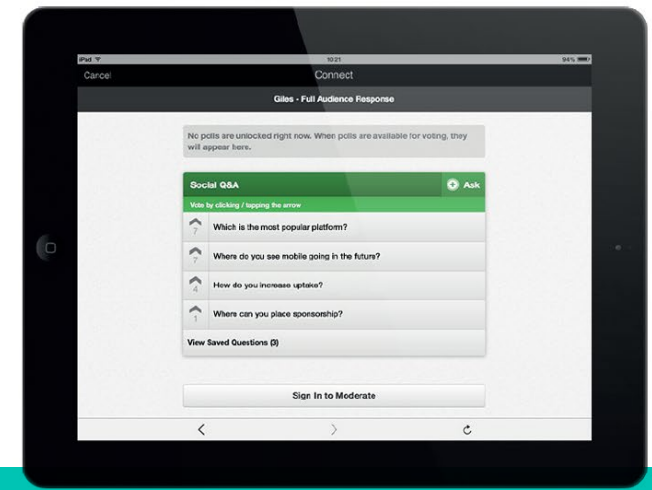
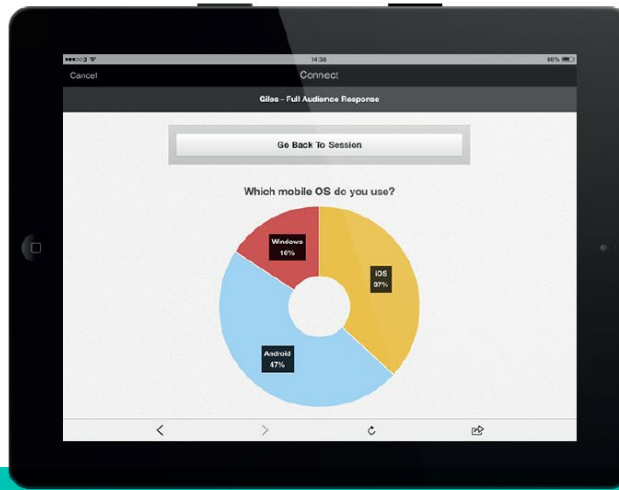


Lanyon Mobile

PART OF THE SMART EVENTS CLOUD®

Audience Response



Increase Audience Participation in Sessions

“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

The Lanyon Smart Events Cloud® brings together leading technologies for event marketing, strategic meetings management and corporate travel. Lanyon Mobile — part of the Smart Events Cloud — is a leading mobile event technology for meetings and events.

Quickly and easily conduct live polling, manage session Q&A and get session feedback. Built into our mobile event technology — presentation slides, polls and session surveys are automatically pushed to all session attendees, while attendees can submit or vote for questions via their mobile device. This increases interaction between speakers and attendees, while ensuring more accurate responses.

Real-time Live Polling

All audience interaction elements are designed into the presentation ahead of the session. Polls will automatically unlock and become available for the audience to respond at all key points — without the need for AV switching or a

second moderator. Results are displayed graphically — either via conventional charts or as a word cloud. This latter feature is particularly useful for brainstorming sessions as it provides a ‘temperature check’ for prevailing sentiment in a room.

Easily Manage Session Q&A

Audience members can submit questions via the app. Use the power of the crowd to vote up questions to be asked first, while maintaining control to filter, approve or disapprove questions as needed. And with just a mobile device, speakers or the moderator can view the most urgent questions at-a-glance.

Get Instant Session Feedback

At the end of a session, a survey is pushed to attendees: requesting feedback immediately after a session is completed, which increases the number of surveys completed – and more accurate responses.

Get live audience responses and feedback. Instantly.

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Lanyon is the **only** company that provides **comprehensive software solutions** for meetings, events and corporate travel.

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