

Your audience is using the app!

Invitado knows that the event app is the most important source of information during your event. Therefore we connect the app to the registration and make it a personal experience.

Login

Every individual guest needs to download and register for the app. If he is already in the registration system, his personal logincode is sent to him by SMS, otherwise a new user will be created in the database. We register his first login attempt and if this does not happen before entering the registration area at the venue, we send him also an SMS with a download link and his personal login code.

Social Message board

The social messageboard is the homescreen of the app. When users log in, the messageboard is shown.

Main functions:

- Add a message
- Add a picture
- Comment on or like other messages

Twitter integration:

Because a lot of people use their own social media accounts, the app is able to show all the twitter messages with a specific #hashtag.

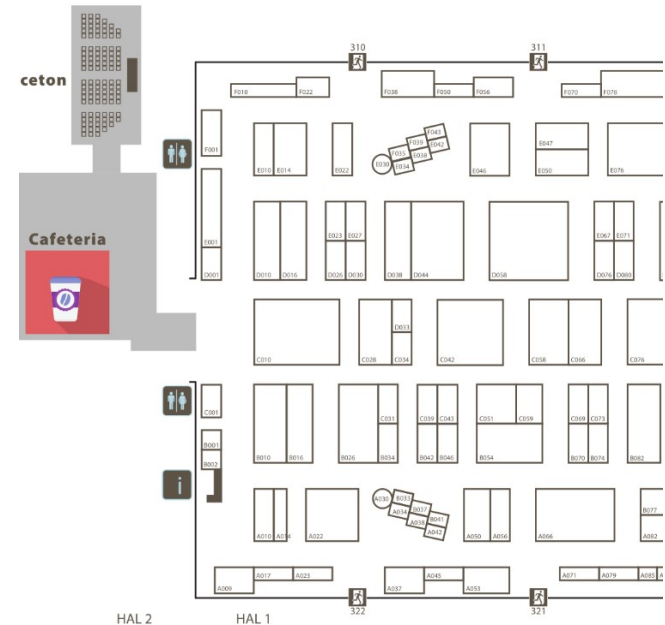


Floorplan

One of the greatest challenges is to get a clear overview of a venue. The app provides standard a zoomable floorplan without clickable interactivity

Main functions:

- Clear overview of the venue
- Zoomable floorplan



Static content

It is possible to create standard static content items in different layouts. Per event we decide together which content is necessary.

Main functions:

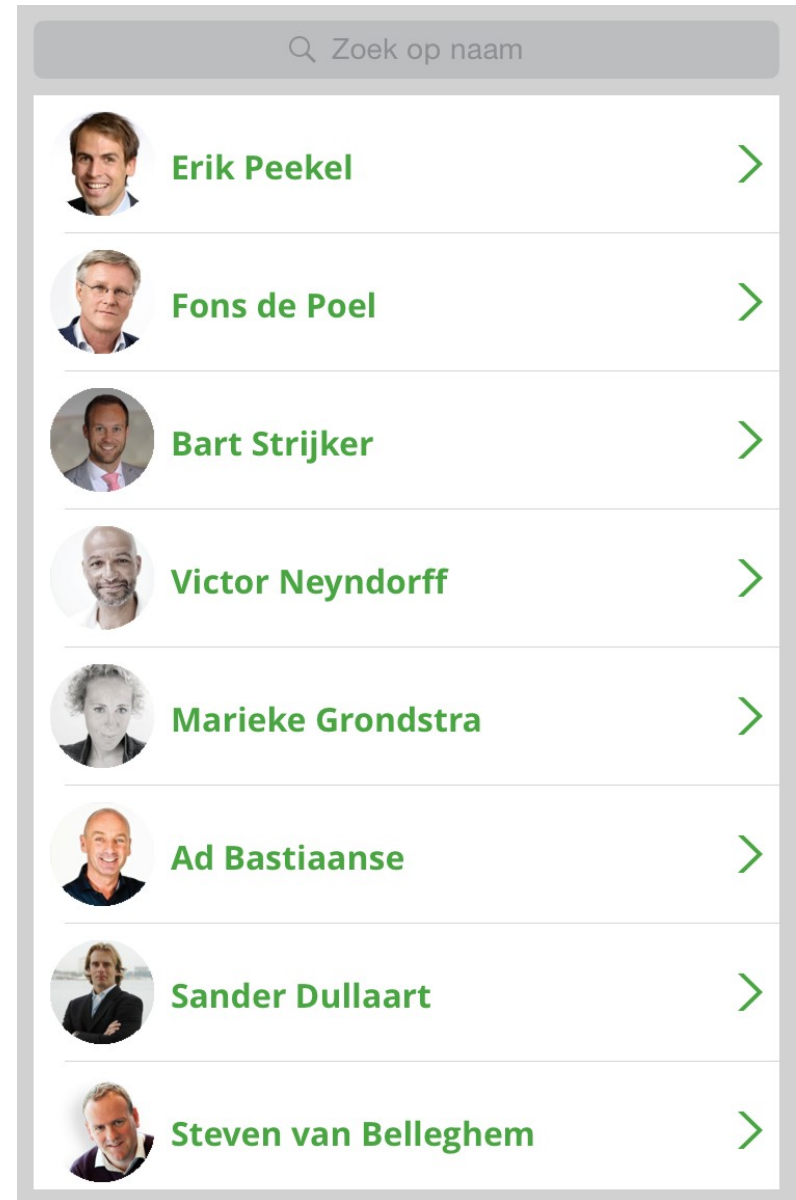
- Textpage
- List item page
- Text with picture page

