

Mobile App Marketing Playbook

A Guide to Increasing
Mobile Event App Adoption

an eBook by:

 **CrowdCompass**

Introduction

As you map out your own mobile app plan, get in touch. We'd like to learn more about your situation and share recommendations that are best fits for your audience.



Sign Up 
for a Demo

Adoption Drives Monetization: Foundational Steps For Success

Whom Do You Serve?

What Do Attendees Want In Their Conference App?

The Road to Monetization

Your Mobile App Roll-Out & Marketing Plan

Driving Downloads & Raving Fans

Shifting Eyeballs and Ad Revenues from Print to Digital

Carrots & Sticks: Changing Behaviors

Rewards and Boundaries Expedite Adoption

Where to Draw the Line

10 Smart Moves: Your Adoption Acceleration Toolbox

Introduction

Appetites for mobile apps are growing.

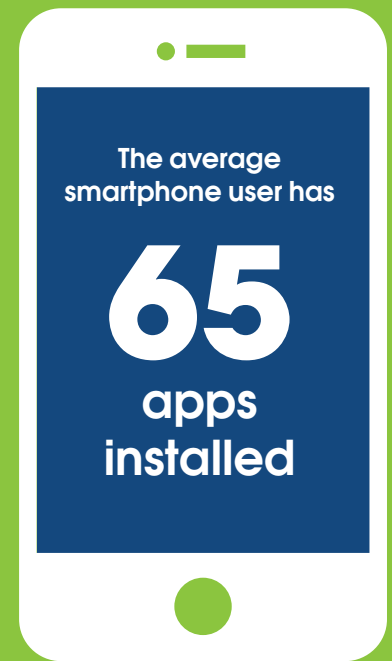
Just how many apps are people actually using? A recent study shows that the average smartphone owner has 65 apps installed and they're using 15 in a given week.

The Social-Mobile early adopter stage is clearly over. We're now well into the fast follower stage with mainstream adoption looming. This revolution spans nearly all demographics and markets and is an expectation for the coveted next generation conference participant. Attendee palates are maturing and their expectations around rich conference apps are rising fast.

For conference organizers, mobile apps are no longer a *"should we have one?"* decision. We're at the *"how can we launch mobile apps in the best possible way?"* stage.

Strategy discussion points include:

- Which mobile app vendor offers best value and best fit?
- Should we go with web-based, native or both?
- How can we leverage digital real estate to drive more value to all conference stakeholders?
- How will we measure success and drive continuous improvements?
- What's our strategy to increase and accelerate adoption?



Source: Flurry.com

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1st impressions are
make or break for
#mobile #event apps

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Tips to get your
#Event #Mobile App
on your Attendees
Top 15 Fav App list

While these are the questions driving most organization's decisions when thinking about a conference mobile app, this eBook focuses primarily on the last bullet. It's about increasing and accelerating adoption of your conference mobile app because... adoption drives everything!


● The user's first impression of your conference mobile app is a make-or-break moment. It's a critical point where a snap judgment is made: Is this mobile app convenient and helpful? Every "yes" drives repeat use and ultimately, stronger adoption.

You need to earn a coveted spot on your attendees' "*favorite 15 apps*" list. And that means you need to do some specific things to gain their recommendation and attention.

Remember: The conference mobile app engine is fueled by adoption. We want to equip you with the latest insight and strategies to vastly improve the attendee's conference mobile app experience and increase adoption.

● **We'll help you:**

- Assess and select a mobile app vendor who can help you deliver a better conference experience.
- Fine-tune and perfect your mobile app roll-out and marketing plan.
- Aggregate high-value content that accelerates repeat use.
- Create a conference experience that drives loyalty through the roof.



Adoption Drives Monetization:
Foundational Steps For Success

Whom Do You Serve?

Pop Quiz

You're launching a conference mobile app (or leveling up from the one you launched last year).

Whom do you serve?

- a. Attendees
- b. Exhibitors & Sponsors
- c. Speakers
- d. Your organization
- e. All of the above

Now, let's reframe the question:

"Whom do you need to serve most with this conference mobile app?"

The answer is clearly Attendees.

Answer: e. All of the above.

“With more than 3,000 people at our conference, we needed a fast way to communicate updates and increase engagement. Our mobile app was a big hit. More than **80% downloaded it** and our members now see us as ahead of the curve!”

