

The Right Event Planning App

Eventdex Event
Management
Apps



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Eventdex®

Mobile first platform for your Events



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Introduction

As event professionals – we have tools that we love and rely on.

From our CRM (customer relationship management) tool that we rely on for every single interaction and email that we send to a client or prospect to our CMS (Content Management System) and how we share updated content across our company, venue or event blog and website – and the many other tools in-between.

Whether it's a mobile event app, registration tool, a seating diagram tool, or an analytical reporting tool that measures certain factors of your event or attendees – if we are going to add any additional tool, app, etc. – we want one thing: a tool or app that will seamlessly integrate with the tools we already rely on.



Eventdex brings you a **one-stop shop for all event management needs**. Their mobile apps for events make planning and organizing simple and stress-free, and take the attendee experience to another level.

Event Management Tools - Custom Applications for Events

Organizing an on-site event involves strenuous work. Whether it is a paid event or a free entry program, you have to take care of aspects like planning the budget, preparing a guest list and sending out invites. However, the task doesn't end here; there is the larger responsibility to now successfully host and organize the meeting, conference or dinner party. It includes looking after the registration process, managing the payments (for paid ones), setting an attendee check-in system, marketing the event well to get maximum attendance, and the list goes on.

To get rid of such colossal tasks and of course restrict the budget to a minimum, event organizers have started taking the help of online event management applications. These Cloud-based applications come at a minimal cost - you don't need to spend money on buying or installing any software. The event management solutions providing company will send a staff to help you set up the process and start operating the system successfully. Their customer service teams are available 24x7 to assist you with any technical glitches in the implementation process.



The online event management solution includes a set of tools to let your organize one or multiple events in a hassle-free manner. One such tool is online registration. This process has gained immense popularity because of its cost-effectiveness and ease of use. You can log onto the registration portal, 24x7 to create customized sign up forms and immediately publish them to initiate the event registration procedure. Individuals looking forward to attending your program can access the forms, 24 hours a day other than getting the freedom to edit a submitted form of course prior to the event date.

Another major pre-event task is collecting the registration fees manually. Organizers have to hire people to manage the payment collection process; accept money from people and keep a record of the payment collected each day. Online payment solution allows instant sending and receiving of money via credit/debit cards, PayPal, wire transfers, etc. Many large enterprises that have a merchant account with the bank can print instructions on the registration forms to let individuals deposit money in their account.



Your best efforts of trying to have a fully packed house may go in vain, until and unless you promote your events well. The online world has opened up new avenues of effective marketing Platforms. For example, there are these extremely popular social networking websites (Facebook, Twitter, Google Plus, etc.) to publicize your events and services to millions of their users. Then, you can create event websites and blogs to write about your current, ongoing and upcoming programs, posting images of guests, and videos with full action, capturing every moment of the event.

Use The Right Marketing Apps To Make Your Event A Success

Event marketing is frenzied, intense, chaotic, and mostly thankless. One needs to give everything they have... tireless work for months, complete physical and creative inputs... ultimately for what! In the end, all the compliments, kudos, and the praises that you garner may seem almost insignificant in lieu of the efforts that you put in, but that's how it works.

A lot is involved in making your event a success. Simply planning everything is not enough. Besides,

- Figuring out the agenda
- Ordering food
- Booking the venue
- Deciding on the speakers
- Contacting entertainers

You will also need to help the attendees with,

- Great experiences
- Smooth registration process
- Easy finding of meeting room
- Visit to exhibiter hall
- Timely receptions
- Find peers or friends



Fail to do it and you will have to live with it for the rest of your marketing life. There won't be any end to ongoing reminders in event surveys, and God forbid in Tweets - the fastest way the news can travel across the world!

Whenever the going gets tough, then technology comes to the rescue! Here too, you can make the best use of technological innovations in the form of apps tailored to the needs of event marketing companies. So what are these applications?

These are downloadable phone apps or web apps that people can easily access with their Smartphone browser. In its most standard form it can augment or even, replace printed traditional show guides. This offers detailed information related to sponsor profiles, speaker, agenda and convention centre or hotel maps. The attendees will be able to refer to these directly on their Smartphone screens. Advanced apps also provide numerous options as guest schedule builder, real-time polls, and networking tools to increase face-to-face interactions.

