8 Steps to Successful Mobile Activation

Work Book

How to launch your own mobile app in just 8 guided steps!

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Table of Contents

Welcome to the 8 Steps to Successful Mobile Activation Workbook

The perfect mobile app strategy workbook for the non-techies of the world.

According to the Harvard Business Review, "companies typically realize only about 60% of their strategy's potential value because of defects and breakdowns in planning and execution."

Similarly, Forbes Magazine reports "82% of Fortune 500 CEOs feel their organization did an effective job of strategic planning. Only 14% of the same CEOs indicated their organization did an effective job of implementing the strategy."

Clearly, a real execution gap exists between what we plan to do and what actually gets done. What results, unfortunately, is lost opportunity and revenue.

Often, the launch of a mobile app can fall victim to this gap. It may be perceived as less important than other five-alarm fires the organization is currently battling. But what we know to be true is that a lackluster launch almost always results in:

- Poor user experiences *(e.g., users didn't know there was an app, users don't know how to download the app and users grossly underutilize the app);* and

- Thousands of dollars in lost revenue *(e.g., from exhibitors, participants, and sponsors).*

Not to fear! Thought leaders Aaron Wolowiec and Kim Harwood have created this user-friendly workbook in an effort to help you successfully activate your mobile app – no matter the platform you're currently using.

Icon Legend

Throughout this workbook you'll find a number of icons. Read on below to learn more details about each:

Represents the recommended schedule for this step on the app launch timeline (*i.e., 12 months to launch).*
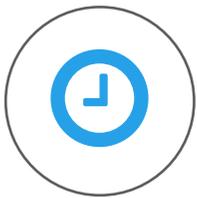
Represents the recommended timeframe needed to complete a given step in this workbook.

Represents the ability to download a table. Tap the icon and a larger version of the table will download to your desktop for you to print off and complete.

Represents advanced ideas for elevating your app launch from basic to pro status.

Organization

- Download this workbook to your computer or device
- Use the writable spaces provided to take notes or customize this tool for your organization
- Plan to print off updates and keep together the tables denoted with the print icon 🖨

You should complete the workbook and save it for reference when launching or updating future apps.

Have Questions? Contact the Experts!

Should questions arise as you navigate this workbook, don't hesitate to reach out to either Aaron or Kim.

Contact information for each is available toward the back of this workbook in the **Coaching & Resources** section on page 41. You'll also find in this section a number of best practices, additional resources, and blog posts to help with your next mobile app launch.

Step 1: Assessment

Determine if and how your organization can benefit from a mobile app with our **Mobile App Readiness Assessment.**

This workbook provides the framework for a successful app launch. You will need to work through the activities as outlined to achieve a successful launch. Be dedicated & just do it!

11–12 months prelaunch

20–45 minutes
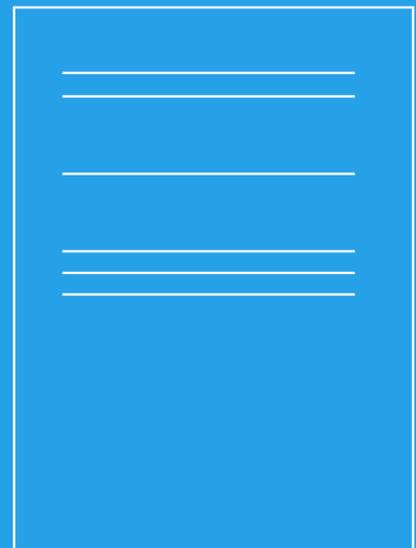
Mobile App Readiness Assessment

Please complete the following assessment to determine your mobile app readiness. You will be asked to tally your score at the end.

Assessment Section 1

QUESTION 1:
Who are the intended users of your mobile app? *(choose all that apply)*
- ☐ Event participants *(e.g., exhibitors, sponsors, attendees, and speakers)*
- ☐ Members *(e.g., professional, student, and vendor members)*
- ☐ Non-members

QUESTION 2:
What type of mobile app do you intend to launch? *(choose all that apply)*
- ☐ Advocacy app
- ☐ Education/certification app
- ☐ General member engagement app
- ☐ Multi-event app *(annual subscription)*
- ☐ Networking/community app
- ☐ Single event app

QUESTION 3:
What factors are driving your organization's decision to adopt an app? *(choose all that apply)*
- ☐ Aligns with environmentally friendly initiatives
- ☐ Board, committee or member request
- ☐ Effective channel to achieve strategic initiatives
- ☐ It's in the budget *(minimum of $4,000)*
- ☐ Need to demonstrate member value/return on investment
- ☐ Popularity of mobile
- ☐ Staff-driven initiative