Courtney Young

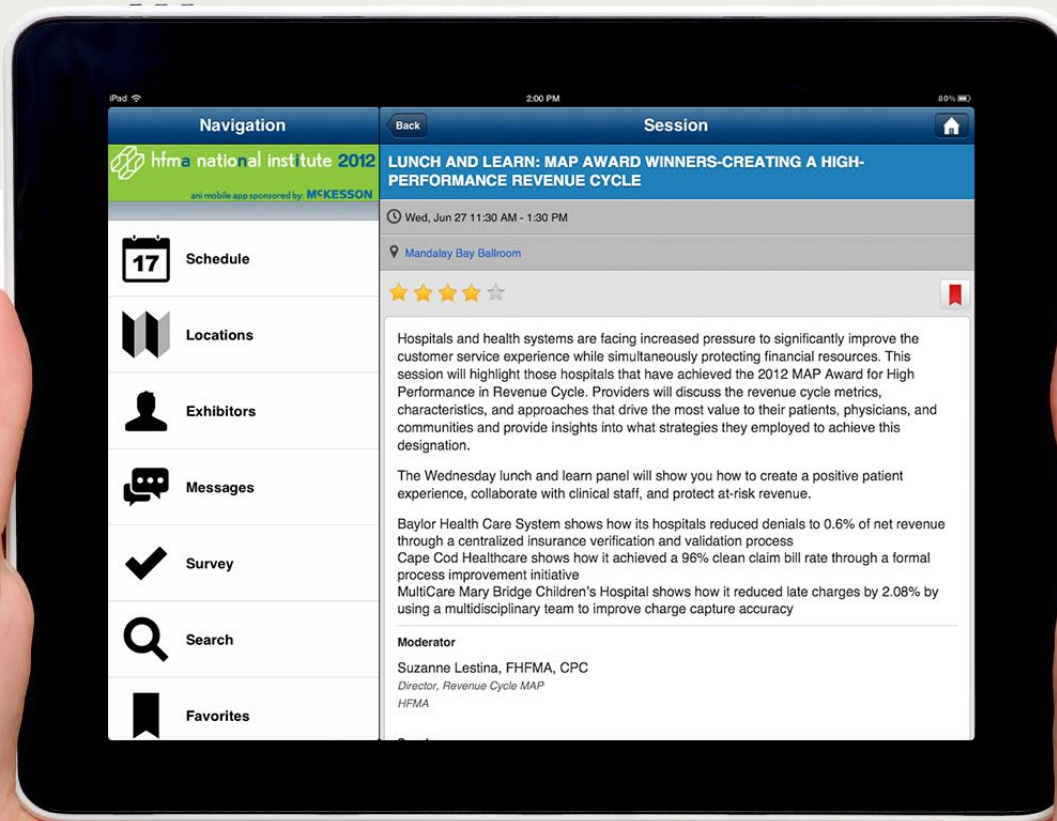
National Council for
Community Behavioral Healthcare



It's about upgrading their conference experience.

It's about providing real-time information that's relevant to their discoveries. It's about improving their ability to make fast, real-time decisions based on their immediate needs, thoughts and feelings.

All conference stakeholders are important – but the lion's share of attention needs to be on satisfying your attendees. Without attendees, you don't have exhibitors, sponsors, speakers or an event. Attendees are your mobile app royalty. Provide them with helpful, just-in-time information at their fingertips and everything improves.



Provide attendees with helpful, just-in-time information at their fingertips and everybody wins

What Do Attendees Want in Their Conference App?



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Do attendees have a swiss army knife or a digital journal — give them one, a #Mobile App!

For attendees, a well-designed mobile app becomes a digital journal, capturing highlights of the conference from start to finish.

It should be their Swiss Army knife... specifically designed to add value to their conference experience. When they're back at the office, the app becomes a powerful tool to quickly recall, implement or share the experience with others:

- Which education sessions did I attend? What were the actionable takeaways?
- What additional insight (slides, handouts, notes, etc.) can I use to improve my work, position or contribution?
- Which breakthrough ideas should I share with my team?
- Which exhibitors did I like most and want to follow up with?
- Who did I meet at this conference? Which new contacts are high on my follow-up list?

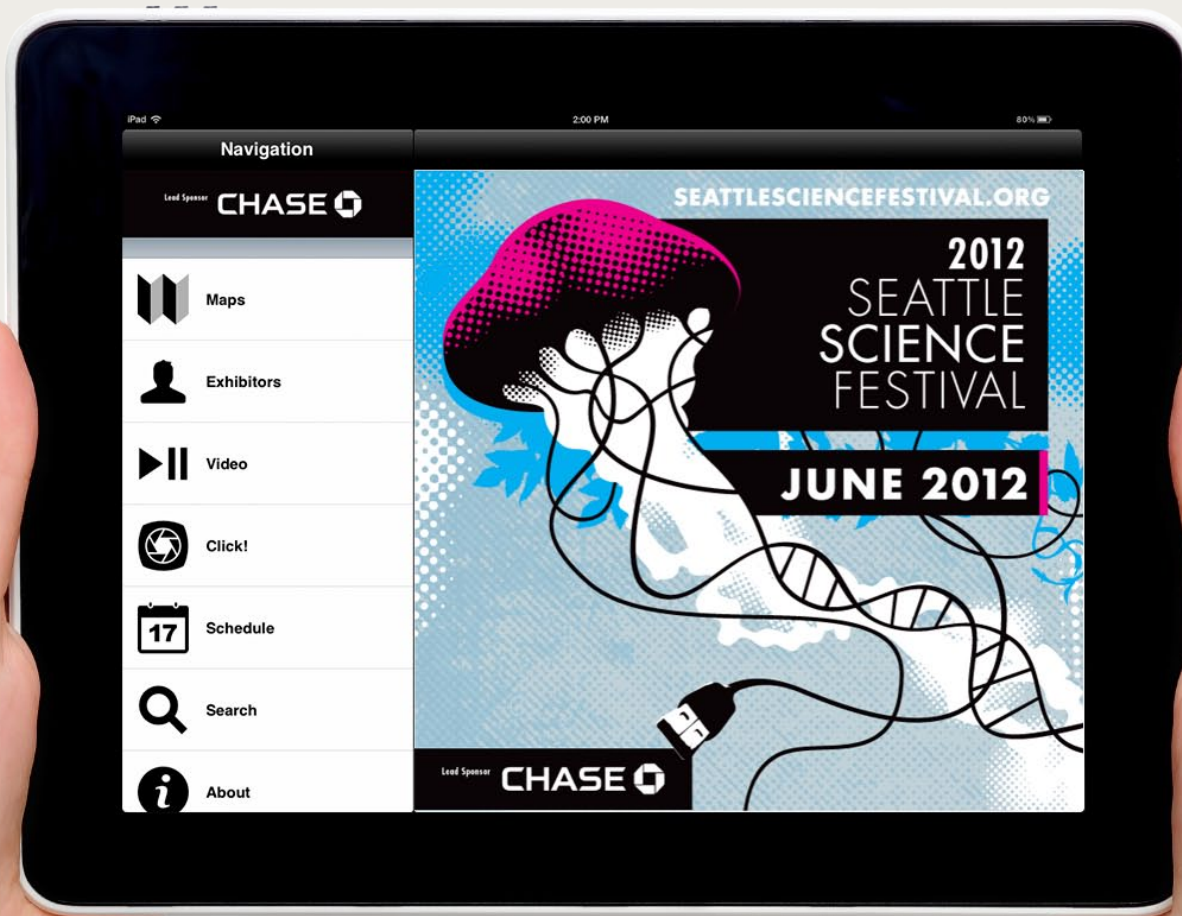
When you do everything you can to deliver over-the-top value, as this list suggests, that value will trickle down quickly to all conference stakeholders.

