

MOBILE APP PLAYBOOK

How to set up your app
and drive engagement

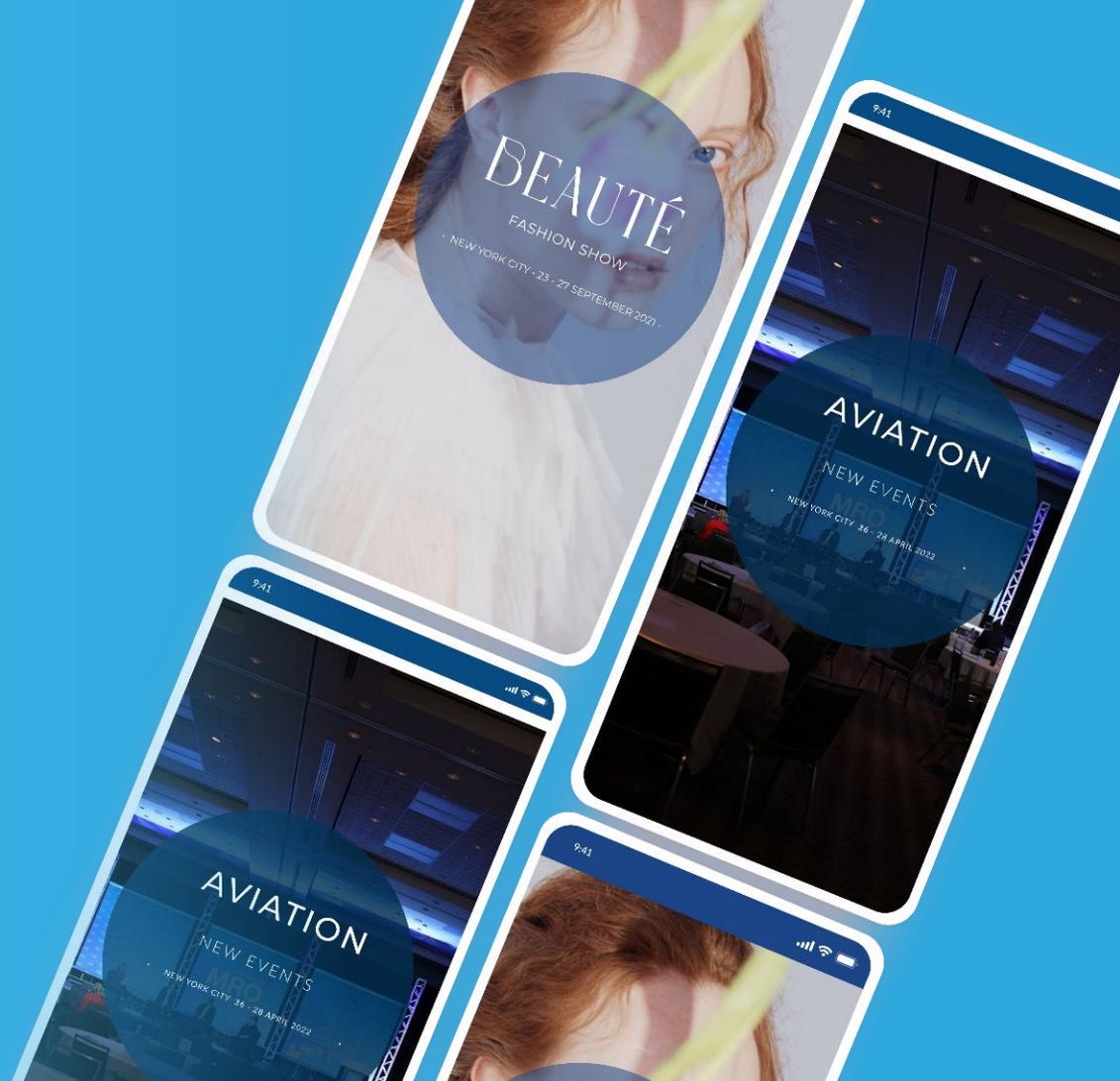


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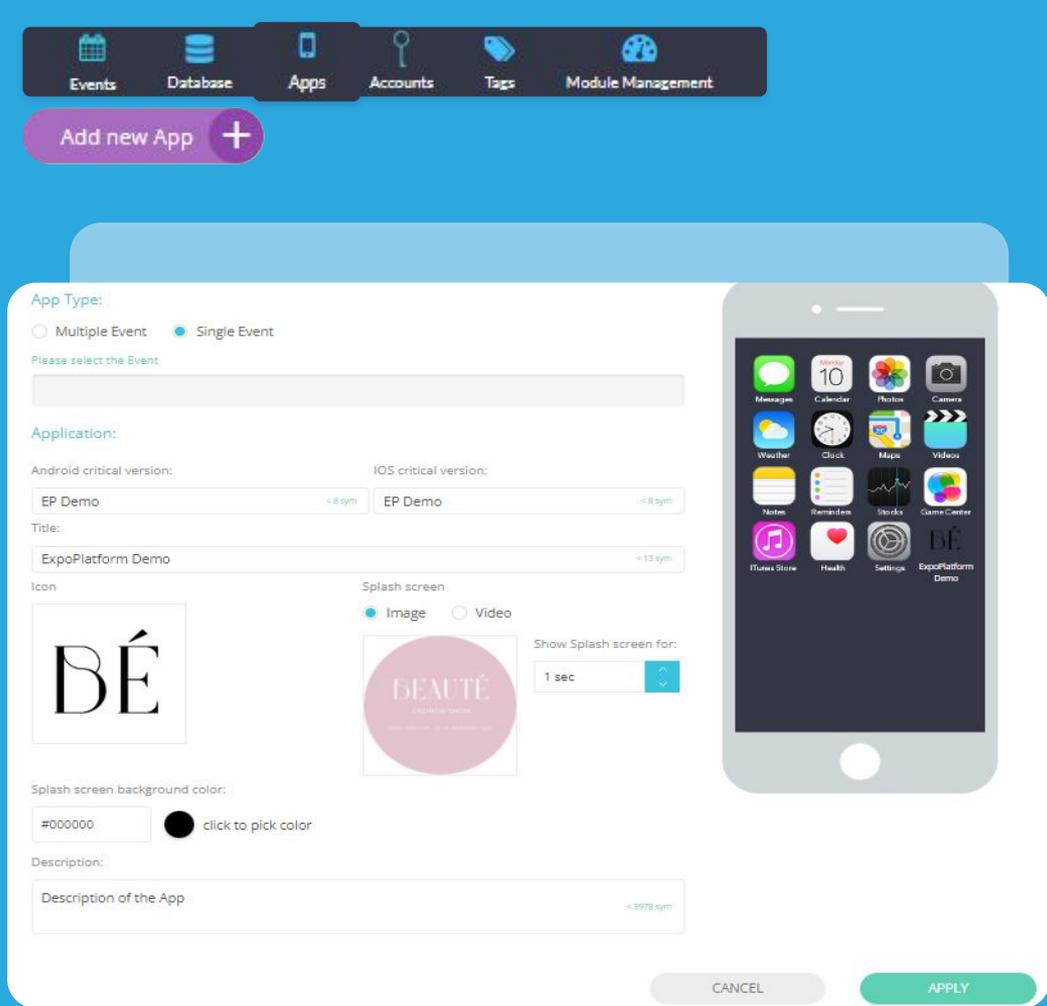
1. Timeline of App Publication



Click on **'Apps'** on the admin panel >
Add new App

Select the app type (single or multi-event),
background image, name, icon, splash
screen, etc.

