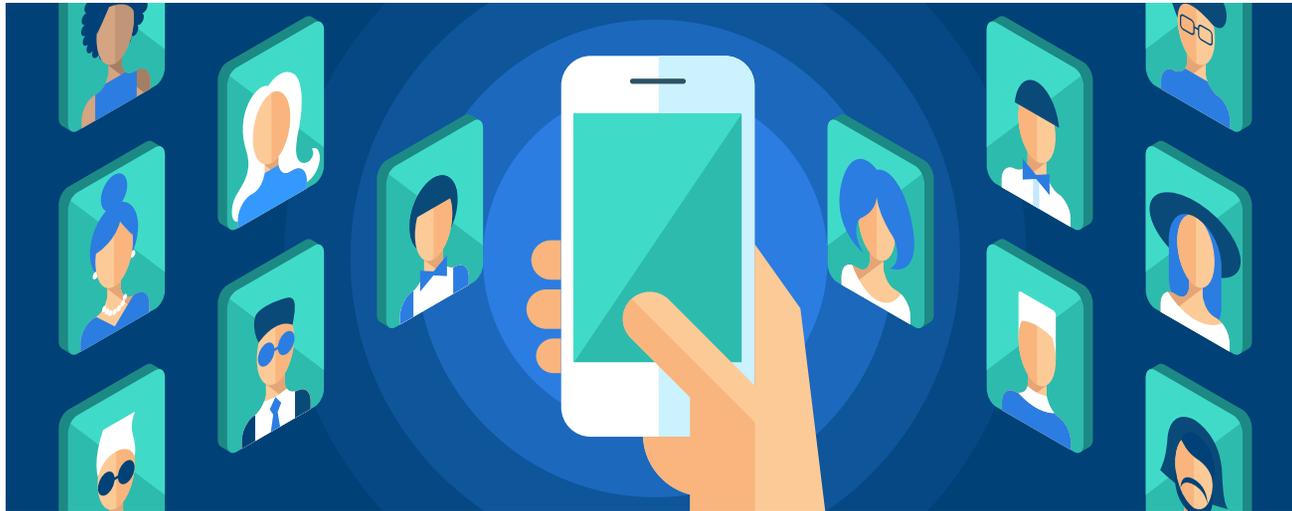


Mobile App Helps Power Event Growth

Lanyon Mobile provided Garrett Hospitality with the mobile event app they needed to drive attendee engagement at a leading health service industry conference.



“This was our first mobile app. Having a dedicated customer support person that we could schedule calls with, email quickly with a question, and know that we would get a quick response — was key.”

– Betty Garrett, Owner

Betty Garrett, owner of Garrett Hospitality, was charged with planning a large health services industry company’s annual conference. The company requested that a mobile app be included at the conference and used as a tool to increase engagement among attendees.

As a third-party event planner, Betty knew she needed to incorporate a mobile app into her event planning toolkit to please her client and stay competitive in today’s market.

Merge Online Registration with Personal Scheduling

Registrants built their schedules online — which auto-populated within the mobile event app — giving them 24/7 access to their schedule right on their smartphones.

Drive Engagement

Attendees were able to engage with each other via an in-app social activity wall and networking tool to set up 1:1 meetings.

Onsite Push Notifications

The organizer was able to send push notifications to attendees onsite with the touch of a button, delivering important information quickly and efficiently.

Leverage Event Content

Because organizers were able to identify product interests among the attendee base, they could post relevant content into the mobile app for users to download.

Use Reporting and Data Insights

An integrated system allowed Garrett Hospitality to ensure that they were not only inviting the right numbers of attendees, but also the right *type* of attendees to meet their business objectives.

Background

To increase attendee engagement and expand their event offerings, Garrett Hospitality wanted to incorporate mobile technology into their events. As a first-time user, they wanted to be sure that the back-end support of the mobile app would be present and personal.

They also needed to maintain their health services industry client's specific budget for their 200-person event.

Versatility was another important factor — Betty wanted to be able to configure the mobile app for the dozens of events she plans each year.

"I definitely would recommend Lanyon Mobile to my peers. The people that used it liked it. They were very pleased with it, and it did what they wanted it to do."

— Betty Garrett, Owner

Lanyon Mobile to the Rescue

Before the conference, Betty and her team worked with Lanyon's Professional Services team to import schedules — which attendees had already filled out online — into the mobile app. This led to nearly 100% adoption of the mobile app — a very impressive statistic for a first-time user.

Users at the conference reported that the mobile app was easy to use and invaluable when it came to their schedule and networking.

Betty and her team took advantage of the mobile app onsite — leveraging the push notification feature to send group messages instantly to attendees' phones. They were also able to distribute documents from the event's speakers afterwards through the mobile app.

A Winning Partnership

Thanks to the mobile app's versatility — coupled with the Professional Services team's support with the app's implementation — Garrett Hospitality has added an invaluable tool to their "event planning toolkit." Lanyon Mobile enabled Garrett Hospitality — to stay within budget, while also stimulating a huge increase in attendee engagement from the previous years' event.

"The client would come over to me and say 'We need to get everybody in the meeting room in ten minutes.' We would send out [the push notification], and you could see them — they'd just start moving into the meeting room. You heard the 'beep beep beep' first, which was all of the notifications, and then you'd see everyone moving."

— Betty Garrett, Owner