Once you have your focus set on providing an outstanding mobile app experience that drives attendee adoption, then you can start asking the tougher questions.

“ We decided to use a conference mobile app to match our attendee expectations for ongoing use of cutting edge technologies. Our attendees loved it and it brought in more sponsorship dollars. **The app sells itself.** ”

Alaina Schulner, CMP

Seattle Science Festival



The Road to Monetization

If you're selling mobile app sponsorships with little or no user metrics to support your pitch, you're selling a dream.

By the way, you're not alone. There are many out there selling this same dream.

With today's explosive demand for mobile app advertising, there are more than a few eager sponsors who are ready to play. If this is your first mobile app launch, that's good news, but never let your attention stray from attendee adoption and value. Without that, your monetization plan will quickly unravel.

Mobile app monetization moves in cycles. This victory loop shows how each step feeds the next.



Your metrics are only as good as your machine.

As you shop mobile app providers, be sure to inquire about back-end analytics. You'll need solid reporting capabilities capturing mobile app clicks, views, preferences and more, with capacity to filter by an assortment of data categories. Mobile app providers should have data and usage reports from past work they have done, supporting conferences similar in type, size and scope to yours. This data and insight will help you set competitive pricing for your own mobile app sponsorships and ads.

Even as mobile app revenues grow, never let your attention move away from serving the needs of your attendees. Their satisfaction and engagement drives everything – *always*.



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Food for Thought:
Your #mobile #event
app needs analytics
if you plan to sell
sponsorships

When asked

**“What would make you more likely
to pay attention to an advertisement
on your smartphone or tablet?”**

The majority

[33.5%] said:
Relevant content.

Your Mobile App Roll-Out & Marketing Plan

(Attendee Customization is the Killer Marketing Strategy)

 click to
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Blog Post: Exhibitor Pre-Show Emails: Stop Pushing, Become Pullable

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#Eventprof: You need to coach attendees on how to pull info from your #mobile app

Email isn't generating the same results it once did.

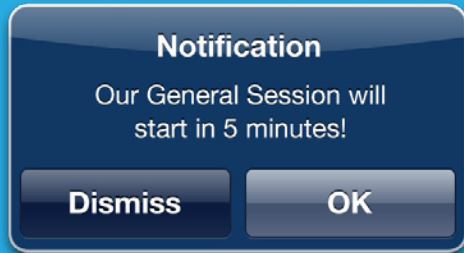
There's too much noise, too many interruptions. Audiences ignore email (push), because they'd much rather pull in just what they need, when they need it. They prefer to customize how and when they receive information from organizations they trust.

That's where conference mobile apps work best, as they amplify reach. Focus on getting attendees to download the app and coach them on best ways to pull in helpful content. Making large conferences personal was difficult before the mobile app. Give participants the ability to customize their own event channel and experience!

Push notifications via the mobile app are powerful, but only when the content is helpful and valued by the participant. A few examples:

- Video previews for keynote speakers
- Tips that help app-enabled attendees better navigate the conference than their paper-based colleagues
- Last-minute room or speaker changes
- VIP access to book signings for keynote speaker/authors

Push notifications like:



aren't worthy.

Push notifications like:



rank high, especially when it follows Sally's outstanding keynote.

Done right, your mobile app should become the go-to source for up-to-the-minute conference insight.

