



The Top 7 Myths of Using Mobile for Incentive Trips



Brooke Gracey is Senior Mobile Events App Strategist for CrowdCompass by Cvent, the division of Cvent that develops mobile apps for corporate and business events. In Brooke's current role she helps event organizers incorporate mobile in their planning and marketing strategies and enables the CrowdCompass sales and marketing teams to do the same. She's also the strategic mind behind CrowdCompass' trade show presence. Brooke is known for her extensive event technology experience and is often sought out as a subject matter expert in the mobile apps industry.

Mobile apps make it easier for travelers to manage trips, get boarding passes, find transportation, and book a place to stay. But how does mobility impact incentive travel? In 2014, 19% of incentive trips used an app. In 2017, that number has more than tripled: over 60% of event planners incorporate mobile apps into their programs. Mobile apps are useful for staying ahead of trends such as engagement and personalization, which are becoming increasingly important to attendees.

Still, not all incentive planners are using mobile, perhaps due to a few frequently-repeated myths. In this white paper, we'll debunk the top seven myths about using mobile at incentive events, explore how a mobile app can help you with your event goals, and give you some tips on how to pick a provider that's right for you and your event.

Myth 1: Attendees prefer getting trip details through email

You have a lot of information to deliver to your attendees. But sending several emails can overwhelm them. An app is a great way for you to increase excitement and connect with attendees before the event begins. Putting all the "need-to-know" information in one place makes it much easier for attendees to find. If trip details change, any updates you make will quickly sync to everyone's

devices without disrupting their app experience. Or you can send a push notification to make sure attendees don't miss something.

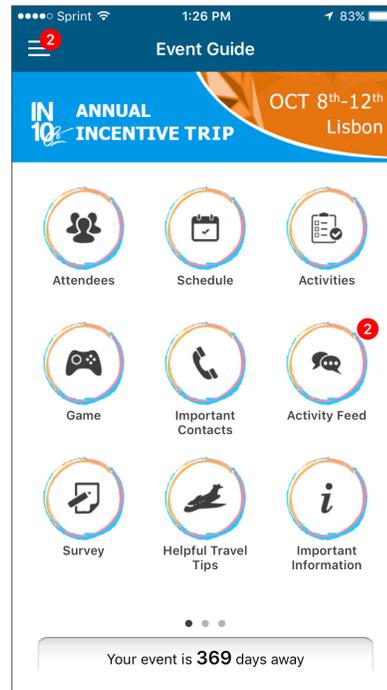
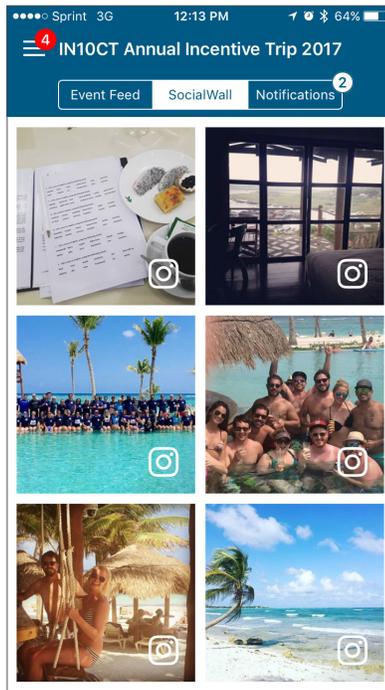
Myth 2: Connectivity issues will affect how the app works

Incentive trips are often held overseas, where connectivity can be spotty and Wi-Fi isn't always available or reliable. As a result, attendees could have trouble accessing your website, emails, or social pages. This is exactly why a mobile app is the better option. Many mobile apps are native, which means your attendees can access all content—schedules, maps, contact lists, and more—without a connection.

Even though native apps make the most sense for events, not all event tech providers offer them as an option. Some providers create HTML5 apps, which only allow you to access content from the web. Before you choose a vendor, make sure to ask if the app is truly native—down to specific functionality.

Myth 3: My incentive trip is too small (or short) to justify using an app

Small incentive trips have the same challenges as larger ones. Some of these challenges include creating a unique experience for attendees; increasing engagement before, during, and after the event; delivering all event information to attendees;



keeping attendees updated on any changes; and showing the value of your incentive trip. A mobile app can help solve these challenges.

If you're still concerned about the costs of a mobile app, look for a provider who offers tiered pricing and can help you stick to your budget. Using resources like [The Definite Guide to Selecting a Mobile Event App](#) can help you make the right choice.

Myth 4: When things change, it's tough to make updates onsite

You've printed and delivered new, updated documents to each attendee's room. You've called each attendee to relay updated information. You've assigned an onsite resource to make sure people didn't go to the wrong location or show up at the wrong time. Onsite updates are tough, but you do them because you don't want attendees to have the wrong information, get frustrated, and have a bad time.