Note:
Background image- 2208 x 2208 px
Splashscreen image- 2208 x 2208 px



2. Tagging the Events included in the App

When creating a **single event** app, just choose the Event from the drop down list.

When creating a **multi-event** app, please make sure that your Events are assigned a specific **Event tag** (in admin/exhibitions/list). Example: “Mobile app”.

In the app builder, you can recall this tag to surface the events that you would like to include in the app.

App Type:

Multiple Event Single Event

Please select the Event

Technology Exhibition

- Food & Drinks - Copy Copy 1
- Cosmoprof Demo
- Tech Event - DEMO
- ExpoCad Copy 1 Copy 1
- Home & Gift Buyers' Festival
- Food & Drinks
- Informa - IMX Copy 1
- Josh's Event
- Outdoor Adventure Travels
- Tech Event / Liza / Copy
- Food & Drinks
- Beauté 2022 Copy 1
- Beauté 2022 Test Bohdan
- Digital Transformation World Series
- Tech Event - Synvance
- Beauté 2022 Copy 1
- Test event
- ExpoCad
- Food & Drinks Copy - Lakshmi's Test Event
- Technology Exhibition

App Type:

Multiple Event Single Event

Event Tags

epdemoapp2022 x epdemoapp2022 x

tmforum

digital transformation

bluedog

external

stier

dont delete

Tennis

Sports

3. Features page

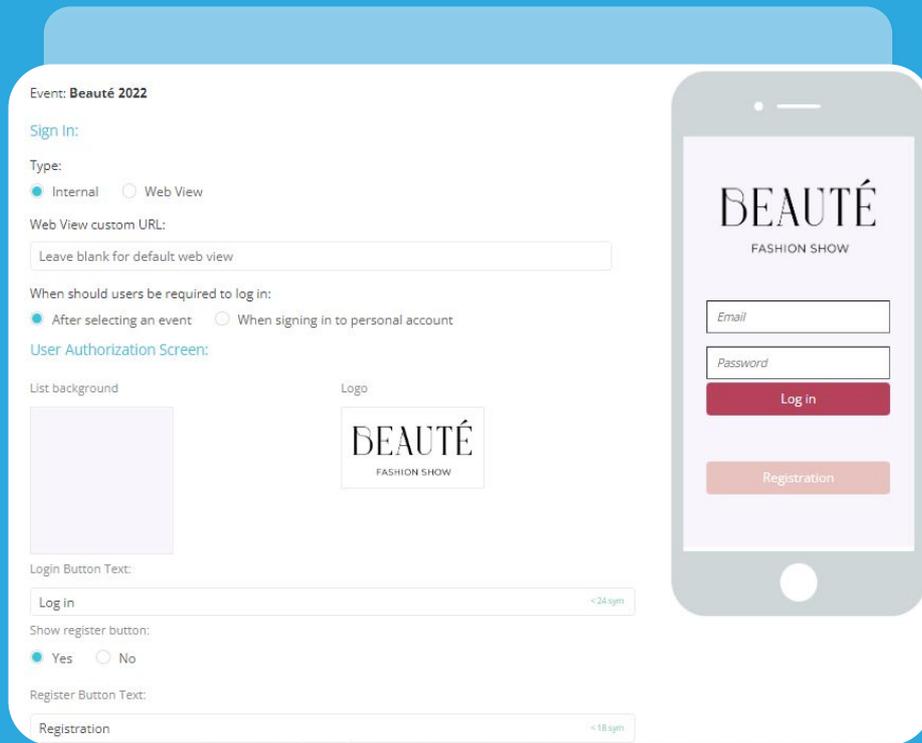
This is where your Sign in page is designed.

You should select whether your users are prompted to login as soon as they open the app (**'after selecting the event'**) or later when they use the menu (**'signing in to their personal account'**).

Please select the appropriate options, naming of the Login and Register buttons (if it needs to be displayed).

Background - 2208 X 2208 px

Logo - 750 x 375 px



Registration type:

Internal External

Show Event name on sign page:

Yes No

Event loading screen:

Loading screen. (This is the image, visible while the event data is loading):



Display image placeholders:

Yes No

Android text block:

IOS text block:

Select the registration type - Internal or External, displaying the event name on Sign-in page, loading screen, etc.)

(Note: If you select external, then you must have entered the external code)

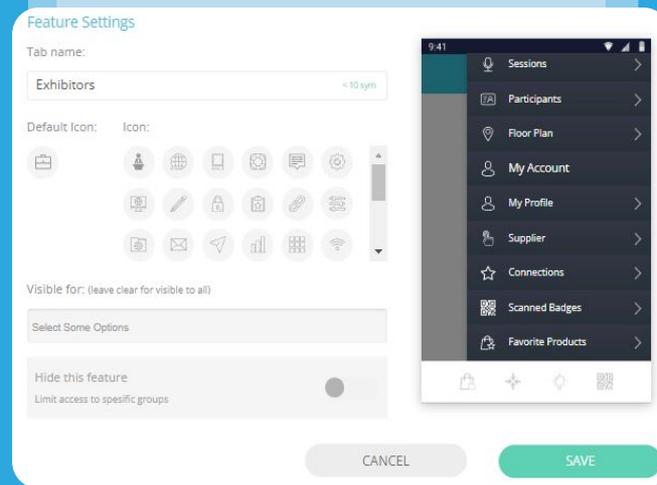
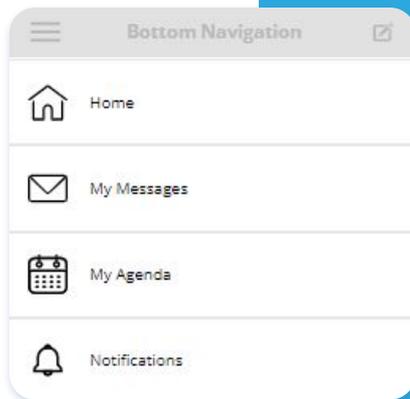
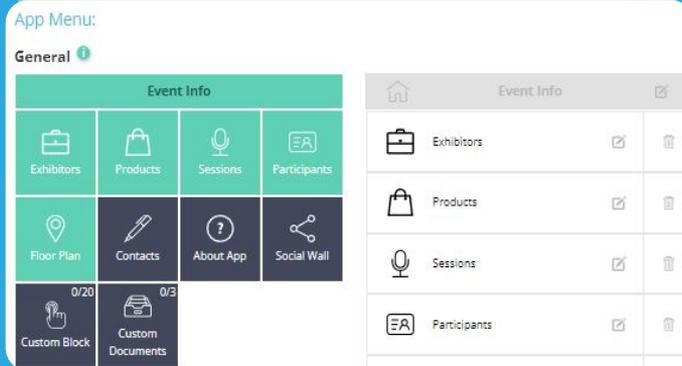
Loading screen: 2208 X 2208 px