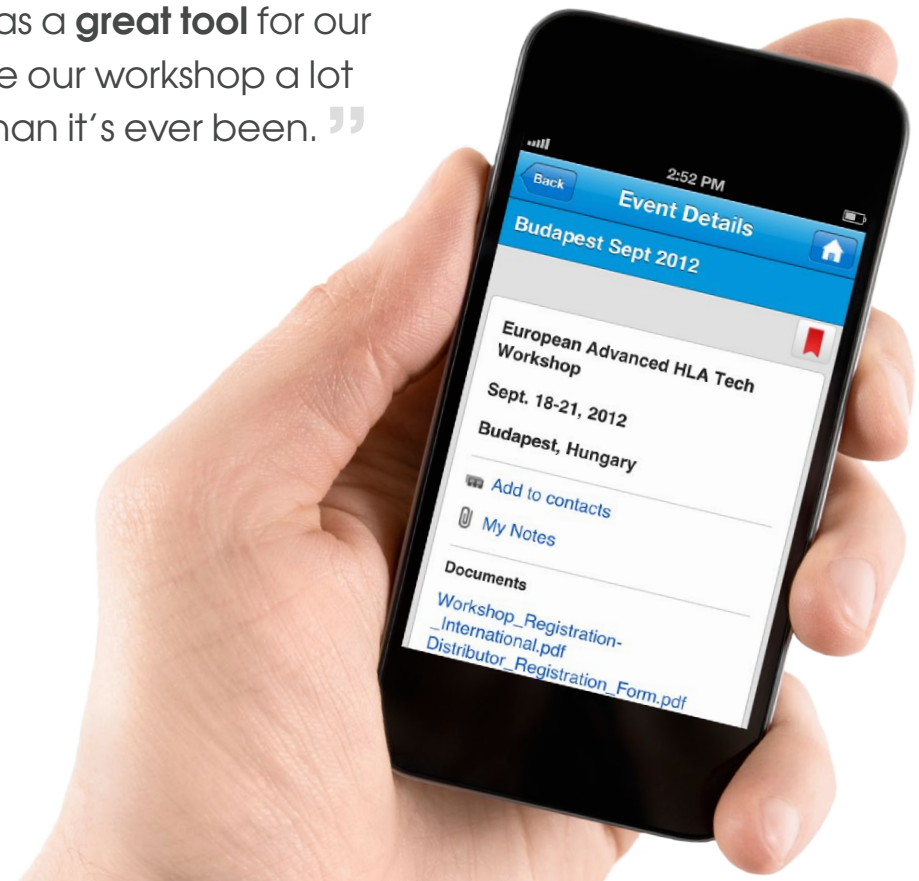
Within the mobile app, you now have a dedicated channel for push notifications, but use this messaging channel wisely. Be careful not to flood it with low-value messages.

Respect your audience and serve up only high-value notifications, directing them to helpful content. Anything less and you're another interruption and attendees will opt-out. Then, you'll lose all those eyeballs you worked so hard to gain.

“The mobile app was a **great tool** for our attendees. It made our workshop a lot more interactive than it's ever been.”

Lorraine Petrie

One Lambda, Inc



Driving Downloads & Raving Fans

Some will download the app in advance, while others will wait until they're in transit or arrive at the conference.

Keep in mind, repeat attendees and Next Gen attendees like to build their itineraries in advance. If mobile app content's too light, they'll abandon and forget about the app.

Growing Next Gen?

73%

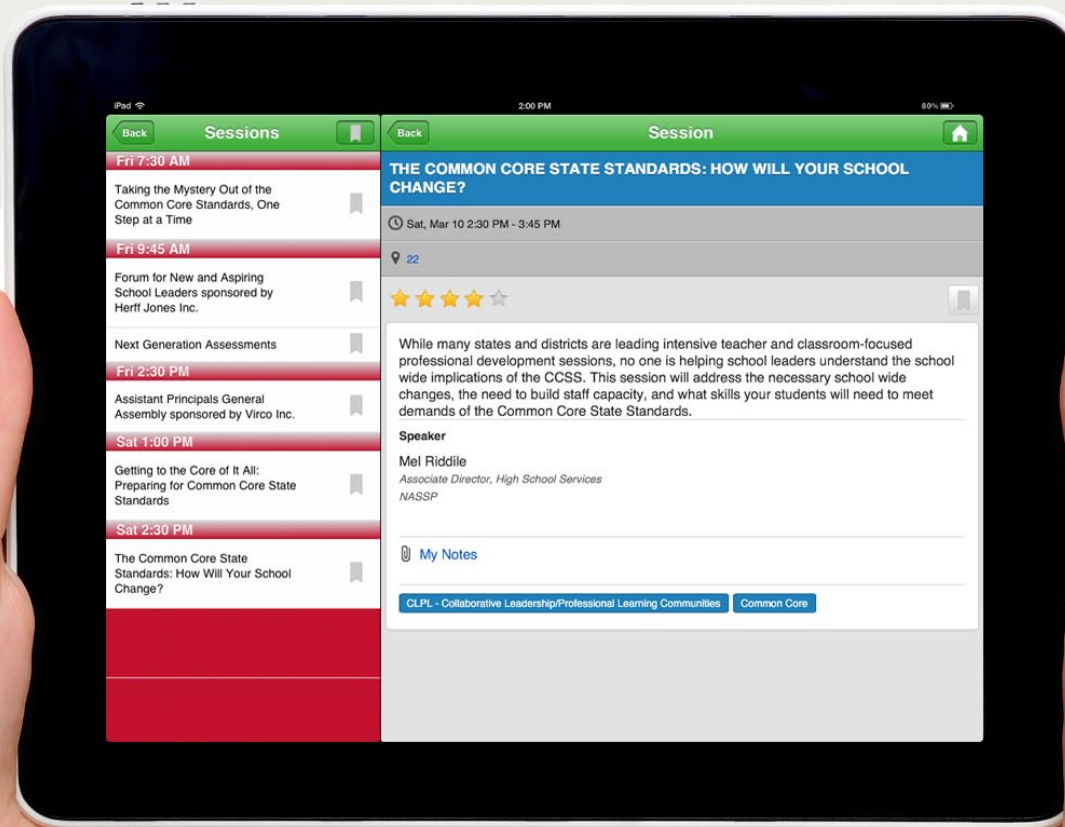
of younger participants create a **MUST-SEE** list of exhibitors before attending a conference.