QUESTION 4:
Which of the following mobile app features do you intend to use?
(choose all that apply)

Communications *(e.g., chat room, push notiications, 1-to-1 messaging, newsletter)*

Conference *(e.g., agenda, materials, maps, directory)*

Education/LtMS *(e.g., testing, CEU tracking, certiication, online learning)*

Event calendar management/registration *(e.g., meetings, events, social hours)*

Feedback *(e.g., audience polling, surveys, evaluations, analytics)*

Gamification *(e.g., scavenger hunt, trivia game, photo contests, exhibitor bingo, ice breakers)*

Mobile payment *(e.g., registration fees, membership fees, donations, auctions)*

Mobile sponsorship/advertising *(e.g., banner ads, preferred listings)*

Networking *(e.g., based on LinkedIn network or geolocation)*

Resource center/material sharing *(e.g., presentations, books, member resources)*

User-generated content *(e.g., social media posts, photo gallery, video library)*

QUESTION 5:
How do you intend to market your mobile app for maximum usage?
(choose all that apply)

☐ Member communications *(e.g., welcome letter, email)*

☐ Promotional materials at events

☐ Social media

☐ Trade publications *(e.g., magazine, newsletter)*

☐ Website

☐ Word of mouth

QUESTION 6:
Once the mobile app has launched, when do you intend to
communicate the app with your target audience? *(choose all that apply)*

☐ Before the launch

☐ At the launch

☐ Post launch/ongoing

Assessment Section 2

For questions 7–9, please select a single response that best answers the question as it pertains to your organization.

QUESTION 7:
What is the anticipated audience size of your mobile app? *(choose one)*

- o a.) 200 people or fewer
- o b.) 201–500 people
- o c.) 501–2,000 people
- o d.) More than 2,000 people

QUESTION 8:
How soon does your organization intend to launch a mobile app?
(choose one)

- o a.) Less than 30 days
- o b.) 1-4 months
- o c.) 5–8 months
- o d.) 9–12 months
- o e.) More than 12 months

QUESTION 9:
Have you identified someone who can manage the mobile app?
(choose one)

- o a.) Yes – volunteer(s)
- o b.) Yes – staff member
- o c.) Yes – multiple staff members

Assessment Section 3

QUESTION 10:
What macro-level goal(s) are you hoping to achieve? *(choose all that apply)*

☐ Develop enduring mobile technology

☐ Leverage real-time data to aid key stakeholders

☐ Promote member engagement

☐ Promote strategic, innovative, and collaborative thinking

QUESTION 11:
What micro-level objective(s) are you hoping to achieve? *(choose all that apply)*

☐ Connect organization members with personalized resources

☐ Crowd-source industry subjects worthy of resource development

☐ Establish a robust resource forum curated by community members

☐ Evaluate the effectiveness of the organization's products/services

☐ Foster member networking and engagement

☐ Generate measurable return on learning (ROL) data

☐ Illuminate personal and professional goals critical to members

☐ Increase the efficiency of the organization's process and procedure

QUESTION 12:
How do you intend to use the behavioral statistics gathered from the mobile app? *(choose all that apply)*

☐ Continuously gauge member needs, perceptions, and satisfaction

☐ Deliberately plan for future learning and networking programs

☐ Evaluate key components of the organization's products/services

☐ Transform constituent feedback into a suite of member benefits

Assessment Scoring

For each checked box throughout the assessment, give yourself a point. For questions 7–9 in Section 2, please use the following key for scoring:

A = 1 point; B = 2 points; C = 3 points; D or E = 4 points

Once you've verified your points, total them up below for your final score:

Section 1 total: _____

Section 2 total: _____

Section 3 total: _____

Your final score: _____

Your Ranking

● ● ● ● *(48–63 points) | **VERY App Ready***
Your organization needs a mobile app, pronto!

● ● ● ○ *(32–47 points)*
Your organization could definitely benefit from a mobile app.

● ● ○ ○ *(16–31 points)*
A mobile app may be a good option for your organization.

● ○ ○ ○ *(0–15 points) | **NOT App Ready***
It's hard to tell what degree of impact a mobile app would have on your organization.

Key Takeaways

Once you have calculated your results, debrief and record key takeaways and insights with your team in the space provided below.

_____

_____

_____

_____

Step 2: Interview

Based on your assessment results, set strategic goals and objectives for launching your mobile app. Identify key stakeholders and how they will benefit from your mobile app.

Prep for interviews by using a notebook or tablet to capture and organize responses.