4. Burger Menu

Here is the option to setup the entire menu of the app. All you need to do is drag the icons from left and drop on the right.

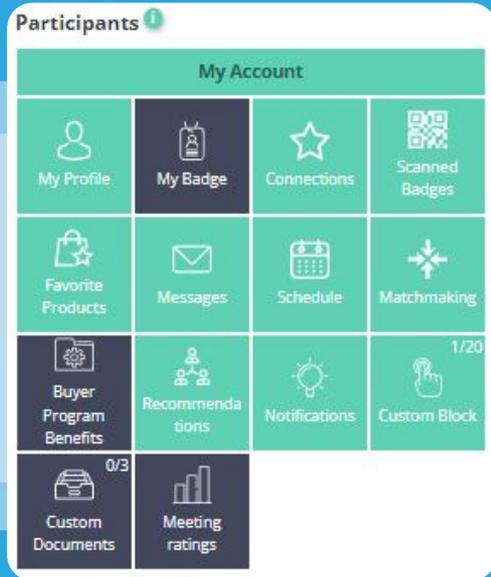
The menu items can be renamed by clicking “edit”. You can also choose the icon, define visibility and hide the feature to give access to specific user groups.

Within each section, it is possible to select if it is part of the “bottom navigation”:



Building the menu for each Role

The customization of the menu for **visitors, exhibitors, and team members** is done by dragging the items as the above menu discussed in General.



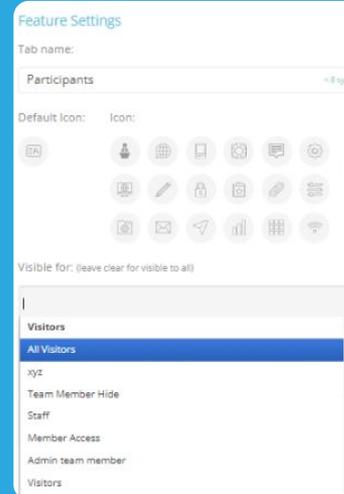
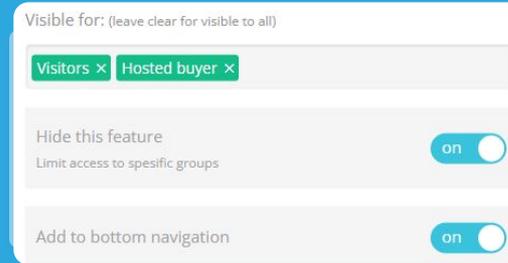
Making a Section Private (optional)

As an organiser, you may make some sections only visible to particular registration categories.

For example:

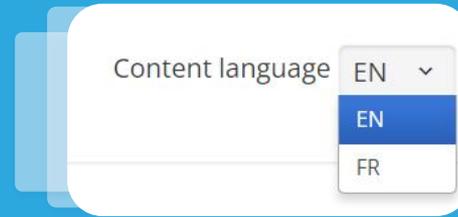
- Delegates list can only be accessed by VIPs
- Badge scanner can only be accessed by Premium exhibitors and Premium team members

> To do so, select the categories under '**Visible for**' and Save.



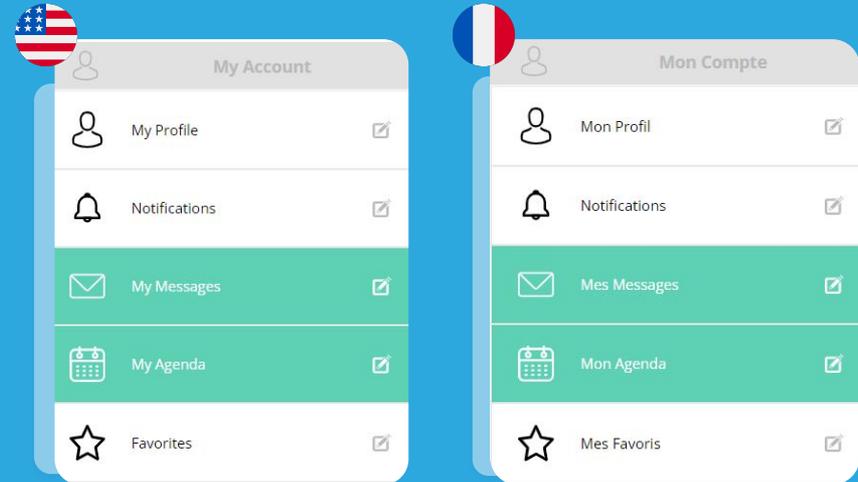
Multilingual (optional)

If your event or community is set up with multiple languages, you will be able to access a **dropdown to select the language you are editing**.



