

Going Mobile

How small organizations are using, and planning to use, mobile for their events.



Editor's Note



Hey there,

The mobile technology industry is constantly evolving, giving people the freedom to get their information on-the-go. Whether they're using it as a GPS, texting a friend, checking their email, looking up the nearest coffee shop and occasionally even making phone calls, everywhere you turn people are on their mobile phones and tablets.

We're always learning what's important to small businesses and one of the biggest factors is making sure they reach their customers wherever they are. We did a bunch of research around mobile and how it relates to small businesses running events and wanted to share some of that data.

So thanks for downloading this eBook. We hope you find some of it useful as we keep improving EventSpot for you—so you can better serve your customers.

All the best,

A handwritten signature in black ink that reads "Chris Litster".

Chris Litster



The mobile landscape
is changing. Move with it.

More Than **290**

Constant Contact customers answered our survey. All of them use EventSpot to plan and execute events, ranging from business, educational, fundraisers and social events.



Events in the Mobile Business World

Part





83% 

use **mobile devices** for business purposes

24% 

of those who do, use a **mobile phone**

89% 

of those who do, use a **smartphone**

52% 

use a **tablet**





81%  will **increase** their use of mobile technology for **event marketing** in the next year

90%  would like to learn how to **leverage mobile** for events



15% frequently or always use a **smartphone** to promote events or capture event information from **attendees**

61% do not

87% are somewhat or **extremely interested** in doing so for future events



12%



frequently or always
use a **tablet**
to promote events or
capture event
information from
attendees

64%

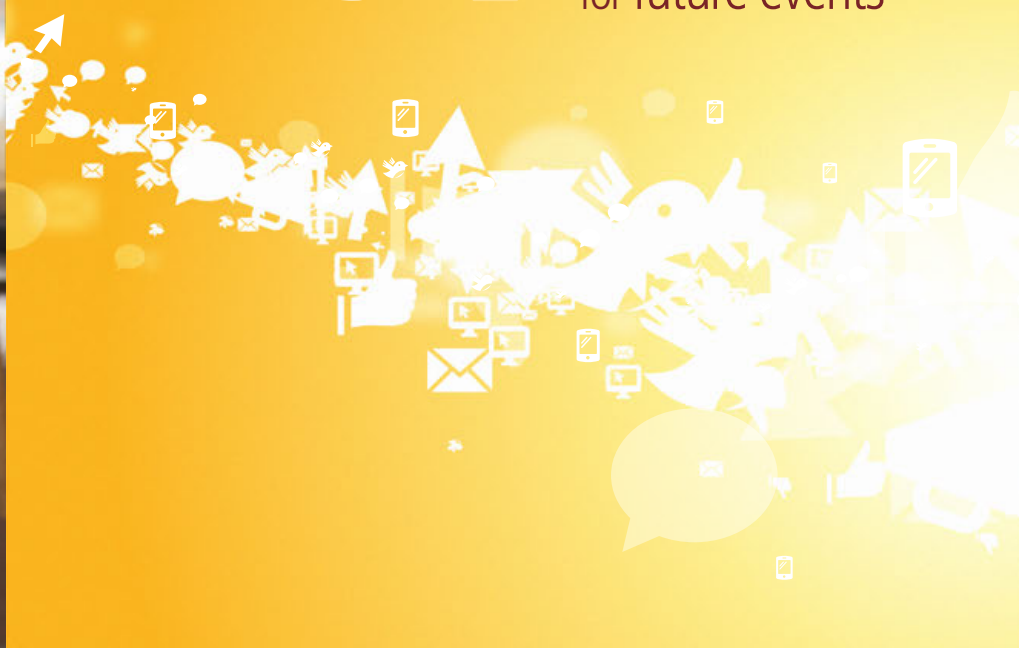



do not


79%





are somewhat or
extremely
interested
in using their tablet
for future events






16%  currently **distribute content** to a **registrant's mobile device**

75%  of those distribute **event schedules**

41%  of those distribute **session descriptions**

50%  **plan to** distribute content this way within the next **6 months**

Your Events and
Your **Smartphone**



Part





6%

of respondents currently offer a **mobile** check-in app

22%

plan to within the next **6 months**

A decorative graphic on a yellow background featuring various white icons related to technology and communication, such as a bird, a smartphone, a calendar, and a clock.

