

The Momentum of Mobile Event Apps

Benchmarks Study

How **Best-in-Class** Event Producers and
Brands Are Using Mobile Apps to Drive Event Success

Exclusive Industry Analysis by



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Introduction

Mobile apps are one of the most important and fastest growing areas of the events and meetings industry. Apps provide a powerful tool with many value elements that improve event management, deliver information and content, capture data and analytics, and foster networking between attendees and sponsors.

To analyze key trends in this area, CrowdCompass by Cvent and the Event Marketing Institute have developed this unique study to quantify how event producers are using and would like to use mobile app technology and services. A key finding is that over the next two years event producers and meeting planners expect a dramatic increase in how attendees value and engage with mobile event apps.

The study covers best practices, benchmarks and opportunities. This report also provides:

- Percentage of events with apps currently and expected in 2016
- Mobile event app budgets and growth outlook
- Value to attendees and usage benchmarks
- Value to sponsors
- App features important today and those expected to be even more important in 2016
- And much more

A number of areas within the report compare mobile event app usage, features and respondent opinions currently to what the event producers and meeting planners expect in 2016 and 2017.

To access this unique market information, a survey of leading event producers and meeting planners was conducted between November and December 2014. The response is from an elite group of more than 300 leading associations, exhibition producers, corporations with major event and meeting programs, and meeting planners. The respondents represent many of the largest, leading event management organizations and corporations in North America.

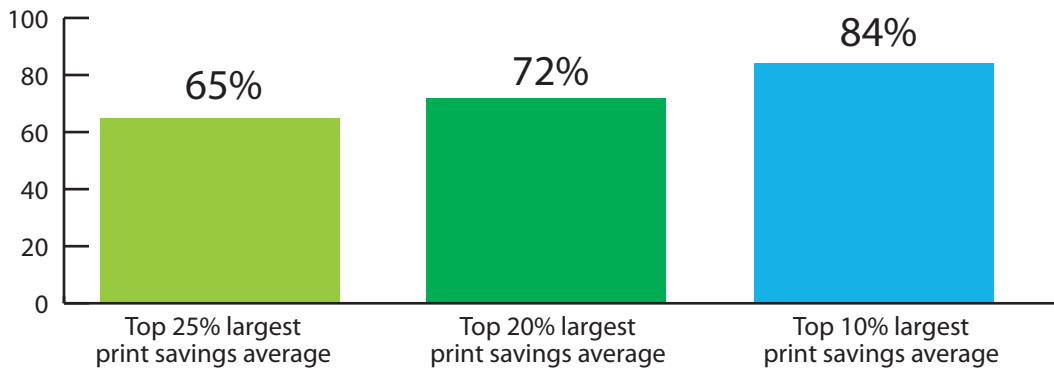
CrowdCompass and the Event Marketing Institute thank all of the respondents for their invaluable contribution to the study.



Executive Summary

Leading Event Producers and Meeting Planners Expect Dramatic Print Savings from Mobile Apps by 2017

The study finds that leading event producers and corporate meeting planners expect to realize dramatic printing cost savings by using mobile event apps by 2017. The chart below shows the average expected print cost savings among the top 10%, 20% and 25% of respondents in 2017. Specifically, the findings show that 25% of the industry expect to reduce their total printing cost by 65% via apps within two years and an elite 10% expect to save a very significant 84%. A number of top companies expect to completely eliminate their printing needs by using apps over the next few years.



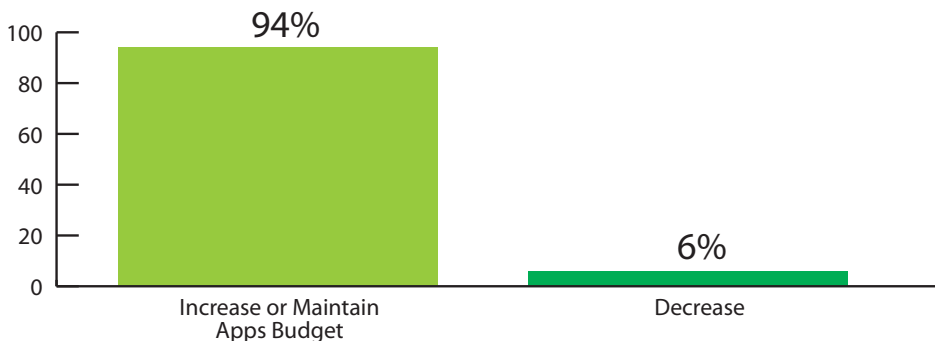
Percentage of Event and Meeting Planners Currently Using Mobile Event Apps Today – and 2016 Forecast

TODAY
75% have an App

BY 2016
86% will have an App by 2016

2015 Mobile Event Apps Budget Growth Expectation

Ninety-four percent of the industry with a mobile event app will increase or maintain their app budget spending level in 2015. Of the groups planning to increase their spending, the average budget increase is a significant 21%.