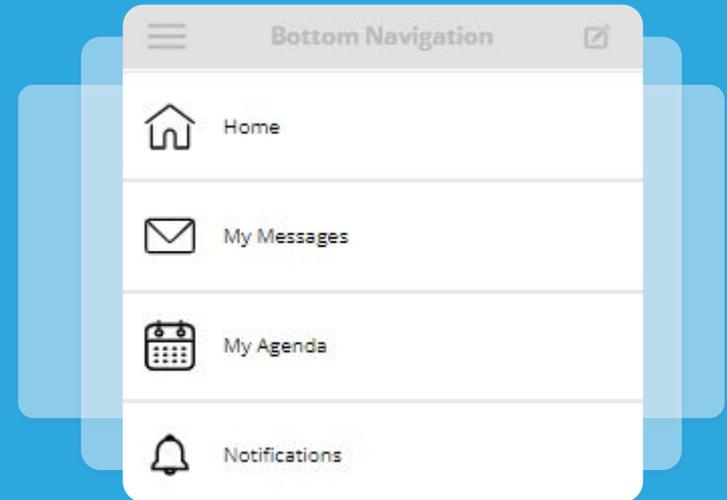
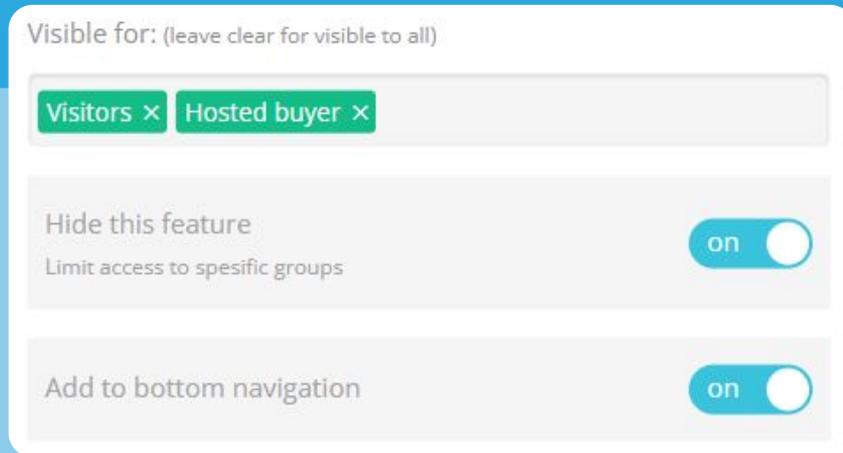
This way, it is possible to fully translate the app menu into multiple languages.

In the app, the displayed language is automatically detected from the **phone settings**.



5. Bottom Navigation

The bottom navigation serves as a quick menu for all the important items available at the tip of the finger. As a best practice, we recommend keeping **Home, My Messages, My Agenda and Notifications**.



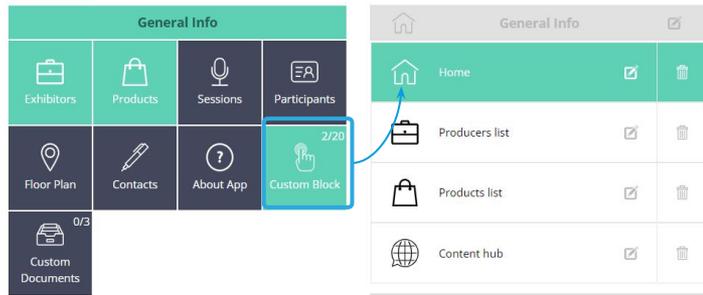
6. Custom Homepage

You can build your own custom homepage, with your graphics and selection of buttons.

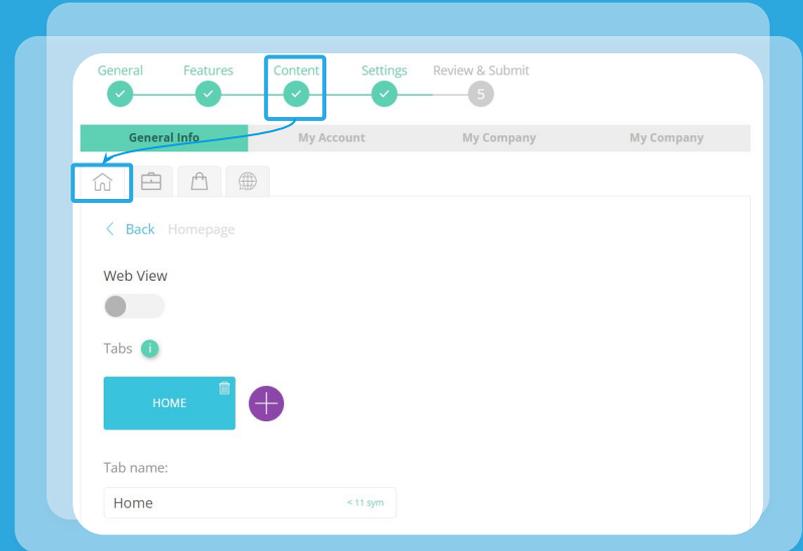
The first step is to insert a custom block under the Event Info menu and rename it “Home”.

App Menu:

General 1



This custom page will be available for our mobile app developers to edit, according to the brief that you have communicated to them.



The homepage will be edited from the Content section

Custom homepage brief

You can brief ExpoPlatform to design your app homepage by using the template below and providing your assets. Please carefully check the list of available buttons.

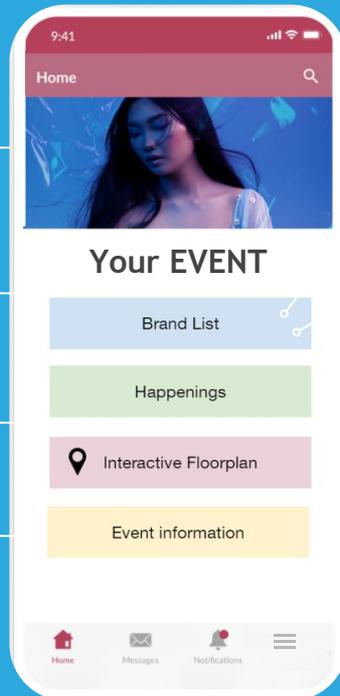
1. ASSETS

Header (2208 x desired height with Centered logo)

Background image (2208 x 2208 px)

Background color (hex code)

Button color (hex code)



2. LINKS

Button names + targets

Available Buttons:

- Exhibitors
- Specific Sponsor (ie. filtered exhibitor)
- Sessions / or Filtered Sessions (eg. on specific track)
- Products/ or Specific Product category
- Floorplan
- Custom page (eg. FAQ)
- **Digital badge**
- **Badge scanner**
- **My Agenda**
- **Attendees (when private)**

Available only when users are required to login first **‘after selecting the event’**

3. BANNERS

Upon request (2208 px wide)

The app colors and fonts are controlled under the “Settings” section



Color Settings:

App main colors:

#362c6d



click to pick color

#e8c2bf



click to pick color

#ffffff



click to pick color

Font Colors:

#000000



click to pick color

#1f1f1f



click to pick color

#ffffff



click to pick color

Menu Color Settings:

Menu Color:

#ffcfca



click to pick color

Text color:

#292929



click to pick color

Selected text color:

#ffffff



click to pick color

Section Header background color:

#b5415b



click to pick color

Section Header text color:

#ffffff



click to pick color

Selected Menu Color:

#b96b82



click to pick color

Font settings:

Heading:

