



Smarter Solutions for Meetings, Events & Travel.

Lanyon Mobile

PART OF THE SMART EVENTS CLOUD™

Mobile Solutions for Exhibitions



Secure and seamless content delivery
and audience engagement

Your events are special — with lots of complex information to convey, vibrant communities to build, and a focus on interaction and productivity — so your mobile solution needs to be special, too.

Lanyon Mobile (formerly GenieConnect) gives you native mobile event apps that are fully branded, easy to configure and quick to update. Best of all, our mobile solution fully complements Lanyon's meetings and event management solutions — meaning you can plan your event, manage attendees, sponsors and exhibitors, deliver content and gather valuable data — all through our software solutions. And you can access real-time analytics to provide insight into your attendees, your events and your ROI.

“The information we collect in real-time has driven on-site rapid responses to make immediate event adjustments, and has provided rich data to enhance future events.”

Program Manager, Mobile Events

Developed for and proven at many of the largest and most iconic exhibitions in the industry — and expertly delivered and supported by our dedicated professional services team — our mobile event technology will help you deliver more to your customers and strengthen your business.

Exhibitor & Sponsorship

Increase your event revenue with exhibitor and sponsorship opportunities. Offer your event partners greater brand awareness and sales leads through banners, features profiles and smart recommendations.

Enhanced Attendee Experience

Provide everything your attendees need —personalized scheduling, networking and meetings; maps, local services and logistical info; and much more.

Audience Engagement

Engage attendees and develop your meetings with live polling, Q&A and surveys, complete with live outputs for your big screen.

Complete Content Management

Ensure your registration and event data is secure, accurate and up-to-date with our leading content management tool, which integrates with your other systems as required.

Intelligent Insight

Analyze your attendee behavior and learn what is — and isn't — working at your events; and use the insight to enhance marketing, exhibitor sales, session structure and content, and more.

Advanced Program Delivery

Help users navigate their way through complex agendas; supply them with documentation and encourage participation online before the event, and mobile while they're on-site.



Lanyon Mobile is the only mobile event app to receive VerAified status.

Security & Compliance

The industry's best-protected solution will ensure that your event materials and attendee data are secure and fully compliant with your data protection policies.