9–10 months prelaunch

1 hour plus interview time
Minimum of 5 People

Identify Key Stakeholders

Who are your organization's key stakeholders? Consider only those groups affected in some way by the launch and implementation of a mobile app. Examples might include:

Event Participants:
- ☐ Attendees
- ☐ Exhibitors
- ☐ Speakers
- ☐ Sponsors
- ☐ Other:

Members:
- ☐ Board
- ☐ Professional
- ☐ Students
- ☐ Vendors
- ☐ Volunteers
- ☐ Other:

Non-members:
- ☐ Industry customers
- ☐ Legislators
- ☐ Media
- ☐ Prospective Members
- ☐ Staff
- ☐ Other:

Once you've identified the broad stakeholder categories, determine who is best positioned to represent the needs of each specific group. Use the table below to record your ideas:

Stakeholder group:	Representative:
Example: Staff	Joe Smith, Meetings Director

Step 2: Interview

Schedule Meetings

One-on-one interviews with your representatives *(no more than 30 minutes in length)* may be planned in-person, via video, or over the phone.

Determine the approach that will work best for each and schedule dates/times to meet. Use the table below to plan these meetings.

Stakeholder:	Representative:	Format:	Date & time:
Example: Staff	*Joe Smith, Meetings Director*	*In-person*	*October 7, 2017 at 12:30 PM EST*

Step 2: Interview

Explore Strategic Goals and Objectives

During each interview, ask the following questions. Encourage the representative to answer these questions from the perspective of their identified stakeholder group whenever possible. Add in any other questions you deem appropriate; two open spaces have been provided for you.

1. From your perspective, what is the overall purpose of launching a mobile app?

2. What challenges might we overcome by launching a mobile app?

3. What goals or objectives do you wish to achieve as a result of this mobile app?

4. What metrics would you use to determine if this mobile app is a success?

5. As you consider the launch of a mobile app, what are you personally most excited about?

6. What is the single most important action that will make this mobile app a success?

7. How could the mobile app exceed your expectations?

8. _____

9. _____

Summarize and Share Findings

Summarize the findings of your interviews in one to two sentences below. Then, share the final written report both internally with your staff team and externally with the participants of this study.

_____

_____

_____

_____

Step 3: App Features

Determine your mobile app feature set based on stakeholder needs and the access level of those features.

**Write mini job descriptions for internal app launch management team**

7–8 months prelaunch
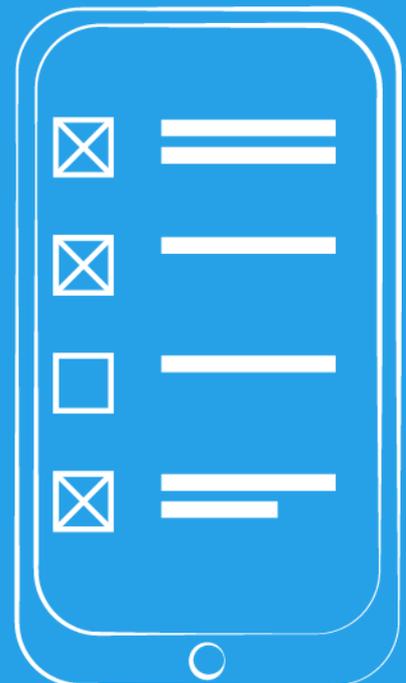
1–2 hours

Building Your Mobile App Feature Set

With your stakeholder goals outlined, you are now ready to begin building your mobile app! This involves linking your mobile app features to stakeholder needs and determining the access level of your features.

First, you will need to determine who in your organization will be on the app launch team and accountable for content.

Internal App Launch Management Team

Use the space below to list the name(s) of who in your organization will be in charge of handling the following parts of your mobile app.

a. App Owner: _____

b. Support Lead: _____

c. Build Team *(external/internal)*: _____

d. Content Owners: _____

e. Brand Lead: _____

f. Communications Lead: _____

g. Other: _____

Link Feature Set to App Owners and Content

Refer to your **Step 1: Assessment** results as well as your stakeholders and objectives listed in **Step 2: Interview** to ensure your desired mobile app features match your audience needs. Mobile apps vary in price based on provider and functionality ($4k to $20k). Consider your budget when planning your features.