Speakerpage

One of the most important persons besides the guests are the speakers. Because they are the crowd-pleasers of your event.

Main functions:

- List item list with speakers
- Detail page with text and speakerpicture
- Crosslink with program
- Crosslink with surveys/polls



Program

The program is in the center of the event app. A plenary program and personal sessions can be combined. We connect the registration system to it so people can get personal pushmessages when their breakout session is about to start.

Main functions:

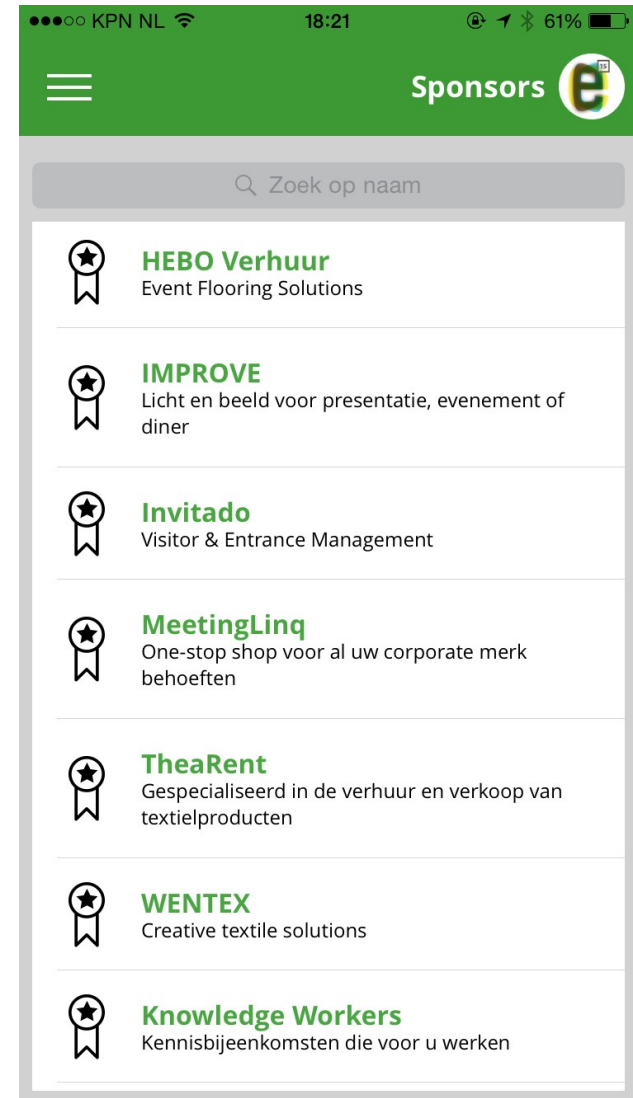
- List item list with speakers
- Detail page with text and speaker picture
- Crosslink with program
- Crosslink with surveys.
- Pushmessaging based on (personal) program

Vendor list

The list of vendors is shown in a clear, searchable overview.

