

HOW TO EASILY

# Transition your Events from Print to Mobile

Goodbye hefty paper programs,  
hello sleek mobile event apps



Presented By

**Yapp**

# The Case for Mobile Apps for Events

**M**obile usage is on the rise. Today individuals spend over 3 hours a day<sup>i</sup> on their mobile phones. The average person spends 87%<sup>ii</sup> of that time using mobile apps and your event attendees are no exception. Whether your participants are millennials, boomers or in between, mobile apps are a key part of how they consume and share information.

Event apps provide a dramatically higher return on your investment than printed agendas and bio books. In fact, you'll save money on printing costs, organizational time on program preparation, and headaches on coordinating last-minute changes by using a mobile app instead of or in addition to paper.



See this infographic for the [Top 10 Benefits of a Mobile Event App](#)

i. <http://www.emarketer.com/Article/Growth-of-Time-Spent-on-Mobile-Devices-Slows/1013072>

ii. <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2015/The-2015-US-Mobile-App-Report>



## Who should read this guide?

If you are planning an event big or small, for your own organization or for your clients you are considering the best way to share the agenda, speaker bios, maps and other event details with participants. Are you using some combination of spreadsheets, documents, emails, attachments and the worst of all, print outs? It's time to say goodbye to these headaches and say hello to a mobile event app!

### Read this guide if:

- ✓ You are a marketer, community manager, or event organizer considering taking your event mobile.
- ✓ You want to know tactics on how to convert the nay-sayers into fans of your mobile event app.
- ✓ You want tips and tricks on how to encourage even your technically-challenged attendees to adapt your event app.
- ✓ You care about “green” - whether saving money or your environment.

# Tactic #1: Strategically Phase out Paper

Are your attendees attached to paper?  
Go easy with the transition.

Instead of completely eliminating paper at the first event, integrate your mobile event app in phases. John of North Carolina Pediatrics Society shares his 3-event transition strategy with us:

- First event:** He provided the app as an option in addition to printouts
- Second Event:** He scaled down to printing only key handouts
- Third Event:** He printed only one sheet - the Agenda

Up next, John aims to eliminate paper completely.



John of North Carolina Pediatrics Society was looking for a mobile event app that would help him decrease labor hours, share key information with attendees and save the organization money.

Switching to mobile with Yapp saved him 120 hours in event prep and 60% on print costs!

[Read John's Story](#)

or [Tweet John's Story](#) 

## Tactic #2:

# Print Paper Programs by Request Only

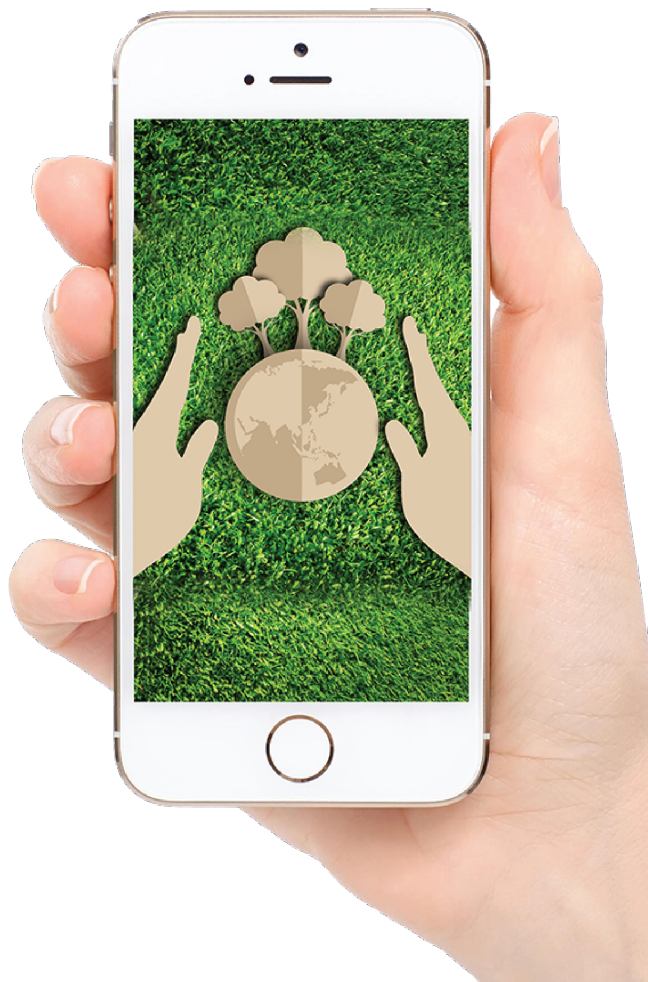
Instead of printing the agendas and bio books for everyone, only print for attendees who specifically ask for printouts

