Improving Incentive Trips with Mobile Apps

Wednesday, October 29th, 2014

Presented by
Kevin Long
VP of Marketing and Operations
CrowdCompass by Cvent

Moderated by
Eric Andersen
e-Content Developer
Meetings Focus
Housekeeping

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Today’s Speaker:

Kevin Long
VP of Marketing and Operations
CrowdCompass by Cvent
klong@crowdcompass.com
Learning Objectives

• Mobile growth and its impact on incentive travel

• Why mobile apps engage your employees

• How to inspire fun and strengthen company culture

• How to select the right vendor to help you meet your goals
Free eBook!

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Mobile Apps for Event:
Now it’s Personal

Download Now!
Mobile Apps for Incentive Travel

Improving communication and collaboration
Speaker

Kevin Long
VP of Marketing and Operations,
CrowdCompass by Cvent
Today’s presentation

- Mobile growth and the impact on incentive travel
- Case Study: Inspiring fun, culture, brand commitment
- Selecting a vendor to meet your goals
- ROI: statistics and beyond
Mobile usage
Mobile is growing quickly

2 Billion smartphones / tablets will be sold in 2014

that's

7 x

the number of PCs expected to be sold
Constantly connected

smartphone users check their phones…

150x a day

or, once every

6.5 minutes
NOMOPHOBIA

58% OF MEN AND 48% OF WOMEN HAVE IT
<table>
<thead>
<tr>
<th>Year</th>
<th>Downloads</th>
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<tbody>
<tr>
<td>2012</td>
<td>64 billion</td>
</tr>
<tr>
<td>2013</td>
<td>102 billion</td>
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<tr>
<td>2017</td>
<td>Gartner predicts...</td>
</tr>
<tr>
<td></td>
<td>268 billion</td>
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</table>
It’s an *app eat app* world out there…

the web just lives in it.
Mobile apps are more popular

<table>
<thead>
<tr>
<th>Year</th>
<th>Mobile Apps</th>
<th>Mobile Web</th>
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<tbody>
<tr>
<td>2013</td>
<td>85%</td>
<td>15%</td>
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<tr>
<td>2012</td>
<td>64%</td>
<td>36%</td>
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</table>
We use apps for everything

- Weather updates 73%
- Social networking 60%
- Games 57%
- Videos / photos 55%
- Navigation 55%
Mobile isn’t all fun and games

Nearly 70% of employees who own a smartphone or tablet use it for business

Source: Ovum Research
Using mobile for business

Source: ShoreTelSky
Encourage productivity

Apps can increase employee productivity by 45%

Source: Aberdeen survey
How will you engage employees?

1 in 10 incentive planners are now using a mobile app

Source: MeetingsNet
What can your app do?
Mobile apps can help you…

- Connect
- Communicate
- Engage
Connect and collaborate
Communicate and engage

Have fun in Arizona! Check your flight status now!

Snap a pic of your favorite moment so far. First person to share on Facebook with #CCinAZ wins a prize!
Inspire and motivate

Higher employee engagement =

Higher work performance and company loyalty
Enhance their experience
Know what’s happening
Know where to go
Know who’s there
Case Study

Beachbody Global Events
About BeachBody

- How we work
- Why mobile
Incentive Trips

How does a mobile app help with an incentive trip?
Building an app with the CrowdCompass Event Center

See changes

Support as needed
Editing Your App

View changes in real time
Pre-set icons makes it easy
Remember, when going mobile…

Think fun!

Think culture!

Think Brand!
Selecting a mobile app provider
What are your objectives?

- Relaxation?
- Fun?
- Sharing information?
- Strengthening company culture?
What will you need?

- Agendas and maps
- A photo-based game
- Social sharing
- Notifications and surveys
Understand the “why”

- Relaxation
- Fun
- Sharing information
- Strengthening company culture
- Agendas and maps
- Social sharing
- Notifications and surveys
- Photo-based game

@crowdcompass
Polls
Surveys
Push
Integrate social media

- More than 1 billion users with 751 million of them on mobile
- Over 500 million users with 60% of them on mobile
Make it social

- Sign in with your Facebook, Twitter, LinkedIn account
- Share experiences across all social media platforms
Gamify your app

- Design fun picture challenges and give prizes
- Project leaderboard and get everyone involved
- Build camaraderie
- Create a memorable experience
Decide who’s #1
Technology + service

Event Overview

AHSA Conference
February 23–March 30, 2013
Status: Published
App: CrowdCompass Directory
Web: View Event

Your event was published on February 23, 2013. Changes you make now will automatically sync down to the app.

Currently editing:
Arizona Heart Surgeons Association

Event Content
You can add content to your event one at a time, or download the CSV templates to upload your content all at once.

Get CSV Templates

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<tr>
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<tr>
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<td>Attendees</td>
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</table>
One platform for all your needs

- Mobile Apps
- eMarketing
- Supplier Network
- Web Surveys
- Event Management
- Strategic Meetings Management
Inspiring culture, brand and commitment
## Think Strategic, Act Tactical

<table>
<thead>
<tr>
<th></th>
<th>Tactical</th>
<th>Strategic</th>
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<tbody>
<tr>
<td></td>
<td>Basic spreadsheets</td>
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<td>API personalization</td>
<td>Culture</td>
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<td>Gamification features</td>
<td>Community commitment</td>
</tr>
<tr>
<td></td>
<td>Data for stakeholder engagement</td>
<td>Year-round Engagement</td>
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</table>

### Yearly Engagement

- **2010**: 
  - Tactical: Basic spreadsheets
  - Strategic: Branding
- **2011**: 
  - Tactical: API personalization
  - Strategic: Culture
- **2012**: 
  - Tactical: Gamification features
  - Strategic: Community commitment
- **2013**: 
  - Tactical: Data for stakeholder engagement
  - Strategic: Year-round Engagement
Promote the app

Gather
Prepare your promotional materials (email, social media, website banners)

Promote
Create your promotion calendar and figure out the “who, what and when” (emails, website, communications)

Reinforce
Encourage your attendees to download the app (staff trained, welcome letters)
Inspiring commitment

- Individual learning
- Content
- Year round engagement
- Multi-event app
- Push notification
- Sharing
ROI:
Statistics and beyond
Valuable metrics

- Total app downloads
- Number of people who used app per platform
- Number of times people opened the app
- Number of sessions opened
- Number of banner views and taps
- Number of times an exhibitor’s profile is viewed
- Number of times users share contact info
- Number of page views within the app

- Number of external page views
- Top 10 favorited activities and organizations
- Top 10 rated activities and organizations
- Number of times an item is bookmarked
- Total number of notes taken
- Number of scheduled items per user
- Number of check-ins
Non-Clickable Metrics

For your brand?

For your culture?

For the overall experience?

Recruiting and longevity?
Summary

› Meet mobile expectations
› Make it fun & build your culture
› Evaluate early and often
› Bet on a winner
› Platform play is key
Questions?

Fill out the survey and get our mobile app eBook!
Questions?

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Thank you for joining today’s webinar!

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