Main functions:

- Searchable list of vendors/sponsors
- Detailpage with text and logo



Attendee/Employee listing

A list of all attendees and employees is displayed in the app. Searchable and connected to the registration. See who's registered already and start an in-app conversation with the chat.

Main functions:

- Attendee / employee listing
- Profile connected to registration
- Individual chat/message function (can be limited)

My profile

The user profile is filled in based on the data the user has provided in his registration. The user will also be asked to add a picture when using the app for the first time (and remember him at the day itself once again).

Main functions:

- Show personal profile (details based on registration info)
- Connected to registration
- Picture upload
- Download ticket

KPN NL 18:24 61%

profiel bewerken

Michiel Droog
Invitado Visitor Management

Voornaam
Michiel

Tussenvoegsel

Achternaam
Droog

Bedrijfsnaam
Invitado Visitor Management

Inlogcode onthouden?

Inlog methode Auto-login TouchID

Wijzig profiel foto

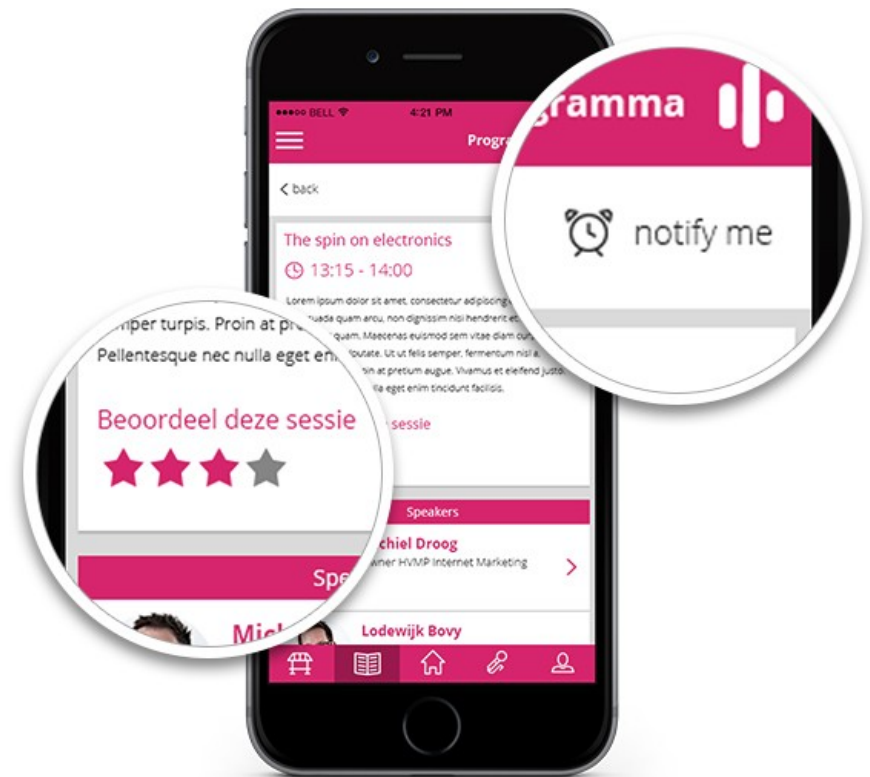
Download E-Ticket

Rate a session or speaker

It is possible to rate a session, speaker or ask any other question during the day to a guest. Data is saved and can be displayed in the app next to the specific content part.

Main functions:

- Ask 1 or 2 questions and rate with the simple star rating.
- Survey results shown in app
- Export after event from all results



(iBeacon) passbook ticket

When a user downloads the app before the event, he is able to store a passbook e-ticket in his smartphone. This passbook ticket is activated by an iBeacon when a user enters the venue.