IBM Plex Sans

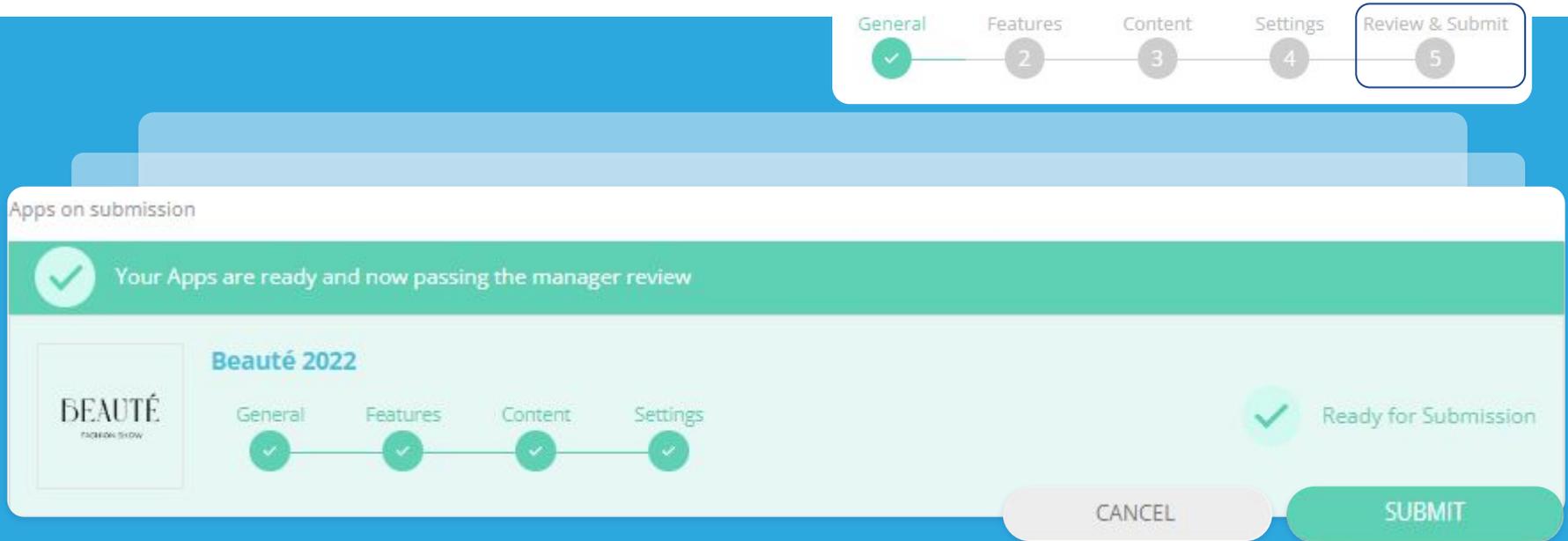
Text:

Roboto

7. Submitting your Beta App

This is the final step to submit the application.

Once done, please inform your project's Technical Account Manager about this in order for the development team to build the beta/final version of the app and publish it on the stores.



The image shows a progress bar at the top with five steps: General (checked), Features (2), Content (3), Settings (4), and Review & Submit (5). Below it is a modal window titled "Apps on submission" with a green header and a checkmark icon. The text inside the modal says "Your Apps are ready and now passing the manager review". Below this, there is a card for "Beauté 2022" with a logo and a progress bar showing all four steps (General, Features, Content, Settings) as completed. To the right of the card is a green checkmark and the text "Ready for Submission". At the bottom right of the modal are two buttons: "CANCEL" and "SUBMIT".

8. Submitting your Release App

Once the testing of the Beta App is complete and you are satisfied with the result, it is time to submit your app to the stores.



Please return the **Submission document** sent by your Technical Account Manager. This document contains important information to fill out for for referencing such as: **description, categories and keywords.**

The Google Play and App Stores generally take a **delay of 10-15 days** to approve and publish your app. Whilst the approval process is ongoing, there is no visibility given to the developers on the actual release date. Please take this into consideration.

9. Mobile App Engagement Best Practices

After your app is released, there are a few best practices to follow in order to drive attendee engagement.

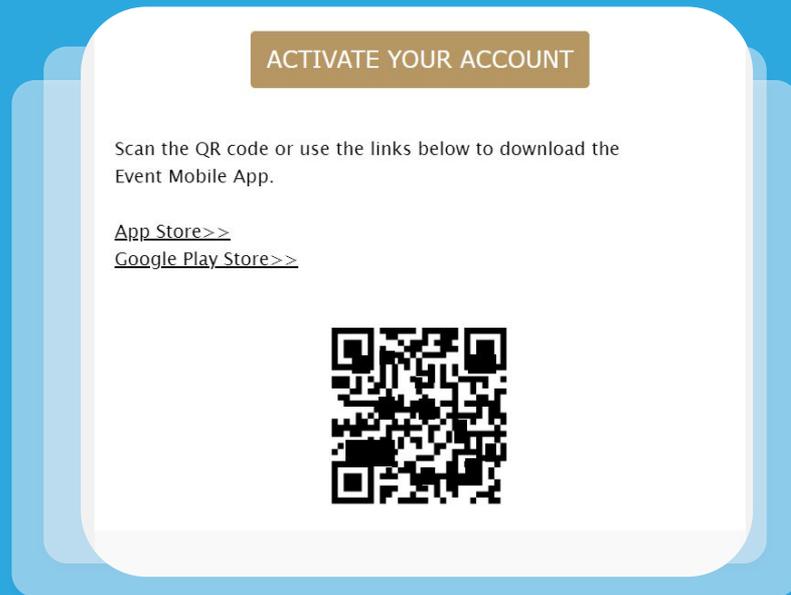
1. Send emails & post on social media

Email communication remains the first channel when promoting an event.

Thanks to the **Email Builder**, you can simply integrate a QR code into the Registration email so that your visitors remember to download the app as soon as they activate their account.

By using **Marketing>Email Sender** you can also run different campaigns promoting a different USP of the app, for example:

- Badge scanning for Exhibitors
- Product QR code scanning for Visitors



A QR code should be included in your communications

2. Plan your notifications ahead of time

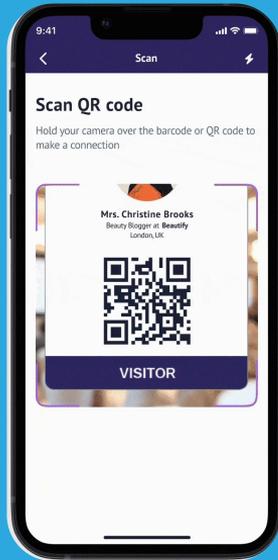
By going to **Marketing>Admin notifications**, you will be able to schedule the notifications that are sent to app users.

It is possible to **segment them by target** and set the **date & time** when they will be sent.

The image shows a 'New notification' dialog box on the left and a table of notifications on the right. The dialog box has a 'Notification settings' section with a dropdown menu for 'Select who will receive the message'. The dropdown menu is open, showing options: Test, Exhibitors, Title Sponsor, Gold Sponsor, Silver Sponsor, Bronze Sponsor, Exhibitor, and Partner. The table on the right has columns for 'Notification title', 'Short description', 'Send date', 'Notification statistic', and 'Status'. Each row represents a notification with a title, a short description, a send date and time, a notification statistic (represented by an 'i' icon), and a 'Sent' status.

