Mobile Apps for Consumer Events: Raising the Bar for Fan Engagement
In 2014, approximately 1 billion smartphones were sold.

Experts believe that in 2020 there will be over 3.4 billion smartphones sold annually.

91% of people keep their phone within 3 feet at all times.

People check their phones 214x per day.
41% of people purchase tickets on mobile and spend 127 minutes per day using apps.

Adults spend more time on mobile media than magazines and newspapers combined.
Ditch the paper...

...and embrace the future

event brochure ➔ event website ➔ mobile app
The biggest mistake we made as a company was betting too much on web (HTML5) as opposed to native.

- Mark Zuckerberg
  CEO, Facebook

Native vs. web: Know the difference

Native apps...

- Are downloaded from app stores
- Live on user’s mobile device
- Don’t require connectivity
- Provide a snappier user experience
- Integrate with device features (camera, GPS and notifications)
The Value of an App

**Audience**
- Access to event information
- Personalized schedules
- Updates and push notifications
- Social media integrations
- Interactive maps
- Higher level of engagement

**Event Organizers**
- Reduce printing costs
- Earn sponsorship revenue
- Drive merch/concessions sales
- CMS for real-time updates
- Track analytics
- Extend your reach
Customize design and layout
Showcase exhibit or event details and schedule

- The Architectural Image, 1920-1950
  Through May 3, 2015

- HOT TO COLD: an odyssey of architectural adaptation
  Through August 30, 2015

- Investigating Where We Live: D.C. Now & Next
  Through June 7, 2015

- House & Home
  Through 2017

- PLAY WORK BUILD
  Through 2015

- The Building Zone
  Everyday Offering
Generate sponsorship or donation revenue
Case Study: Sponsorship

Sioux Falls Jazz & Blues

- Sioux Falls Jazz & Blues wanted to support current sponsors and attract new sponsors
- Placements included splash pages, banner ads, maps, featured content & sponsors and push notifications
- Event info, maps and interactive features drove engagement and impressions
- Almost 6 minutes per user spent in the app
- Post-event reporting on audience insights pleased sponsors and increased value
Provide interactive maps
Bring the experience to life
Amplify via social media

Filmmakers, Caroline Monnet and Alethea Arnaquq-Baril introducing T...

6 hours ago
The Toronto Palestine Film Festival is accepting submissions for their 8th...

23 hours ago
imagineNATIVE Films
Daniel is in Montreal hangin in studio with @cocomonnet before Phi Cent...

5/6/15, 6:14 AM
We are presenting a specially curated film program offering contemporary...

5/5/15, 10:46 AM
Congratulations to our Board Member, Anne Pick for winning this year’s Do...

5/5/15, 6:06 AM
THE EMBARGO PROJECT, the new feature version of imagineNATIVE’s...
Drive visitor interaction
Case study: Gamification

Red River Valley Fair

✓ The RRVF wanted to encourage downloads and usage in the first year with a mobile app

✓ They decided to develop an onsite, mobile Scavenger Hunt

✓ Visitors scanned QR codes at 10 locations to be eligible to win an iPad

✓ Marketing included onsite signage, digital, print, outdoor and social media to drive downloads and participation

✓ 1700 downloads in the first year, over 9,600 minutes spent in the app, vendors and sponsors thrilled!
Set goals & milestones
Easily manage app content
View analytics and measure app usage

Usage Overview:

- 53,861 Total sessions
- 9,882 Unique Users
- 3271 iOS Users
- 6,611 Android Users

Time Summary:
- 31 days 44 minutes 35 seconds Total Time Spent
- 3 minutes 50 seconds Average Time Per Session
- 4 minutes 31 seconds Average Time Per User
Bring your app to life

1. Project kickoff
2. Establish timeline
3. Collect data & artwork
4. Mobile app development
5. Review beta version
6. Submit to app store
Marketing your mobile app

- emails
- website
- social media
- signage
- QR codes
- notifications
- user ratings
Thank you!

Questions? Email us.

email@crowdtorch.com