Source: CEIR Study



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Wow! 73% of younger participants create a MUST-SEE exhibitor list before attending a conference



Here's a quick checklist to make sure you've covered all bases to maximize app downloads and use:

- Place a "Download Now" button prominently on your conference website
- Include the download link in all "know before you go" communications
- Create "fast scan download" QR codes and put them everywhere – signage, print programs, presentation slides, etc.
- Create a mobile app splash page with a short URL – makes for fast/easy verbal instructions for those QR code-hating attendees, e.g. mycompany.com/GetApp
- Include the link in all staff email signatures
- Make sure there's good Wi-Fi coverage at your host venue (or at least several easy-access Wi-Fi hot spots for downloads and updates)
- Drip out new "mobile app eyes only" content regularly leading up to your conference
- Have dedicated mobile app support available on-site (At the registration desk AND at a mobile apps helpdesk within easy access during the conference)
- Invest in "white glove" support for exhibitors and speakers to aggregate rich content
- Stir up social networks – ask speakers, exhibitors and sponsors to share the app with their followers
- For those who cannot attend the conference, promote the mobile app as an efficient way to monitor conference highlights and announcements
- Offer "express" registration check-in for those who download the app



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12 Ways to Increase the Number of #Mobile App Downloads pre-event #eventprofs



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Blog Post: The Superpowers of Social Media + Mobile Apps

Plan, populate and promote the mobile app and adoption will grow.

Conference mobile apps
need to be optimized
for all devices...
especially tablets.

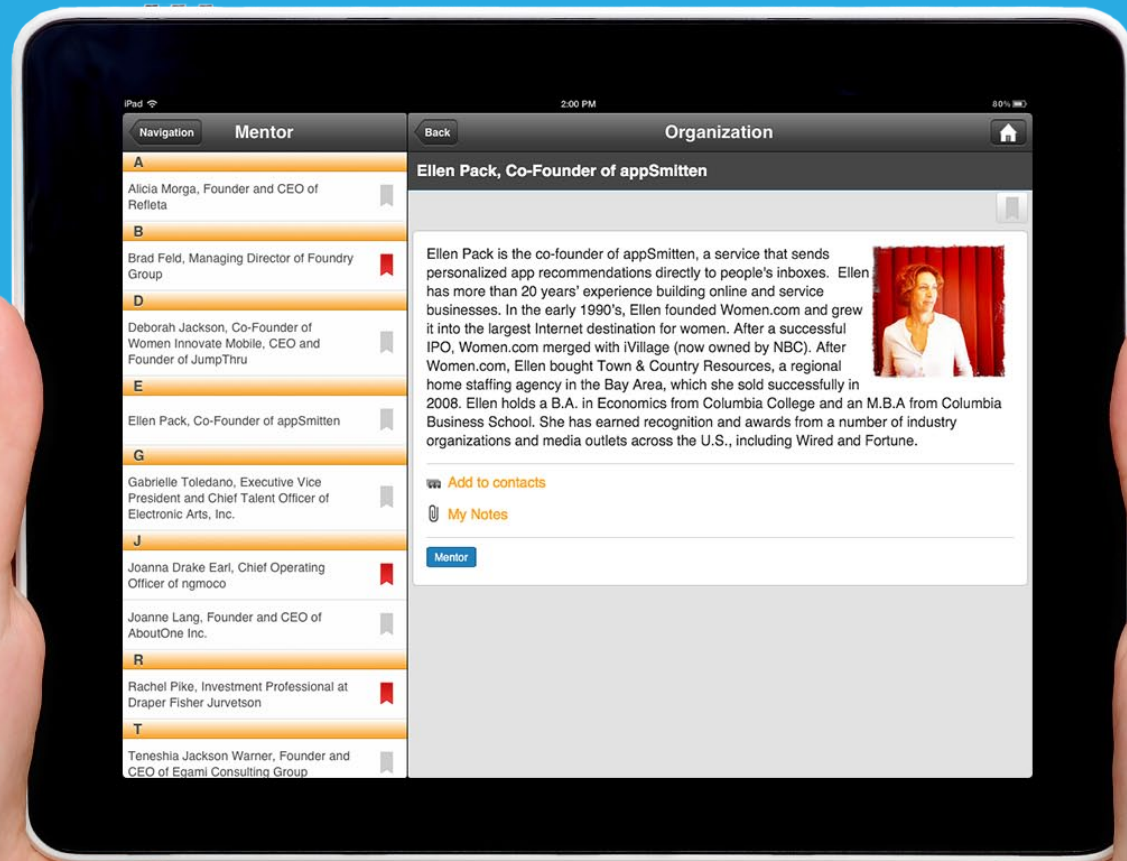
Trends Why? for 2012

Enterprise tablet adoption is estimated
to grow by almost 50% per year.

Corporations will be challenged
between choosing "bring your own
device" or corporate-liable devices.

Innovations for tablets to make the
laptop obsolete will persist.

Source: Vertic — "The Year of the Enterprise Tablet"



Shifting Eyeballs and Ad Revenues from Print to Digital

Ten years from now, that 64-page print program will be a dusty relic.

Print programs won't disappear, but they'll sure be a whole a lot thinner in the future. It's a savvy meeting spend move; plus, it's greener.

The move from print to digital requires a series of carefully planned steps. While your tech-savvy crowd will be all over the mobile app early, others will need more encouragement with strong "What's In It For Me?" incentives.

