



Smarter Solutions for Meetings, Events & Travel.

Lanyon Mobile

PART OF THE SMART EVENTS CLOUD™

Mobile Solutions for
Medical, Pharmaceutical,
Healthcare and
Scientific Events



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.

“Lanyon had a more robust feature set than the other companies we looked at. They had a good product roadmap, which was important because we were looking for a long-term relationship.”

Program Manager, Mobile Events

Our mobile apps are unmatched in breadth of functionality — with an unparalleled user experience, personalized recommendations, valuable and thorough insight into your attendees, and seamless integration with our marketing automation and meetings management systems.

Information Security

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.

Attendee Tracking

Simplify your Sunshine Act compliance through better tracking. Know which HCPs attended your meetings and sessions, as well as whom they met and what their preferences are.

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, 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 verAfied status.**