- Educate & engage people
- Forge new relationships
- Build stronger brand value
- Increase revenue generation
- Improve sales process



The growth of mobile technology today is phenomenal. You cannot think of life without your ubiquitous tablet or the Smartphone.

Ingenious marketers understand the colossal opportunities inherent in this platform and spare no pain in exploring the possibilities. Conversions becomes easy when you can tell your attendees that they can,

- Go for on-site communication
- Reduce their printing costs
- Enjoy enhanced networking
- Experience outstanding digital experience
- Use the latest sponsorship platforms

Event planning apps can help you to give an experiential marketing experience to your customers. It incorporates the novelty element and as such drives the success of your event. Presence of technology relationships saves both money and time for the organizers.

Now, the question may arise which is the best app for your requirements? It depends upon the degree of interactivity you want to give to the attendees. Also, it's important that everybody related to the team understands the software thoroughly and helps the guests enjoy optimal benefits.



How Mobile Apps For Events Have Revamped The Lives Of Organizers Like Never Before

Mobile apps for events are a must in today's scenario. Earlier, organizing an event and managing it used to be an extremely cumbersome task with the organizer often getting hassled as to which work to manage first. It was just that the job involved managing too many things together and that made the situation extremely complicated. However, thanks to our advanced technology these days, managing events has become a lot easier. Now everything is managed with the help of software. Check out a few reasons why such software, popularly known as mobile apps for events have become indispensable.

1

The use of smart phone has increased like never before. The estimated figures say, among the 6.8 billion people all over the world, 4 billion of them use a smart phone. The funny part is only 3.5 billion of them use a toothbrush! So it makes perfect sense to use mobile apps for events for the smooth functioning of events.

If the proportion of the conference or event that you are organizing is huge then it makes sense to make use of smart phones because the proportion of mobile-only users is higher in developing countries than in the U.S.

2

3

People have become extremely Internet-friendly these days, and so it makes perfect sense to make effective use of it, and this explains increasing use of mobile apps for events. A recent survey has shown some people even check their mobile devices before they get out of bed. This shows the craze or addiction for Internet-friendly mobile devices.

4

The app helps to post the news of event on social networking sites and thereby popularizing it like never before. Any event that is organized needs a hype surrounding it so as to make it popular in the eyes of the people. If more and more people get aware of, it they would want to be a part of it, as well. And social media is certainly an excellent forum to popularize an event. This is the reason mobile apps for events becomes a prerequisite today.

Another interesting detail is that by 2013, all mobile phones will overtake PCs as the most common Web access device worldwide. So, with more people using mobile devices to access the Web, it makes perfect sense to have mobile apps for events.

5

So make sure you reap the best possible benefits from mobile apps for events and in this way make your event planning process a smooth and hassle-free job.



6 Must Have Technologies For Every Event Planner

When you casually go up to an event planner to ask about the kind of technology they use in their events, their expected reply would be the use of big screens, or projectors during the events. Certainly, those things are important, but when it comes to the technology of event planning, they have just reached the 'tip of the iceberg'!

Sadly, several event planners (apart from those who are tech savvy) shy away at the mere mention of the word 'technology'. They may be aware of some new technologies, but they do not make use of them on a regular basis; thereby, missing out on some remarkable opportunities.

The downside being, if you do not embrace the current trends of technology for all your events and stage systems, your audience, or clients will dig for ways to use the technology on their own! So, the sooner you befriend technology; better chances of your event coming under the spotlight.

