event – to manage all aspects of the event and uncover new opportunities.

**Mobile Event Applications:** Apps that work on a smart phone or tablet that enable attendees and exhibitors to engage with each other, the scheduling of one-to-one meetings, and facilitate gamification. For event owners, mobile apps enable event management on-the-go—distribution of event content, surveying attendees, lead management and other tasks.

**Onsite Check-In:** Manual or automated assistance for attendee check-in at events, offering convenience and reduced wait times.

**Persistent Online Communities:** An online community that enables a group of people with the same interest to connect with one another year round, 24/7.

**Online Registration Software:** Technology that enables people to register for an event. Registration platforms collect and store attendee data, address compliance requirements, handle payments, manage hotel room inventory and facilitate travel.

**Registrant:** Any individual who registers for a meeting or event, which can include exhibitors, sponsors and show attendees.

**Social Media:** LinkedIn, Twitter, Facebook, Pinterest and other social engagement tools that allow individuals to connect with one another online.

**Surveys:** Whether by paper or online, gathering insight from attendees on an event in real-time, including likes and dislikes, impressions of speakers and sessions, social gatherings, etc.

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A strong attendee management solution is critical to navigating the attendee journey. It's the key to engagement for the attendee, efficiency for event management and growth and ROI for the event owner.

An effective, robust attendee management solution can help you engage with your audience before, during and post-event. The right attendee management solution will give you the applications and data you need to build and market a better event and enrich your audience's experience.

[Click here](#) to learn more about how Lanyon's suite of event management technology helps you bring the benefits of attendee management solutions to your organization, attendees, exhibitors and business partners.

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**Resources cited in this Playbook include:**

- + "A Face-to-Face Meetings Facelift: Tactics for Enhancing Attendee Experiences," MeetingsNet magazine, Dec. 2012

**A special "thank you" to the following quoted in this playbook:**

- + Jason Falls & DJ Waldow, Authors of "The Rebel's Guide to E-Mail Marketing: Grow Your List, Break the Rules and Win."
- + Michelle Bruno, President, Bruno Group Signature Events, and Publisher of Event Tech Brief.
- + Tyler Altrup, Solutions Architect, Badgeville
- + Stephen Galeotalanza, Sr. Manager, Registration and Housing, IDG World Expo
- + Sarah Krebs, CMP, Sr. Meeting Planner, Cochlear Americas
- + Kelly Peacy, SVP of Meetings & Education, Professional Convention Management Association
- + Justin Ramers, Director of Digital & Social Media for Lanyon
- + Gwen Sachnoff, Meeting and Conference Planning Consultant
- + Cristina Simoes, Sr. Manager, Conference and Events Management, Black Berry
- + Laurie Sorensen, Executive Assistant, HTG Peer Groups
- + Mike Stiles, Sr. Corporate Events Manager, Adobe

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**About Lanyon**

Lanyon is the leading provider of cloud-based software for the Meetings and events industry, and Transient Hotel Programs. Leveraging more than 40 years of industry experience, the Company enables thousands of associations, Small to Mid-sized Businesses and enterprise organizations around the world to drive efficiency, engagement and growth from their meetings, events and travel investments. Lanyon serves over 80% percent of the Fortune 100, including 10 of the top 10 hospitality, pharmaceutical and technology companies and 9 of the top 10 financial services and communications companies.

For more information on how Lanyon can help you improve your meetings and events, contact:

(Lanyon Corporate Headquarters)  
717 North Harwood  
Suite 2200  
Dallas, TX 75201

+1 817.226.5656

info@lanyon.com  
www.lanyon.com  
@Lanyon