Notification title	Short description	Send date	Notification statistic	Status
Thank you for joining us a we couldn't have done it without you. We hope you had a great time at	Thank you for joining us at , we couldn't have done it without you. We hope you had a great time at ITC Asia 2022 and would love it if you could fill out a quick post event...	09 Jun 2022 17:01	i	Sent
Wrap up with us! Join us for some After Hours Drinks!	Wrap up with us! Join us for some After Hours Drinks!	09 Jun 2022 16:28	i	Sent
Mix, mingle and Expand your connections! Head over to the dining hall to network over a cup of coffee.	Mix, mingle and Expand your connections! Head over to the dining hall to network over a cup of coffee.	09 Jun 2022 14:30	i	Sent
Time for a Lunch Break! Fuel up for the exciting sessions ahead!	Time for a Lunch Break! Fuel up for the exciting sessions ahead!	09 Jun 2022 12:19	i	Sent
Registration is now open at Hall 404-406.	Registration is now open at Hall 404-406. Don't forget to collect your attendee bags as well!	09 Jun 2022 07:59	i	Sent
How was your experience at today?	How was your experience at today? Let us know!	08 Jun 2022 16:59	i	Sent
Wind down today's activities with more networking and drinks at the Exhibition Hall.	Wind down today's activities with more networking and drinks at the Exhibition Hall.	08 Jun 2022 16:32	i	Sent

3. Promote the Badge Scanner to boost the app usage



Badge scanner



Lead Intelligence: collecting leads from the web app

Exhibitors and visitors can use the event app to scan badges and get real time leads.

This functionality makes the app very visible onsite and generates FOMO among users.

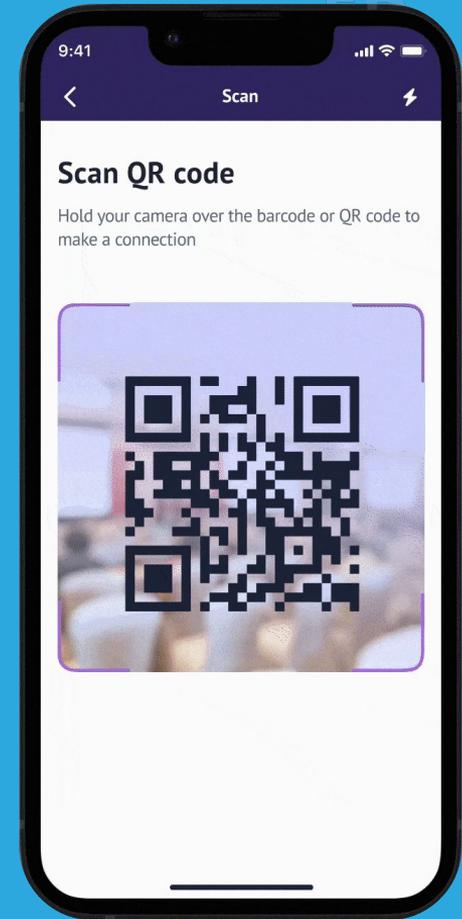
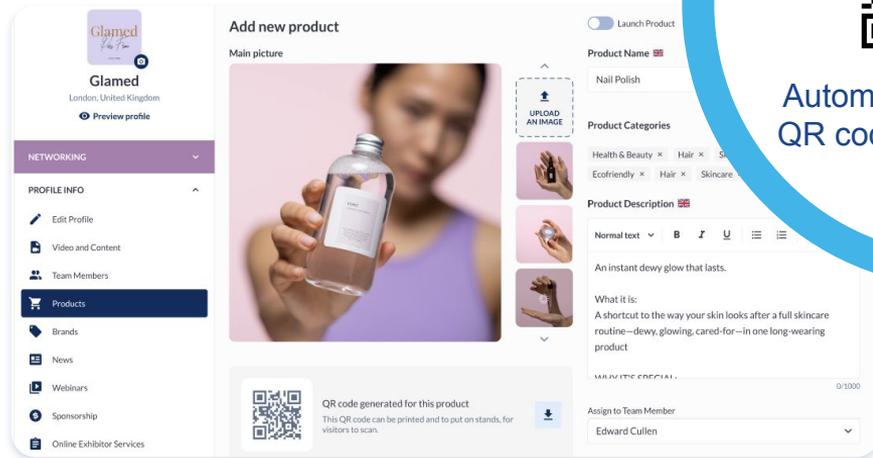
Scanning the badge is simple wherein you open the in-app scanner to scan the barcode/QR code, followed by answering some questions (relevant only for team members), taking notes about the lead and later on download it from your mobile app or your web app.

4. Make visitors scan Product QR Codes

Each product, showroom and content can be assigned a QR code and users can scan that QR code easily via Event Mobile App and get to know more about the articles.



Automatic generation of QR codes by the system



5. Do not forget to promote the app in the registration area

By displaying a large **QR code in the registration area**, you will generate awareness and bring an extra opportunity to download the app.

The promotion of features only accessible via the app, such as the ability to retrieve your digital badge and badge scanner, will make it even more attractive to download.



Splash Screen Sponsorship

Image: .png file of 2208 x 2208 px

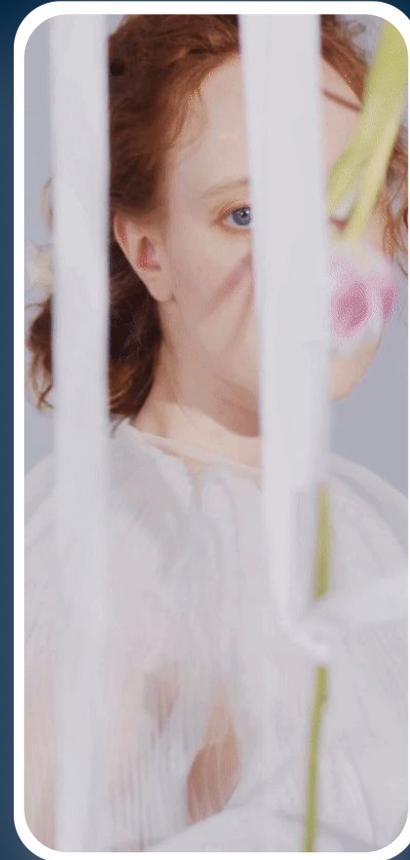
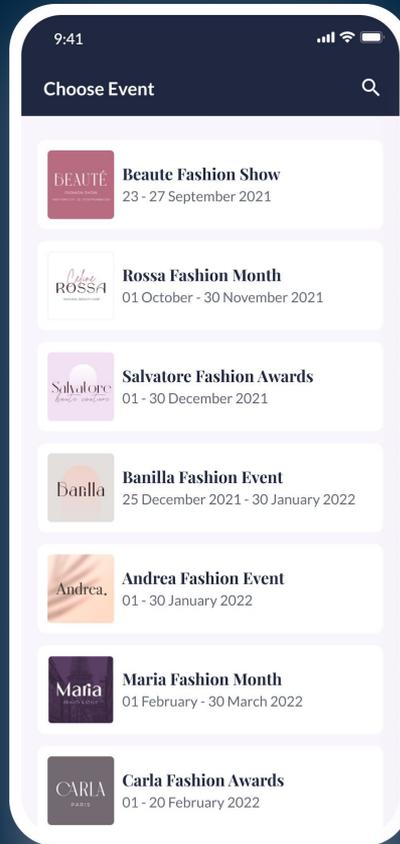
Timer can be set in seconds