Keep in mind, advertisers are already making the shift from print to digital, with expectations for mobile app ad spend to triple in the next three years. The faster you grow mobile app adoption, the greater your success in growing mobile app ad revenues.

Here are a few quick tips to help guide you through the print to digital transition:



Develop a Plan to Shift Content from Print to Digital in Stages

Drastic changes sometimes spark resistance. On the other hand, for some conferences, drastic change is exactly what's needed to get full adoption. If your attendees have grown accustomed to a print program with 75+ pages, you'll need to tackle this shift from print to digital in a series of stages. Consider moving 25% of your content from print to digital in the first cycle. Some conference organizers have been successful moving 50% or more of content to the mobile app in the first round. Know your audience and plan accordingly.

Mobile app ad spend is expected to triple in the next three years, from

\$2.4 billion

in 2012 to

\$7.1 billion
in 2015

Source: Juniper Research

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4 Strategies to Move from Print to Mobile for you next event
[#mpi](#) [#pmca](#)



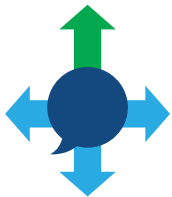
Create Super-Sized Bundles for Exhibitors

All exhibitors will need a presence on the mobile app to be helpful to attendees. Create super-sized upgrade packages for the mobile app that include longer descriptions, more product categories, rich media and featured placement. For best penetration, premium upgrade packages should span all content delivery channels – print, web and mobile.



Use Your Print Program as a Pointer Channel to the Mobile App

As you build out richer digital content on the mobile app, use the print program to alert readers about valuable information that's just one click away.



Leverage Social Media to Advance Mobile App Awareness, Downloads and Usage

Use Twitter, Facebook, LinkedIn and other channels to spread the word that there's game-changing information, accessible only on the mobile app. Post pictures, videos, testimonials and stories. Encourage speakers to do the same – in fact, write it into their contracts.

“ Our first go around with mobile apps was a web-based app. Learning a lot, **we switched to a native app** on the second go around and things really took off. App usage more than doubled from our previous year and we created a new mobile sponsorship channel. ”

Beth Hecquet

National Association of Sports Commissions



The background is a solid blue color with a repeating pattern of white line-art icons representing various mobile devices, including smartphones and tablets, in different orientations and sizes.

Carrots and Sticks: **Changing Behaviors**

Rewards & Boundaries Expedite Adoption

Many will download your mobile app and shout “Hallelujah!”

As we pointed out earlier, you will likely encounter a few change resisters, too. Rest assured, with a smart roll-out plan and useful information, those resisters will soon see the light.

Best mobile app adoption success comes to those conference organizers who map out a smart “Carrots & Sticks” change plan. In other words, you’ll need a mix of discipline and rewards to change behaviors.

As outlined in the last chapter, this will require some “tough love” on your part, as you start thinning out print and moving more elements to digital. Some manage to complete this transition in a conference cycle or two. Others need a longer runway.

- Offer valuable “carrots” on the mobile app they won’t find anywhere else.
- Use print as a big-picture guide, with reminders pointing to richer content on the app.
- Keep a close eye on downloads, views, favorites and clicks. Use this insight to fine-tune your plan and optimize pricing for future mobile app sponsorships and banner ads.
- You know your audience better than anyone. Design a plan that strikes the right blend of “carrots & sticks” and ushers in change at a steady pace.

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Blog Post: Huge Missed Opportunity for Conference Mobile Apps

If you're tempted to carry on with that 75+ page print program, here's one last "carrot" for you:

Print program deadlines demand you lock down content 30-45 days in advance. This greatly compromises conference value because you can't easily add late-breaking news or changes. You'll never need to print a program addendum if you have a mobile app with high adoption.




From the @crowd-compass #mobile event apps eBook: Draw the line between Print and Mobile #mpi

Where To Draw the Line

Here are recommendations on where to draw the line between print and digital (aka, Carrots & Sticks):

Category	Stick (Print Content Limits)	Carrot (Richer Mobile App Content)
Agenda	Session titles, brief description, time and location.	Same as print plus learning objectives, detailed session description or full abstract, learning support materials relevant to session (PowerPoint, session handouts, reports, case studies, etc.)
Speakers	Name, title, organization and photo. For popular key-note speakers, include short bio.	Same as print plus detailed bio, contact info, social media profile links, books, blogs, videos, etc. Speaker directory with links to each of their speaking sessions. Industry speakers can have as rich a profile as your keynoters.
Exhibitors	Alpha list with booth #, exhibitor lists by product category and show floor map.	Same as print plus detailed exhibitor descriptions, contacts, contact info, social media profiles, product brochures/collateral, links, photos and supporting content/research (video, press releases, whitepapers, case studies, blogs, etc.)
Networking	List scheduled networking opportunities.	Accelerate networking by sharing tips with attendees on best ways to connect with others using the mobile app. Emphasize how easy it is to find contacts with similar interests or contacts who may be helpful for future business or professional networking.



10 Smart Moves:
**Your Adoption
Acceleration Toolbox**

10 Smart Moves: Your Adoption Acceleration Toolbox

We've studied hundreds of conferences, spanning nearly every type and demographic. These "Smart Moves" have proven to be most effective in speeding up mobile app adoption and repeat use.

1

One Champion, Many Channels

Some organizations sabotage success by assigning responsibility for the mobile app to a committee. This "too many cooks in the kitchen" approach makes for uneven value delivery and light adoption. Assign one champion who will manage all aspects of the mobile app, including working with your mobile app provider to ensure near-flawless execution. You need one champion who is empowered and accountable for accelerating adoption.