In the registration form, ask attendees to indicate if they need printed program. If it doesn't add too much work for you, introduce additional hurdles such as having them email you with a specific reason why they need the paper version instead of a mobile app.

Promote the event app on the registration website front-and-center. If you can, share the download instructions so the potential attendees can see the app right away. If not, note when and how they can expect to get the mobile app.

### How to Word It

“ New! This year we've gone mobile with the agenda. Help save us trees by skipping the print outs. Most importantly, get access to exclusive content and interact with other attendees on-the-go! ”



### PRO TIP:

Remind people that getting rid of paper is not only convenient for them, but better for the planet.

# Tactic #3: Add Buzz-Worthy Content Exclusively in the Event App

As you're still working on the print to mobile transition, add bonus, exclusive content in the event app or leverage interactive features that help the app stand out from the static printed program.

- Add one key handout only to the app (and mention it in the printed program).
- Showcase attendee profiles for those who choose to opt out of the printouts only.
- Explore interactive features such as polls, photo uploads, and in-app chat.
- Allow attendees to build their own schedule in the event app.
- Include videos in the app with sneak peeks to the conference.
- Post event updates to the app and direct in-person or email inquiries to the app for details.

## How to Sell It

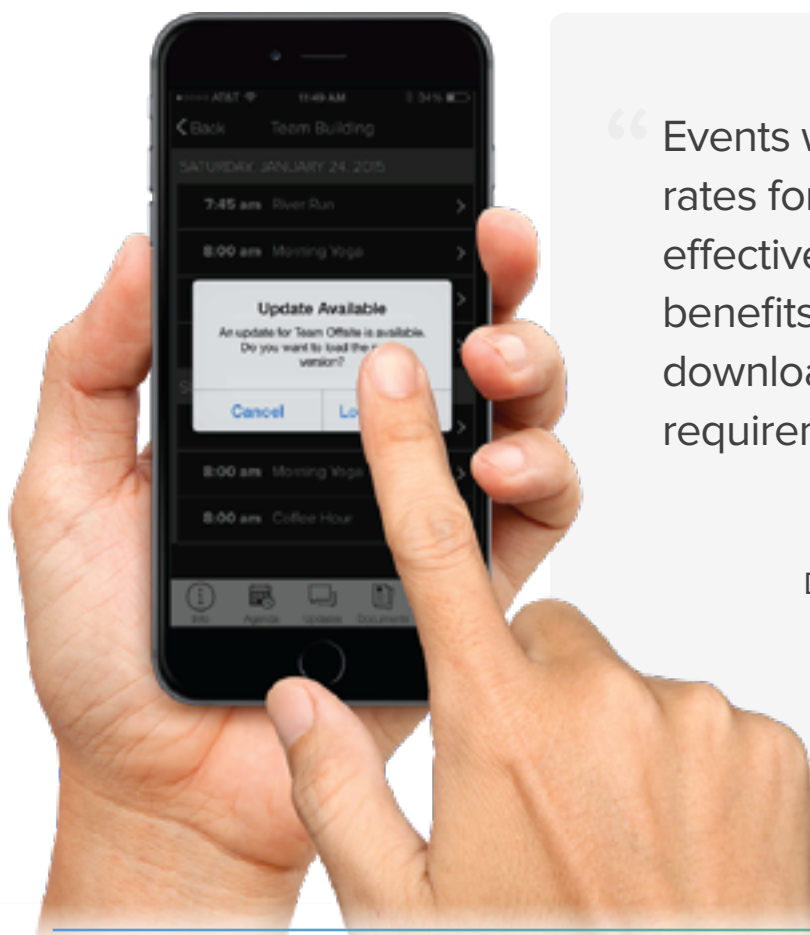
“ For a full list of attendee profiles including their contact information and an opportunity to connect with them right away, download the event app. ”