Main functions:

- Sends out push messages to users who are near the entrance
- The passbook e-ticket is activated when they are close to the registration desk for a smooth check-in.



Pushmessages

Send out push messages to app users before or during the event.

Main functions:

- Prepare pushmessages in advance
- Timed messages possible



Other

- iOS & Android native (phone & tablet)
- Branded in company style (logo + colors)
- Sponsor opportunities in app
- Statistics with GoogleAnalytics
- 500 SMS messages included
- Support by event professionals Invitado

Content is king

Content is the most important part of the event app. So that should be the first thing to do.

All the (static) content is editable with a CMS

Use our event knowledge to get the best ROI of your event investment.



Additional options

Survey

Ask your attendees their opinion about the event in a survey. This (short) survey pops up at the end of the day, triggered by a push message or beacon position

Main functions:

- Ask max 10 questions about the day in a quick and usable survey
- Triggered by push message or Beacon
- Full data export after event.



iBeacon content targeting

iBeacons are placed on strategic places in the venue. We can program several pushmessages based on the distance between users and a beacon.

Main functions:

- Send out pushmessages to users who are near a strategic point
- Possible to differentiate messages based on the userprofile.

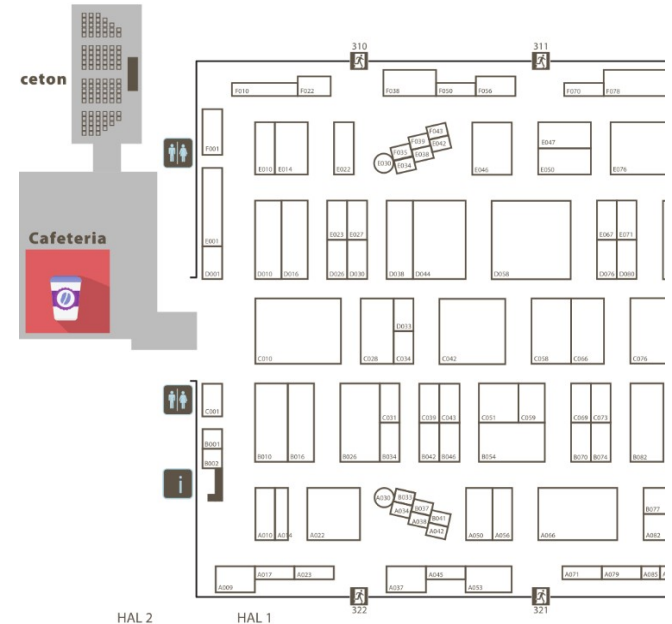


Interactive Floorplan

One of the greatest challenges is to get a clear overview of a venue. The interactive floorplan will be the guide for the app user. Interactive and connected to the vendor list and breakout sessions.

Main functions:

- Clear overview of the venue
- Booths and conference rooms clearly displayed
- Zoomable floorplan
- Connected to program of sponsorlist



Ask a question

We create a function to ask a question directly to the speaker. Every session or speaker gets his own 'ask a question code'. If the speaker uses this code in his presentation his audience can go directly to the Ask a Question page. If a user enters the number and his question, the question will be stored in the database.

We create a simple back-end system where all the questions are shown; a moderator can activate questions to show on the big screen. It is possible to use this at the same time for different speakers and the screens are completely branded in style.

Voting

Ask your audience to vote during sessions. Ask them their opinion and show the results in app or on a big screen. Multiple choice or even open answers are possible.

Main functions:

- Multiple questions and answers possible
- Show the results on a large screen behind the speaker
- Administrator panel available
- Results in excel.

Timeframe

Briefing & branding meeting	Week 1
Start development	Week 2
First static content in app	Week 3
Concept ready	Week 4
Fine-tuning & content management	Week 5
Pushing app to Appstores	Week 8
Launch	Week 10

Budget

Branded Native iOS & Android app € 1.500,00

Additional options (ranging from)

Custom interactive floorplan € 640,00

Customer survey € 320,00

Ask a Question € 640,00

Voting € 800,00

iBeacons incl. content targeting (5 messages) (15 beacons) € 400,00