2

Sneak Preview Road-Test

Invite a select group of influencers to road-test your app in advance. Collect feedback, assess and fine-tune your plan accordingly. Prime the pump and ask this preview crowd to help spread the word to others in their professional network, once your mobile app is launched. Be sure to acknowledge and thank them publicly, too.

3

Make a Splash

You'll need a dynamic splash page (optimized for all devices) that quickly conveys value with prominent "Download Now" buttons for each platform. As we noted earlier, a short URL works best – something that's memorable (company.com/GetApp) and can easily be shared at your Opening General Session (OGS), on signage, etc.

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10 Smart Moves in the Mobile Event App Adoption Acceleration Toolbox #eventprofs

 [click to Tweet this](#)

Invite influencers to test drive your conference app—they'll share how gr8 it is w/o being asked!

4

Short Video Spots Focused on Mobile App Features

Create two or three 60 – 90 second videos that showcase benefits of three mobile app features. Remember, we’re concentrating on attendees. Show them how this mobile app will make them faster/better/smarter/happier. Video is your best route for sharing this information and growing word-of-mouth recommendations.

5

Game On

Gamifying your mobile app can be a huge adoption booster, especially with a competitive group. A mobile app Leaderboard showing top scorers will accelerate participation. Photo scavenger hunts work well, plus you’ll catch more candid shots to use in future promotions.

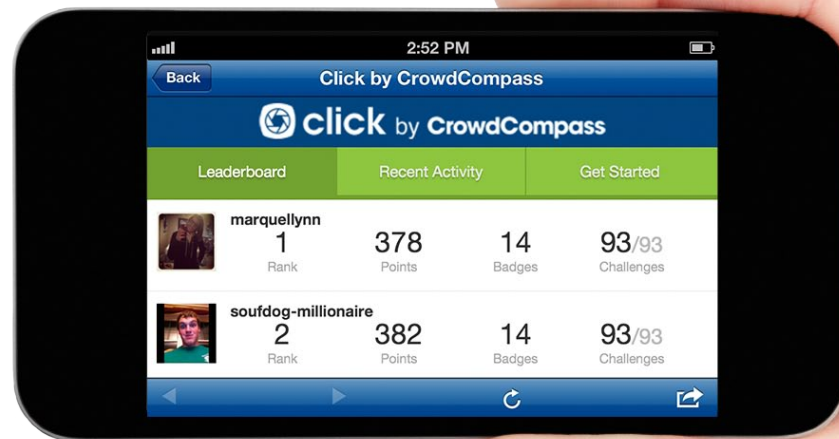


#Gamification is KEY in an event app! Post the leaderboard and let the competition take over #pcma

“ We launched a mobile app photo contest at our last annual conference. It was a really interactive game where attendees could take pictures, upload them and get points. The game **significantly increased** the engagement and networking. Our attendees also shared the conference pictures with their social media networks. ”

Christopher Young

DECA International Career Development Conference



6

“For Mobile Eyes Only” Show Specials

Run a steady stream of specials (discounts, VIP access, etc.) only available on the mobile app. Map out your timeline to “drip” out appropriate special offers before, during and after your conference. With a smart series of special offers, app usage will accelerate quickly.

7

Guru Bars with Projection Screens

Borrow a page from the Apple Genius Bar playbook. Create similar Mobile App “Guru Bars” where participants can stop by for support and quick tips. Connect a tablet device to a projector and share demos/highlights on the big screen. If a mobile app game is underway, get the Leaderboard on screen rotations.

8

What’s Happening Now + What’s Coming Next

Attendees often make last-minute decisions about which session they’ll attend next. Help them make smarter choices with a steady filter that delivers immediate relevance.

9

Survey the Industry Think Tank at Your Conference

There’s a groundswell of knowledgeable participants at your conference. Launch a daily poll about industry trends and tap into this think tank. Update results throughout the day. Added bonus: You’ll be rewarded with powerful statistics to reference in post-conference recaps or blog posts.



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SMART MOVES: Create Mobile Eyes Only Specials and Notifications during your event #eventprofs



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Launch daily polls during your conference then leverage the results in post event follow-up #mpi

The number of mobile-connected devices will exceed the world’s population by the end of

2012



10

Provide a Start-to-Finish Conference Experience Journal

Imagine if your mobile app provided a digital capture of everything each attendee experienced?

- Full capture of learning takeaways to share with leadership and colleagues
- A list of key contacts with notes on follow-up
- A keyword-searchable list of conference #hashtag tweets
- Snapshots of travel receipts to speed up filing of expense reports
- A list of post-conference articles, webinars, white papers, etc.
- A discount on registration (or booth purchase) for the next year's conference

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SMART MOVES:
Provide a Start-to-Finish
Conference Experience
Journal #eventpros



The Next Move is Yours

The conference mobile app revolution isn't brewing... it's here!

Now that you have a good handle on the latest and greatest strategies around mobile app adoption, it's time to go back and give your own mobile app playbook a closer look.

- Is your aim laser-sharp on attendees and enhancing their experiences?
- Are all conference stakeholders represented with helpful content that's valued by attendees?
- Is your mobile app easy-to-use? Can attendees quickly find what they need, when they need it?
- Are you launching the app early enough to help your attendees prepare for a successful conference experience? (Check out the Conference Mobile App Marketing Timeline & Checklist at the end of this eBook.)
- Does your current mobile app solution provide detailed analytics and helpful reports to share with sponsors and advertisers?