# Tactic #4:

## Make Downloading the App Mandatory

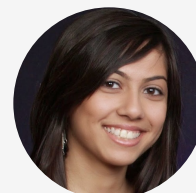
When you're ready to pull the plug on print completely, the last step you'll need to take is to make downloading the app mandatory.

- Depending on your organization, you could reward them with discounts, credits, points or anything else that best suits your attendees and organization.
- If attendees get continuing education credits for attending specific sessions or workshops, use the app to register their presence.
- Offer iPads or iPods for users to borrow so lack of a reliable smartphone doesn't necessitate paper.
- Upload all handouts to the app before the event and give attendees the option to print their own copies if they'd like.



“Events with the highest adoption rates for their mobile event apps, effectively communicated the benefits to attendees and made downloading the event app a requirement.”

**Sweta Govani**  
Director of Marketing  
at Yapp



# HOW TO: Convert your Technically-Challenged Attendees

Change can be hard for some, especially when it comes to the idea of adopting new technology. Yet, mobile is not so new anymore and is not just for the millennial set. 64%<sup>i</sup> of adults 55+ have a smartphone and 75%<sup>ii</sup> of this demographic describe owning a smartphone as “freeing” or “connecting”. Your attendees regardless of age, are on mobile so convincing them to use your mobile app should just be a click away!

## Try out these Tips & Tricks

- ✓ Show them a preview of what they're missing: Have stations with computers and phones with the app installed.
- ✓ Choose an event app provider that offers a web view so attendees with a web link to the app can view it on their computers.
- ✓ Remind attendees that they'll be saving their backs (literally) from having to lug around heavy bio books and programs!
- ✓ Have some devices on hand as loaners for those very few without a smart phone.

### PRO TIP:

Have a young tech-savvy, but patient volunteer or staff member man a booth to teach the app basics at the event.



i. <https://www.comscore.com/Insights/Blog/Teens-Older-Demos-Driving-Gains-in-U.S.-Smartphone-Penetration>  
ii. <http://www.pewresearch.org/fact-tank/2015/04/29/seniors-smartphones/>



# HOW TO: Sell it to your Sponsors

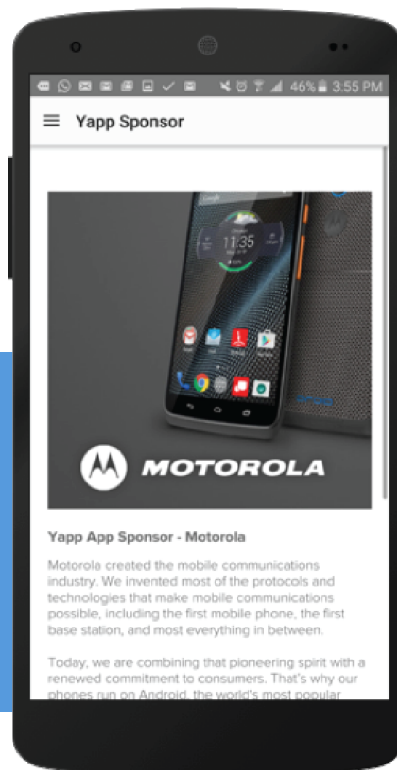
With the transition to mobile apps comes a new era of sponsor ad placements that will soon replace those in printed programs.

- ✓ Mobile event apps can include live links to the sponsor's website or contact information so attendees can connect with the sponsors directly from the app.
- ✓ Unlike with printed agendas, with an event app sponsors will reach attendees before they even arrive at the event.
- ✓ Sponsors can connect with attendees beyond static listings or profiles through push notifications or in-app messaging.
- ✓ With real-time analytics for your event app, sponsors (and you) will have a better idea of what their true ROI is, making it easier to sell the sponsorship for the next event.