“(Our mobile event app) improves our brand image as technically relevant and looking for ways to improve the attendee experience.”

– Leading IT company with large event and meeting programs worldwide

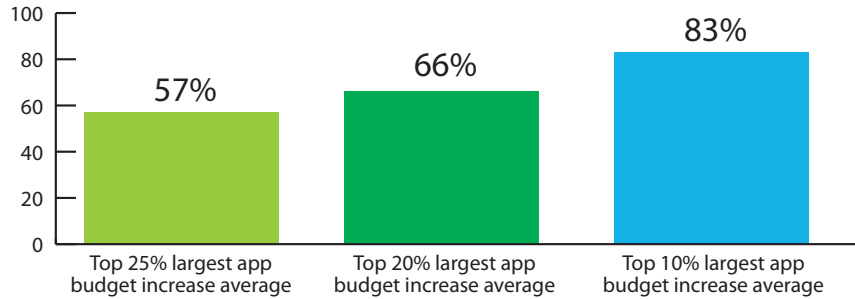
Key Insight

The average budget increase expected for mobile event apps by leading event producers and meeting planners in 2015 is **21%**.

EXECUTIVE SUMMARY

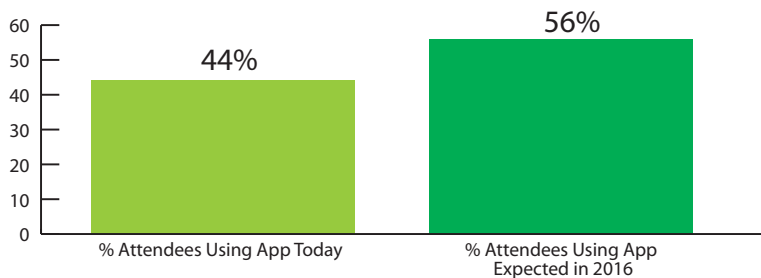
Leading Event Producers and Meeting Planners are Significantly Increasing Mobile Event App Budgets in 2015

The data below provides the average expected increase in total spending on mobile event apps among the top 10%, 20% and 25% of event producer and meeting planner respondents.



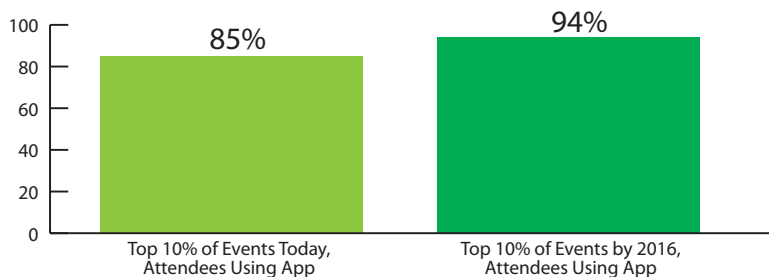
Percentage of Attendees Using Mobile Event Apps Today – and Expected in 2016

Forty-four percent of attendees on average throughout the industry use mobile event apps currently, according to event producers and planners. This percentage is expected to increase to 56% in 2016. It is important to note that this is what event planners think about attendee expectations.



For Many Leading Events the Percentage of Attendees Using Apps is Much Higher

Among the top 10% of respondents in terms of current attendee app usage, the average percentage of the attendee base using their app is 85%, and by 2016 this is expected to increase to 94% of attendees.



“(The app) provides consistent branding options that builds attendance, knowledge and enthusiasm about the show.”

– Meeting planner survey respondent

Key Insight

Over the next two years event producers and meeting planners expect a dramatic increase in how attendees value and engage with mobile event apps. *2015 is expected to be the first year that more than half of attendees and delegates throughout the event and meetings industry engage with apps.*

Key Insight

By 2016, **88%** of event producers and meeting planners expect their attendees will consider mobile event apps to be critical or important to their event experience.

EXECUTIVE SUMMARY