(recommended 3 sec)

OR

Video: square, 2208 x 2208 px

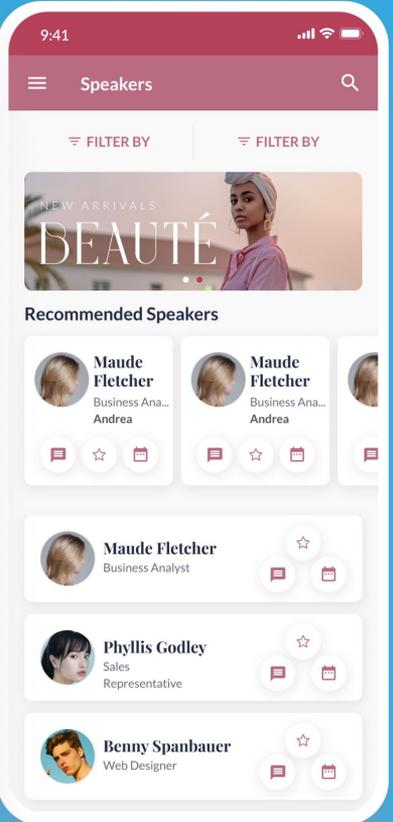
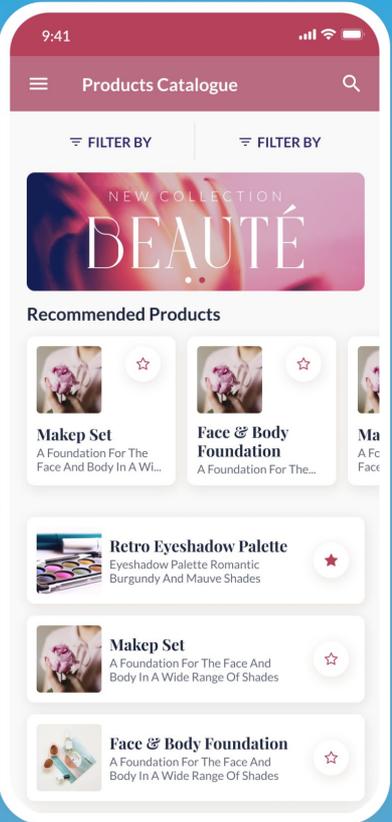
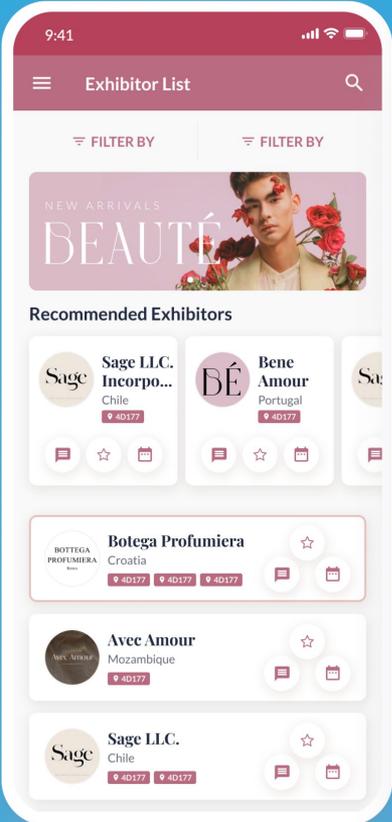
8 seconds, .mp4 format, <10 mbs



Display Advertising

The sponsors can be displayed on the following pages: Exhibitors, Products, Speakers, Sessions, Participants.

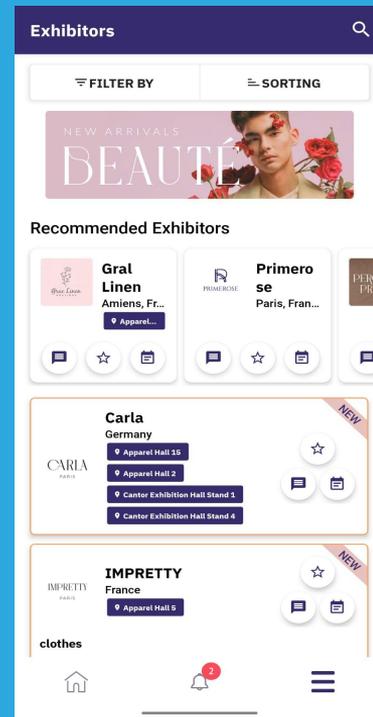
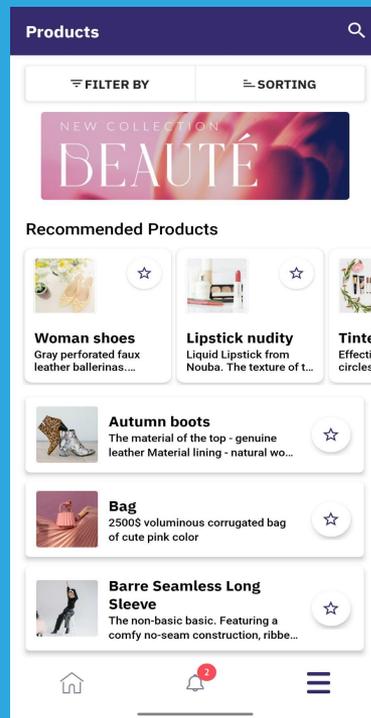
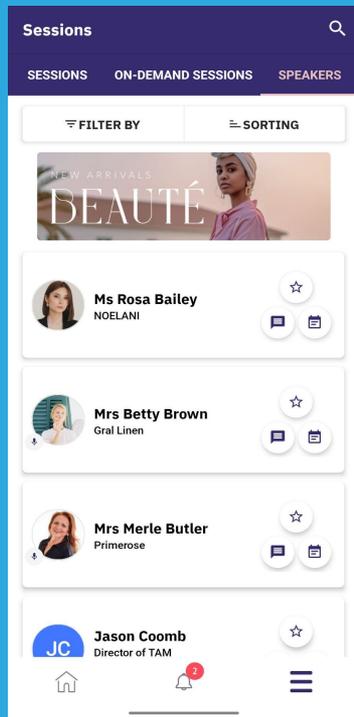
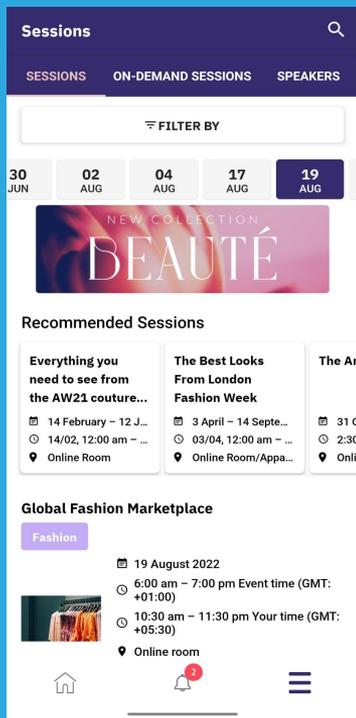
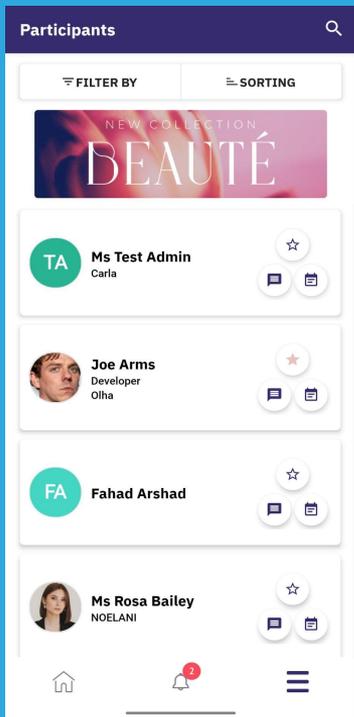
Dimensions: 320 x 100 px



