

# Lanyon Mobile: “Best Conference App Ever!”

**Exceeded Cisco’s expectations, immensely popular among attendees**



“I can’t tell you how many positive comments I got about the app. In fact, one attendee tweeted that the app was so good, it should be mandatory! The app was rated 4.5 out of 5 in the survey we ran, which was very impressive.”

– Kelly Briley, Program Manager, Cisco

Lanyon Mobile supplied Cisco Live attendees with everything they needed in a native mobile app — before, during and after the event. As part of the Lanyon Smart Events Cloud™ software — the leading cloud-based solutions for managing all your meetings, events and travel needs — Lanyon Mobile drove attendee engagement and networking, generating valuable feedback for marketing and event planning.

**Here’s how Lanyon Mobile surpassed Cisco’s high expectations for session and data management and attendee engagement.**

### Personalize Attendee Experiences

Give attendees the power to personalize their agenda and session schedule. Deliver tailored plans and information, and guide them through the event based on their agenda.

### Automate Data Management

Ensure the most up-to-date information by integrating with the Lanyon Smart Events Cloud software, third-party systems, or by engaging with suppliers, speakers and sponsors directly.

### Gain Intelligent Insights

Send the right surveys to the right people at the right time. Analyze attendee profiles, interests and behaviors at your

events and use the insights for strategic marketing, lead generation, improvements in future events and more.

### Improve Attendee Experience

Provide everything your attendees need: interactive maps, local guides, schedules, networking, meetings and much more.

### Deliver Advanced Engagement Programs

Help users navigate their way through complex agendas, supply handouts, and encourage participation through cutting-edge gamification.

### Background

Cisco Live is Cisco's flagship event — providing training, networking opportunities, testing and certification to tens of thousands of IT professionals every year — and is a by-word for excellence within the events industry. The recent Cisco Live San Francisco event offered over 700 sessions to a record-breaking 26,000 attendees.

As a technology company, Cisco pays particular attention to the IT infrastructure that supports its events, and had previously used a variety of vendors and approaches to meet its needs in this area. In an environment where detailed product information and the personal details of tens of thousands of its most important business partners would be processed through a mobile app, security considerations were paramount. At the end of the decision-making process, the contract for Cisco Live San Francisco was awarded to Lanyon Mobile.

### Why Lanyon Mobile?

Kelly Briley, Program Manager, Cisco Events Mobile, explains the reasons for selecting Lanyon Mobile: "We needed technology that would provide our attendees with a seamless way to access all Cisco events, not just individual apps for each event. By working with Lanyon Mobile, we could have details of multiple events — each with unique branding and functionality — housed within a single, multi-event app. Because the app is persistent — it stays on people's devices — we can extend our marketing reach by providing attendees with a single listing for all of our events."



There were a number of other considerations: Lanyon Mobile (which recently became the first mobile event app to achieve the VeriFied security mark) passed Cisco's stringent InfoSec requirements; and also demonstrated that it could conform closely to the platform-specific design guidelines set out for different operating systems and devices.

### Sophisticated Session Management

The sessions are one of the biggest parts of Cisco Live; many attendees come to the event to enhance their knowledge of Cisco's products. "The session constraints were a very challenging part of our program," noted Briley. "There are complex business rules with lots of different permission levels and attendee types — a lot of variables at play. However, once we had everything properly scoped out, [the Lanyon team] just jumped on it."

Glenn Welch, Lanyon Mobile lead, said the session management requirements allowed his team to showcase Lanyon Mobile's robust, enterprise-scale capabilities. "With almost 700 sessions constantly being updated, the information in our databases had to be continuously synced with the data [in our conference management backend] — in real time. At Cisco's request,

we also implemented a room capacity management system that would stop registering attendees for a session once the room limit had been reached."

Each session included an evaluation survey, displayed via the app — and the seamless integration meant that Lanyon Mobile could adhere to the complex business rules configured within their system, and that the right surveys were displayed to the right users at the right time.

Data suggests that, if attendees fill out surveys immediately after a session has finished, then this results in much higher completion rates — and more accurate data gathering. "We're big on reporting and analytics at Cisco," said Briley. "I found Lanyon Mobile analytics to be very comprehensive in terms of what we were looking for."

### Outcome

Lanyon Mobile proved to be an app that fully delivered against Cisco's expectations, while being immensely popular with their attendees. As a result, Cisco has signed on to utilize the technology across additional events in the future.

Find out how Lanyon Mobile can "mobile-ize" your next event:

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