Your sponsors will be completely wowed with these benefits of placements in an event app.

**CHECK OUT:**  
8 ways to highlight you  
sponsors in an event app

Read This



# Final Words

## FOR EVENT APPS, SIMPLICITY IS KEY

The tactics laid out in this guide should help you in converting even your most stubborn, technically-challenged attendees into mobile app fans. This can go wrong really quickly if your event app is difficult to use or download. Even your tech-savvy attendees will be confused or frustrated and request paper. When choosing an event app, look for a solution that is simple to download and easy-to-use. Ask to see demo apps and try them out on your own mobile devices.

## REAL-TIME ANALYTICS

Monitor the performance of your event app from the moment you start marketing it. If download rates are low, ramp up your marketing efforts. During the event, analytics will allow you to track attendee activity to better understand how the app is being utilized. If the usage is low, add in interactive features such as a poll or send a push notification.



**See a yapp demo event app on your mobile device.**

It'll take seconds to download and no time to see the simplicity yet sophistication of the app.

[Download a Demo](#)

Or get started for free at [www.yapp.us](http://www.yapp.us)

## Who is behind this guide?

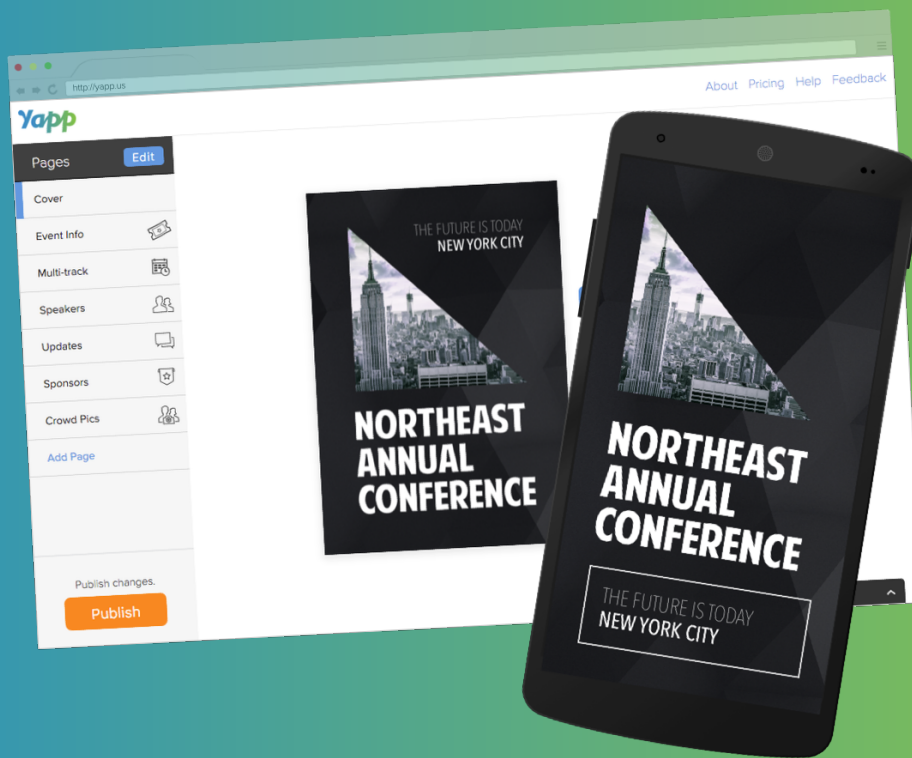
Event planners and organizers, just like you. Over the years, over 50,000 planners from large corporations to small associations have chosen Yapp for their event app needs. We continue to be inspired by their stories and efforts to take their events mobile. This guide is a compilation from conversations with these event planning rock stars across many organizations along with tips, tricks, and recommendations from our in-house marketing and mobile app gurus.

Take your Next Event Mobile with

# Yapp

Want to see who you can eliminate paper and switch to mobile for your next event? Give Yapp's user-friendly and award-winning app creation platform a try for free. Create an app in minutes and instantly publish changes!

Get a Free Trial of Yapp



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