Display Advertising

The sponsors can be displayed on the following pages: Exhibitors, Products, Speakers, Sessions, Participants.

Dimensions: 320 x 100 px



Participants 

FILTER BY **SORTING**



TA **Ms Test Admin**
Carla   

 **Joe Arms**
Developer
Olha   

FA **Fahad Arshad**   

 **Ms Rosa Bailey**
NOELANI   

Sessions 

SESSIONS **ON-DEMAND SESSIONS** **SPEAKERS**

FILTER BY

30 JUN 02 AUG 04 AUG 17 AUG 19 AUG



Recommended Sessions

Everything you need to see from the AW21 couture...

 14 February – 12 J...
 14/02, 12:00 am – ...
 Online Room

The Best Looks From London Fashion Week

 3 April – 14 Septe...
 03/04, 12:00 am – ...
 Online Room/Appa...

The Ar

 31 O
 2:30
 Onli

Global Fashion Marketplace

Fashion

 19 August 2022

 6:00 am – 7:00 pm Event time (GMT: +01:00)

 10:30 am – 11:30 pm Your time (GMT: +05:30)

 Online room

Sessions 

SESSIONS **ON-DEMAND SESSIONS** **SPEAKERS**

FILTER BY **SORTING**



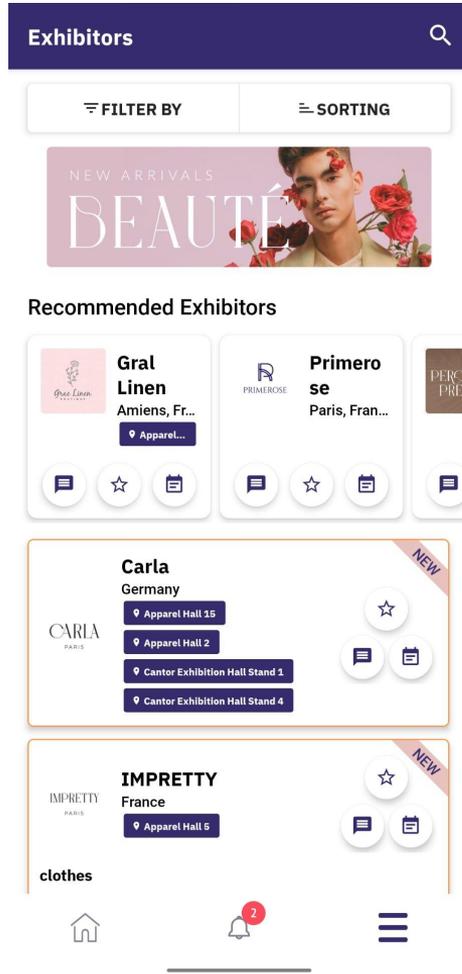
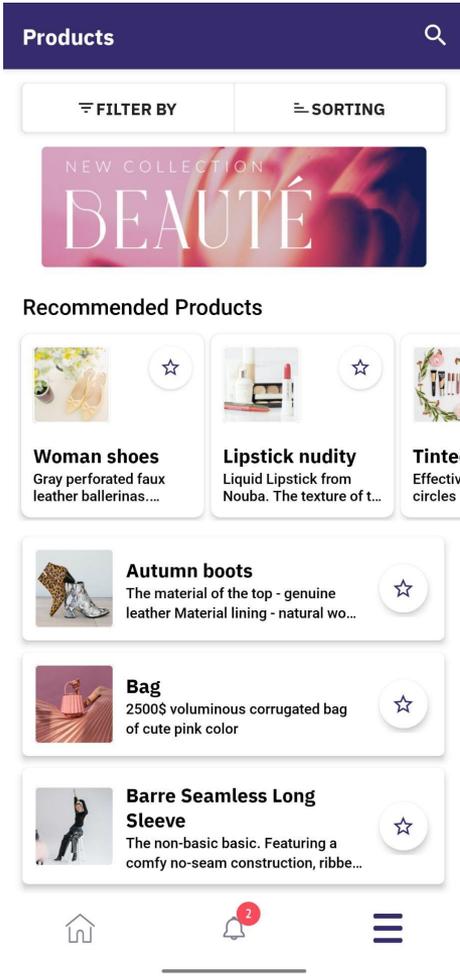
 **Ms Rosa Bailey**
NOELANI   

 **Mrs Betty Brown**
Gral Linen   

 **Mrs Merle Butler**
Primerose   

 **Jason Coomb**
Director of TAM   



Exhibitor page top (1 banner) & Products page top (1 banner) : 320x100 pixels

Thank you!