



EVENTS APP BEST PRACTICES

Promotion and on-site engagement: CDW Events App

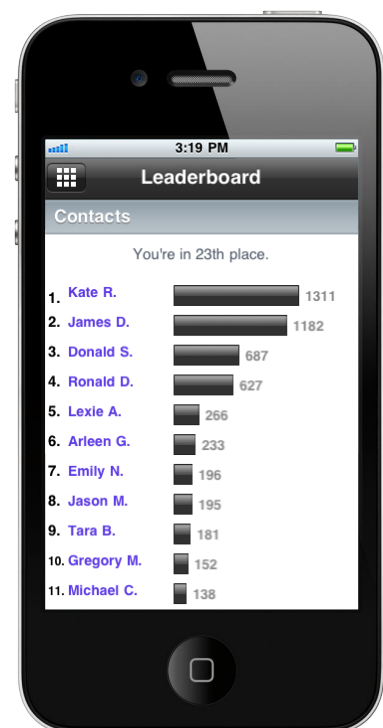
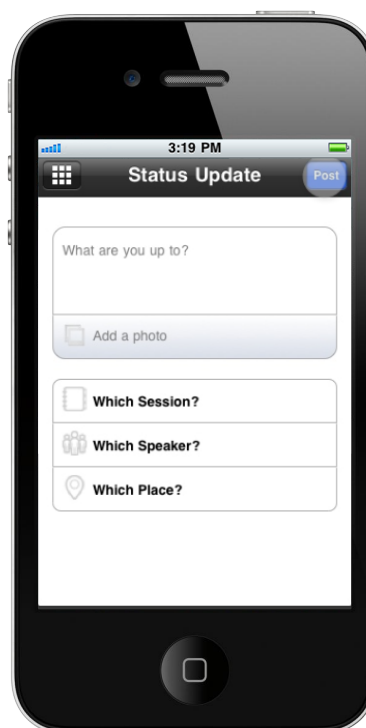
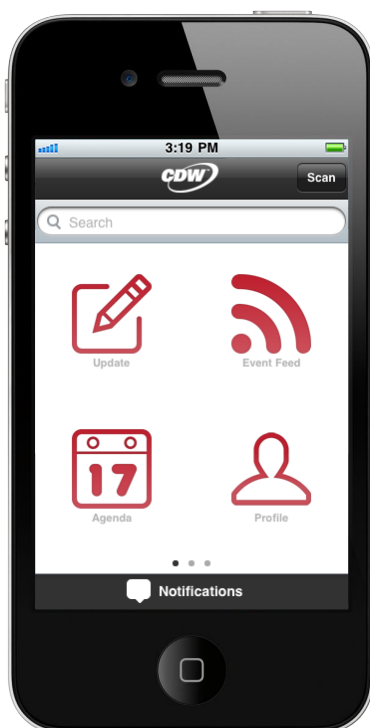
WE'VE GOT AN APP FOR THAT

Each year, FLIRT produces CDW's Partner Summit, an annual three-day event where CDW's vendor partners come to see and experience the latest CDW marketing and communications initiatives. CDW, a long-time FLIRT client, is a leading provider of technology products and services for business, government and education.

In 2011, CDW wanted to elevate the meeting experience for their attendees. One way to achieve this was to adopt FLIRT's latest product offering, mobile event apps. A leader in the technology space, CDW was an ideal match for a mobile app solution. Through our initial discussions with CDW, FLIRT identified five goals for the CDW mobile app:

- Connect attendees and encourage an internal dialogue around session content, speakers, the onsite experience and more
- Put the conference at the fingertips of attendees and create a more personalized experience
- Support a green meeting approach by providing session materials, takeaway documents, maps and event logistics electronically
- Create a technology solution that serves as an extension of the CDW brand
- Demonstrate CDW's position as a market leader through the use of technology at events

During the ideation and creation phases of our process, we worked with our developer DoubleDutch to design an app offering that would best fit CDW's goals. The app was branded universally as the "CDW Events app" so it could be utilized for numerous other CDW meetings throughout the year. The app included: Personalized agendas, user profiles, a list of all attendees, speaker and session information, an update section which aggregated to a master event feed, live audience response polling, surveys, a leaderboard and a general information section to house meeting documents.