Let's look through the 6 technologies, which you need while planning your next event-





1

Before the start of your event, communicate with your speakers, via Google Hangout

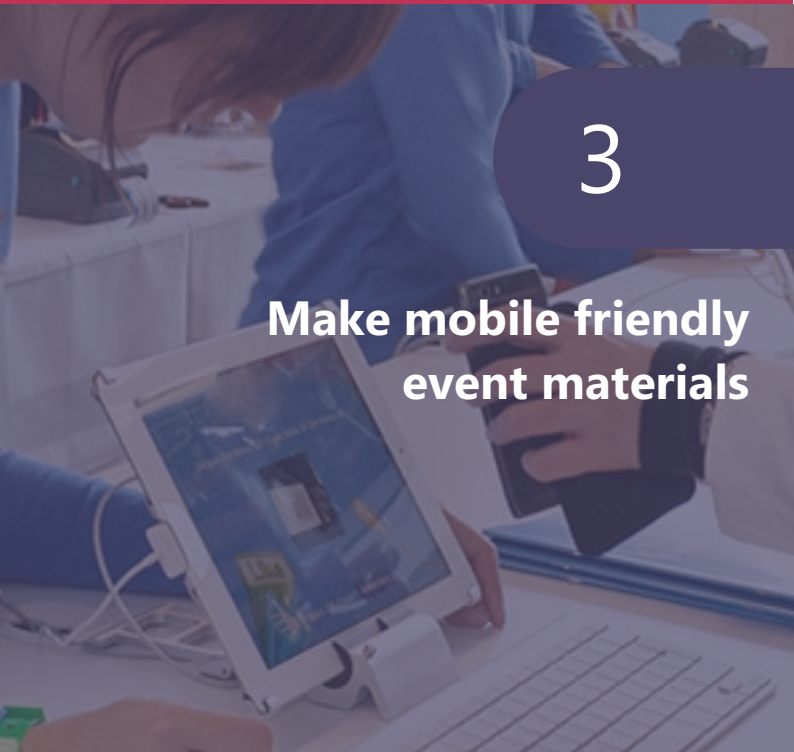
It is important to communicate your goals to the speaker (s), before the start of the event. Gone are the days when you used to interact through telephones, or emails. Now, Google Hangout is the latest trend, where up to ten people can gather for a video conferencing. This medium helps in building a rapport between the speaker(s) and the entire team.

As soon as your event nears the date, start tweeting about it on Twitter, and add cool and interesting status updates about the event on Facebook and LinkedIn. Splash interactive videos on the social media and garner publicity. It will encourage people to register and show up for the event.



2

Make use of social media to promote your event



3

Make mobile friendly event materials

Printed event materials are passé! Introduce your program and handouts on a PDF format. This will make it convenient for the audience to get the materials on their tablets, or the smartphones. You can even create a mobile app for the event- an easier and less expensive way to get noticed.

A man in a dark suit and tie is looking down at a tablet computer he is holding with both hands. The background is blurred, suggesting an office or conference setting.

4

Internet access is a must during the event

Several hotels provide free internet access, but some of them do not provide it for free in the conference rooms. Due to this, several event planners avoid the use of internet altogether. Big mistake! If your audience can't get access to the internet to post a tweet, or check their emails; soon enough, they will leave the conference room to do it- and possibly, they may never return. The sign of a great event is when the audience can interact and communicate freely with each other.

It is a whole different ballgame to want the audience to participate. Leave the boring interaction techniques behind like raising your hand, or talking to the person next to you. Instead, use the audience response system, or the voting keypad system. Turning the passive audience into an active audience is the best way to make an event hit.

A large group of people are seated in rows, facing forward, in what appears to be a conference hall or auditorium. They are all looking towards the front of the room.

5

Implement an audience response system

Yes, you heard it right! Allow the audience to keep their smart phones switched on and encourage them to interact with the speaker through text messages. This will make the event spontaneous and alive. They can ask questions and get replies right away during the event.

A close-up shot of a person's hands. One hand is holding a smartphone, and the other is resting on a tablet that is lying flat on a surface. The background is blurred.

6

Keep the phones switched on during the event

Conclusion

Mobile app technology can help you stay organized and minimize the stress involved when planning an event. This list of event industry apps are only a handful of the amazing resources out there, so take advantage of some of these tools at your next conference!

Technology for an event must not be used just because it is trending, or it is cool. It must rather be used wisely to upgrade your stage systems and event management business. With technology, you can carve your route to an enhanced and successful event.



Eventdex® - Making events simpler

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