With a mobile app, you can make those updates within minutes and push them live to your attendees in real time. You can also feel more confident that your attendees will see these updates.

Myth 5: There's already a lot on your plate, and adding a mobile app will take too much time

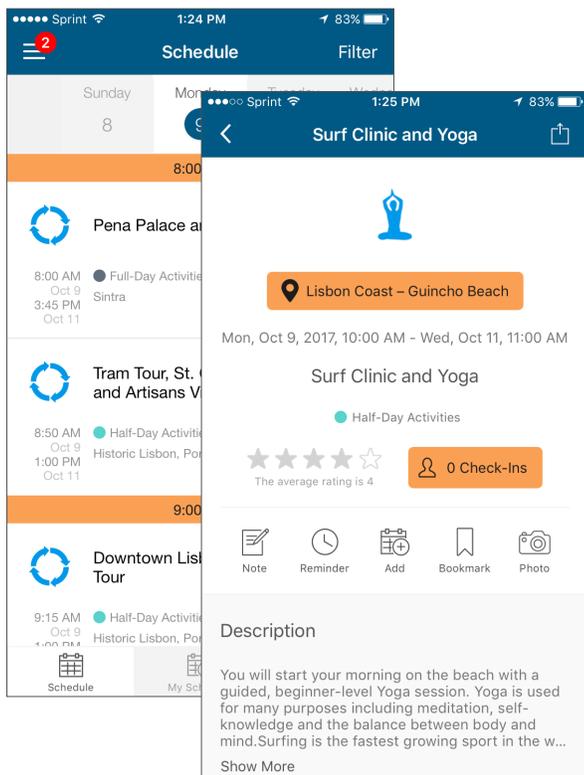
It might feel like adding a new solution will be too much work or take up too much time. Here's the thing you need to realize: your mobile app should be saving you time.

Your mobile event app provider should provide you with the support you need to build, promote, and launch your app. They should be available when you need them—by phone or email—and offer resources that help you find answers to your questions.

Myth 6: There's no room in your budget for mobile

Even though some incentive travel budgets are on the rise, you might not be sure it's worth it to put those extra dollars toward a mobile app. Also, incentive trips are highly scrutinized. You may have to justify what you're spending money on and demonstrate its value to your boss.

Investing in a mobile app is worth it. It centralizes information and helps people feel more organized. It increases engagement and encourages people to connect with each other. It can stir up excitement for



your event and keep that feeling going long after it's over. It can also provide you with instant feedback from attendees and valuable metrics that prove ROI.

Per person, mobile costs less than you spend on coffee for your event. And when the event is over, your attendees are more likely to remember and appreciate the mobile experience you provided.

Myth 7: Your attendees aren't using mobile

There's no way your attendees are using their devices enough to warrant a mobile app for your event, right? Wrong. This is a huge misconception. Here are some facts—from a recent [Edelman Intelligence survey](#) of more than 1,000 event attendees:

- 100% of millennials, 98% of gen Xers, and 91% of baby boomers use a smartphone
- 86% of millennials, 83% of gen Xers, and 68% of baby boomers found an event app valuable
- 83% of respondents downloaded the app before the event; 17% downloaded it during or after the event

Awareness is key to adoption. Before your event begins, make sure you attendees know about the event app and that you communicate its value.

Next Steps

Before you can get going on your mobile app, you need approval from your stakeholders. We recommend taking the following steps:

- Show how your app can help you meet your event goals. If one of your goals is to make sure attendees are prepared, concentrate on the app features that will help you achieve this—the schedule, maps, contact information for speakers, and so on.
- Let stakeholders know how your app will focus on a very important aspect of incentive trips: employee loyalty. And because the app is exclusively for the incentive trip, it will feel like a special reward—and motivate others who missed out.
- Show your stakeholders how a mobile app can impact the bottom line. A mobile app saves time and money, and can even create revenue. You can cut back on resources and leverage your app as an advertising opportunity for sponsors.
- Consider how an app will add ongoing value. According to our [event tech engagement study](#) with the Event Marketing Institute, reporting and analytics are critical to events. Make sure your app captures event data that can be used to prove ROI, enhance the attendee experience, and improve your next incentive trip. Your stakeholders will be happy, and so will your attendees.



CrowdCompass by Cvent is a leading developer of mobile apps for corporate and association events, tradeshows and meetings. Our interactive apps provide users with easy access to important event information, and help exhibitors and sponsors connect and engage with attendees. Key features include personalized schedules; speaker bios; sponsor information; dynamic floor plans showcasing exhibitor, speaker, and session locations; social media integration; timely push notifications; live polls and surveys; and attendee networking capabilities. CrowdCompass delivers a smarter event experience that increases engagement and produces a strong return on investment.