Your next conference mobile app move needs to be a winner and we'd like to help.

Cvent is the largest event management software company in the United States. With over 1,000 employees worldwide, our technology solutions are used to manage more than a half-million events and surveys.

Our CrowdCompass team has deep expertise in designing and delivering best-in-class conference mobile apps – mobile apps attendees download, use repeatedly and appreciate.

As you map out your own mobile app plan, give us a call. We'd like to learn more about your situation and share recommendations that are best fits for your audience.



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www.crowdcompass.com

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for a Demo



Mobile App Marketing: **Timeline & Checklist**

Mobile App Marketing: Timeline & Checklist

Best Case Scenario:

You launch your conference mobile app with registration. Your app has strong content right out of the gate. You build momentum and repeat use with regular updates that deliver high value to attendees.

For larger conferences with registration that opens 20 weeks out, that's a lot of mobile app marketing ground to cover. If you're concerned you won't have enough initial content or be able to keep up with regular updates, go with Plan B: At registration time, let attendees know that the mobile app is coming – "Stay tuned." Then, launch your mobile app at least 30-days before your event to drive strong adoption and repeat use.

60—70 Days Out:

- Brief teaser message: "The XYZ mobile app is coming – Stay tuned!"

60 Days Out:

- Mobile app launches as conference registration opens.
- "Download App" is a fast-track step within the registration process, but not mandatory.
- "Download App" buttons are prominent on the conference website.
- All staff email signatures include the app download link.
- Release a brief 60-90 second video showing how the app will enhance the attendee's conference experience. Keep the content high-level and attendee benefit-focused.

For this timeline and checklist, we'll assume registration opens 60 days before the event.

<input type="checkbox"/>	<p>PR Campaign begins:</p> <ul style="list-style-type: none"> • Press release: “What’s new this year?” with highlights about the mobile app. • Reach out to reporters and bloggers and encourage them to download the app, for fast-track access to late-breaking news.
<input type="checkbox"/>	<p>As more conference details are solidified, add them to the app and promote updates through push notifications and via social media channels. (Example: If you sign on a new conference speaker, add it to the speaker list on the app and then send out a notification to attendees).</p>
<input type="checkbox"/>	<p>Change up formats for marketing messages (video, audio, articles, etc.) and content sources (speakers, industry leaders, etc.).</p>

30 Days Out:

<input type="checkbox"/>	<p>Mobile app content updates are more frequent – at least 2-3x each week. Pay special attention to aggregating and improving content from your exhibitors.</p>
<input type="checkbox"/>	<p>Leverage social media channels to build buzz, peer-to-peer sharing and drive mobile app downloads and usage. On Twitter, include the conference #hashtag.</p>
<input type="checkbox"/>	<p>Add a “What’s New This Week?” page on your conference website. Where appropriate, point back to the mobile app for details.</p>
<input type="checkbox"/>	<p>Push notifications via the mobile app are more frequent with important late-breaking news.</p>
<input type="checkbox"/>	<p>Strong focus on keynote speakers, industry speakers, “Know Before You Go” videos, etc. Include a reminder and link to download the mobile app.</p>
<input type="checkbox"/>	<p>Publish a tip sheet and video to help attendees build itineraries on the mobile app in advance and post these on the conference website, blogs, YouTube channel, etc.</p>

7 Days Out:

<input type="checkbox"/>	Mobile app content updates occur daily; push notifications for priority content. Keep in mind: Attendees appreciate the ability to preview slides or handouts before deciding which sessions to attend. Be sure to direct them to this content often.
<input type="checkbox"/>	Consider launching a pre-conference photo contest using the mobile app. Example: "Getting Ready for the XYZ Conference" photo contest. This will stir up excitement and you'll be rewarded with great photos for a slideshow at your Opening General Session.
<input type="checkbox"/>	Messaging to attendees should focus on preparation steps to enhance the conference experience (e.g., build itinerary, create must-see exhibitor list, etc.).
<input type="checkbox"/>	Alert attendees about travel perks and conveniences within the mobile app (e.g., airport shuttle, express check-in, VIP lounge access, etc.).
<input type="checkbox"/>	Send a final "Know Before You Go" email with late-breaking information.
<input type="checkbox"/>	Encourage those who cannot attend your event to download the app to keep up to speed on conference highlights.

Showtime:

Obviously, the big crescendo mobile app moments will occur throughout the conference.

<input type="checkbox"/>	At your Opening General Session, give a two-minute advanced feature overview pitch.
<input type="checkbox"/>	All staff should have strong command of at least three advanced features on the mobile app that will benefit the attendee experience. Make sure they circulate and help attendees make better use of these features.

After the Conference:

If you were successful in delivering high value to attendees before and/or during your conference, your mobile app is still sitting on their smartphone or tablet. Continue sharing content that builds on the conference experience. This might include:

<input type="checkbox"/>	Highlights, short video clips, session recaps, follow-up blog posts, etc.
<input type="checkbox"/>	Conference Sponsor Acknowledgement with an article or white paper that is valued by attendees.
<input type="checkbox"/>	Post conference surveys.
<input type="checkbox"/>	Webinars, videos, meet-ups, etc.
<input type="checkbox"/>	Special discount codes for books, reports, study materials, etc.
<input type="checkbox"/>	Special discount codes for future events, membership and renewals.



**Crowd
Compass**