THE APP IN ACTION

PRE-SHOW PROMOTION

Aside from great design and functionality, it's FLIRT's experience that pre-show promotion and the on-site experience are fundamental to the success of a mobile app. The goal in creating an engaging pre-show campaign for the Partner Summit was to excite and educate attendees about the mobile app pre-conference, resulting in an increase in the total number of app downloads.

We crafted three branded promotional emails which were delivered the week before the meeting. The emails included information about FLIRT's on-site contests, instruction on the app's functionality, login information and links/QR codes to download the app. The emails also contained a feedback link where attendees could submit questions or comments about the app pre-conference.

We had a high percentage of app downloads before attendees arrived on-site, eliciting conversations and connections before day one of the meeting.

ON-SITE EXPERIENCE:

A best practice in the execution of event apps is a seamless integration between the app and the meeting. FLIRT found several ways to bring the app to life on-site:



THE APP LOUNGE:

We created an on-site app lounge, a go-to resource for attendees' app needs. We manned the lounge with uniformed app experts to provide technical support, give live demos of the app and its functionality and answer any questions. Attendees stopped by throughout the day with various technical questions, such as how to add a photo to a status update, or overall advice on how they could best utilize the app to make connections onsite and make the most of their experience.

The app lounge had large LCD monitors to display the live event feed, daily app "social tips and tricks" and included several charging stations for attendees' to grab some battery life on the go. The app lounge also served as a meet up destination for many attendees and, of course, was fully stocked with candy for an afternoon pick me up. Partners came to the app lounge to check their leaderboard rankings and see what their peers were posting about the meeting.

Behind the scenes, our app experts monitored the event feed and responded to questions/comments posed by attendees. We also provided CDW with daily reports on speaker ratings, survey results, the event feed and the overall success of the app. As a result, CDW was able to see real-time feedback on how the meeting was going from the attendee perspective and adjust where necessary.

CONTESTS:

To keep attendees engaged on-site and to encourage them to interact with our app experts and each other, FLIRT developed two contests to keep the on-site momentum going:

- **"Finders Keepers:"** The first 10 people on each day to find and scan the QR code on the app experts received gift cards
- **"Race to the Top:"** At the end of Partner Summit, the top three partners with the most points on the leaderboard, earned through various app activity, won a Kindle Fire!

As a rule, salespeople are a competitive bunch and the Partner Summit attendees were no exception. Attendees raced to the app lounge each day to scan and win gift cards. Driving attendees to the app lounge encouraged conversation around the app and allowed us to gain some great feedback on their experience. The Race to the Top contest incentivized Partners to use all areas of the app, increasing overall use, downloads and connections made. Weighting various actions within the app allowed CDW to drive engagement in specific areas in which they wanted feedback.

AWARD-WINNING RESULTS

The combination of a strong upfront ideation and creation process, design and development by DoubleDutch, pre-show promotional campaign and the overall on-site experience culminated in a tremendous success for CDW. Of the total 744 attendees, 394 download the app from the app store and 232 downloaded the app from the Android market. We also created an HTML5 version of the app for Blackberry, Windows and other smart phone users, which had 891 unique views based on Google Analytics.

On average, FLIRT's partner DoubleDutch typically sees the following metric from a 3-5 day meeting:

FLIRT had the following results with the CDW Events app:



While these numbers are exceptional, FLIRT finds that the real value is in the comments and feedback from attendees on their experience during the meeting. Here are some of our favorite comments, pulled from the app event feed:

- "Exceptionally well-programmed app--great use of technology and a way to feel connected--utilizing all forms of communication"
- "Great idea. Help create buzz and keep CDW front of mind"
- "Let's thank the CDW Team for an outstanding 2011 Partner Summit. Thank You CDW!!!"
- "I think the CDW app is a really brilliant tool! Lots of fun for partners and really encourages networking. Well done CDW!!"
- "One Partner Choice! It's clearly CDW! I'm all in are you?"
- "CDW... It's a slam dunk!"
- "Great event. Lots of fun and tons of valuable information!"

With going mobile a certainty in the events industry, FLIRT aims to balance digital interaction with face-to-face attendee connections through on-site engagement, fun contests and complete integration with the overall meeting experience. The CDW Events app was honored with the award of "Best Mobile App" in Ragan's 2011 Employee Communications Awards.