SUCCESS STORY: EUROCITIES

A mobile app that keeps attendees engaged and informed pre-, during and post-event

EVENT

For the 2013 Eurocities conference, more than 400 city leaders and attendees from across Europe met together in Ghent, Belgium. The topic of the conference was "Smart Citizens." The mobile conference app produced by Aventri was a central tool for all attendees to stay informed, view their personal program, network among attendees, request brochures and local products, find the various venues across the city and much more.

The conference app was promoted prior to the event in registration emails, as well as onsite during the Eurocities opening presentation with a short live demo. Conference staff also created a mobile app communications plan that was executed onsite, which included sending out nine push notifications to attendees to keep them informed and engaged throughout the event.

To promote social networking, upon arrival, photos of attendees were taken at the welcome desk, and the images were uploaded and displayed in the app. A conference app help desk was also in place to help attendees that forgot their password, and to lend an iPad with the app pre-configured in case they did not have a smartphone or tablet of their own.

Overall, the most popular features used at Eurocities 2013 were attendee, speaker session and exhibitor lists, as well as the conference newsfeed, the basic information page, floor plan and personal favorites/bookmarks. Attendees could also scan QR codes using the app to receive a gift bag with local products. Each personal gift bag was filled according to the items scanned by the attendee.

Post-event, attendees also received an email after the event with a list of all their bookmarks made onsite. Conference organizers also used the Aventri app platform to easily download reports with items scanned per attendee.

KEY HIGHLIGHTS

Industry
Government

Location
Brussels, Belgium

Products & Services
- **Mobile app**
- **Push notifications**
- **Attendee & speaker lists**

Eurocities is the network of elected local and municipal governments of major European cities. It brings together the local governments of over 135 of Europe's largest cities and over 45 partner cities, that between them govern 130 million citizens across 39 countries.

www.eurocities.eu

420 app downloads

120 web app users

10,560 app sessions

43,360 app actions

34 average actions per user

756 QR codes scanned

1,020 items bookmarked as "Favorite"

166 personal messages sent

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