16% send **“save the date”** notifications

23% plan to do this within the next **6 months**



5% provide **event schedules** of sessions via a **mobile app**



25% plan to within the next **6 months**





29% 

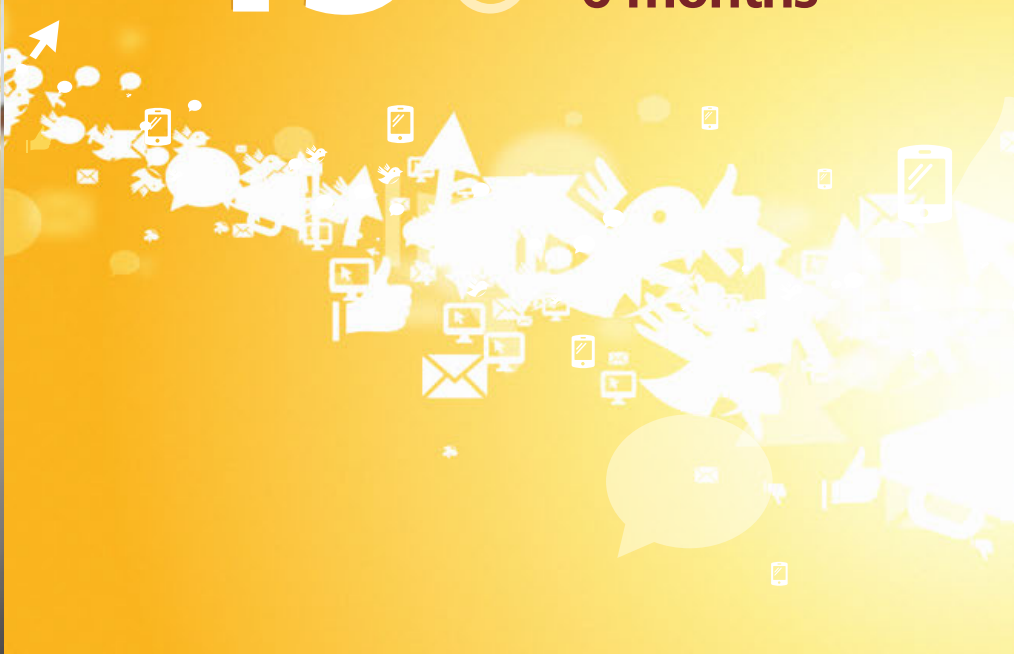
offer **mobile registration** and collect **payments** via mobile

20% 

find that they get good **response/interaction** when **collecting payments** via a smartphone

49% 

plan to offer this within the next **6 months**





24%



engage with **attendees** by posting event insights, learnings or comments to social networks via **smartphone**

20%



find that they **get good response/interaction** when they do so

17%




will engage this way in the next **6 months**



A decorative graphic on a yellow background featuring a trail of white social media icons including a bird, a megaphone, a thumbs up, a mail icon, a smartphone, and a cursor arrow, all appearing to float from left to right.

6%  survey or otherwise **capture feedback** from attendees during **an event**

24%  **plan to** within the next **6 months**

Tablet Talk: How It's Used for Events



Part



3%

of respondents currently offer a **mobile** check-in app



14%

plan to within the next **6 months**





 **EventSpot™**
from Constant Contact®



6%  send **"save the date"** notifications

15%  **plan to** within the next **6 months**



3% provide **event schedules** of sessions via a **mobile app**



17% **plan to** within the next **6 months**





18%  offer **mobile registration** and collect **payments** via mobile

32%  **plan to** offer this within the next **6 months**

11%  find that they get good **response/interaction** when **collecting payments** via a tablet





10%



engage with
attendees by
posting event insights,
learnings or comments
to social networks
via **tablet**

9%



find that they
get good
response/interaction
when they do so

16%



will engage
this way in the next
6 months



Top 10 Tips for Integrating Mobile With Your Events

Part





Intro

Mobile Marketing for Events

More Americans now own smartphones than home phones or regular mobile phones* and, for event planners, this dynamic presents a powerful marketing opportunity. EventSpot from Constant Contact offers the following suggestions for leveraging mobile technology to market events and enhance the attendee experience:



Tip #1

Simplify Logistics

1

Select an event management tool offering mobile features that easily enable mobile registration, payment, ticketing and check-in. Guests can register anytime/anywhere. Hosts can check-in attendees as they walk in the door—no paper trail and no long lines for guests.



Tip #2-4

Boost Interaction

- 2** Create an event hashtag that's short and simple, and include it in invitations, your website and any promotional materials. Prominently display it at the event.
- 3** Schedule tweets to run during the event and a "thank you for attending" tweet at the end of the event.
- 4** Send customized text messages to attendees, volunteers and staff, including last minute reminders and schedule changes, when a presentation is about to begin, etc. Ask event attendees to text-in for contests and giveaways.

Tip #5-6

Boost Interaction *(continued)*

- 5** If an important guest or celebrity is attending, ask that person to record a message that can be sent out to promote the event.
- 6** Build mailing lists by creating a QR code with a scan-to-join feature that can be placed on marketing and event materials to make it simple for guests to join a list at their leisure.



Tip #7-8

Boost Interaction *(continued)*

- 7** Snap event photos, capturing moments as they happen, and post in real-time to Twitter and Facebook, etc.
- 8** Capture videos during your event. Talk with attendees and record their experience. Videos should address the needs of your audience for future events. Length should be 2 minutes or less.



Tip #9-10

Stay in Touch

9

Take a pulse on what attendees thought of the event by texting a quick survey the day after, and incorporate feedback into future planning.

10

Stay connected with attendees by sending links to video footage from the event, stats on money raised, total number of event attendees or quick updates on future events. The ease of mobile connections makes them a snap to maintain.



The research is done,
but the learning
never stops.

Check out some other
great resources at:
ConstantContact.com/EventSpot

Share this book with your colleagues.
Join the conversation!



Part



What is EventSpot?

Everything you need to run a successful event—from
online promotion to registration.

Try it for Free!