Use the table on the next page to plan your app features. Prior to filling in the table, please cross off any features listed in column 1 that you do not plan to launch *(reference Question 4 in Step 1).*

Mobile App Feature Owners and Considerations

Feature:	Owner:	Content:	Considerations:
Work from the following feature list pulled from Step 1: Assessment.	Note the key contact(s) who manage the content needed.	Types of content the app feature will support. We have provided examples for each feature to get you started.	Additional considerations, such as integrations needed, platforms/ channels the app can replace, etc.
Communications		e.g., chat room, push notifications, 1-to-1 messaging, newsletter	e.g., replace discussion board on website
Conference		e.g., agenda, materials, maps, directory	e.g., replace print conference guide
Education/LMS		e.g., CEU tracking, testing, certification, online learning	e.g., replace print certification, LMS
Event calendar management/ registration		e.g., meetings, events, social hours	e.g., replace registration website
Feedback		e.g., audience polling, surveys, evaluations, analytics	e.g., replace print and SurveyMonkey evaluations
Gamification		e.g., scavenger hunt, trivia game, photo contests	e.g., plan teams, game questions and answers, and prize for winner
Mobile payment		e.g., registration fees, membership feeds, donations, auctions	e.g., payment processor integration
Mobile sponsorship/ advertising		e.g., banner ads, preferred listings	e.g., create mobile app sponsor package
Networking		e.g., based on LinkedIn network or geolocation, notifications, forums	e.g., LinkedIn integration
Resource center/ material sharing		e.g., presentations, books, member resources	e.g., replace member resource center on website
User-generated content		e.g., social media posts, photo gallery, video library	e.g., Facebook and Twitter integration

Step 3: App Features

Public vs. Private vs. Combination

Depending on your audience selection, perhaps not all of your features and content will be for public or member-only consumption.

Use the table below to determine the level of access for each of your audience types defined in **Step 2: Interview**.

Stakeholder group:	Access level to content:
Pull from your identified stakeholders on page 13	Access to all content, public-only, group-specific, etc.
Example: Student members	*(e.g., study groups, student directory, mobile payment, student events calendar, social posts)*

Key Feature Takeaways

Use the below space to note top 5 features and any obstacles impeding launch of the top features. Share the features table with your staff, and as a team brainstorm solutions for launch of your top features.

_____

_____

_____

_____

Step 4: Marketing

Conduct a mini communication audit and develop a thoughtful marketing strategy to support the launch of your mobile app.

After completing this step, quality assurance should be conducted to ensure the alignment of stakeholders, key managers, and communication channels with app features. Touch points in the communication matrix should be evenly distributed before, during, and after launch.

5–6 months prelaunch

1–2 hours

Recall Key Stakeholders

Recall and re-identify the key stakeholders you identified in **Step 2: Interview** on page 13.

Event Participants:
- ☐ Attendees
- ☐ Exhibitors
- ☐ Speakers
- ☐ Sponsors
- ☐ Other:

Members:
- ☐ Board
- ☐ Professional
- ☐ Students
- ☐ Vendors
- ☐ Volunteers
- ☐ Other:

Non-members:
- ☐ Industry customers
- ☐ Legislators
- ☐ Media
- ☐ Prospective Members
- ☐ Staff
- ☐ Other:

Identify Key Messages

Now that your app features are planned, what key messages should your organization communicate to its stakeholders before, during, and after the launch of your mobile app?

Check all that apply and add in your own:
- ☐ The mobile app value proposition
- ☐ The content contained within the mobile app
- ☐ How to download the mobile app
- ☐ How to log into the mobile app
- ☐ How to navigate the mobile app
- ☐ How to update a user's profile
- ☐ Where to find important resources
- ☐ How to play the in-app engagement game(s)
- ☐ How to personalize the app *(e.g., My Events, My Schedule, My Friends)*
- ☐ How to message other users in the app
- ☐ Where to find app support
- ☐ Other: _____

Identify Communication Channels

What channels does your organization use to communicate to its key stakeholders?

Check all that apply:

- ☐ Blog
- ☐ Email
- ☐ Magazine
- ☐ Podcast
- ☐ Print
- ☐ Social media *(e.g., Facebook, Twitter)*
- ☐ Video *(e.g., YouTube)*
- ☐ Website
- ☐ Other: _____

_____

Develop a Thoughtful Marketing Strategy

Consider the information outlined in this step and complete the communication matrix on the next page. Be sure to use all identified, stakeholders, messages, and communication channels as you develop a thoughtful marketing strategy.

Your communication matrix should include touch points before, during, and after the launch of your mobile app.

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Step 4: Marketing

Develop a Thoughtful Marketing Strategy

What	By whom	To whom	Frequency	How	Why
What needs to be communicated?	Who is responsible for delivering the content?	To whom does the content need to be communicated?	When and how often will the content be communicated?	How will the content be communicated?	Why does this information need to be communicated?
Example: The mobile app value proposition	*Meetings director*	*All identified stakeholders*	*Monthly*	*All identified channels*	*Ensure stakeholder buy-in*

Step 5: Return on Learning

Begin developing the organization's key stakeholder metrics.

Print and align the tables on page 26 and 27 to create one large Pre-launch Post-Launch table. Complete the Pre-Launch Table now. Complete the Post-Launch Table in Step 8.

3–4 months prelaunch

60 minutes
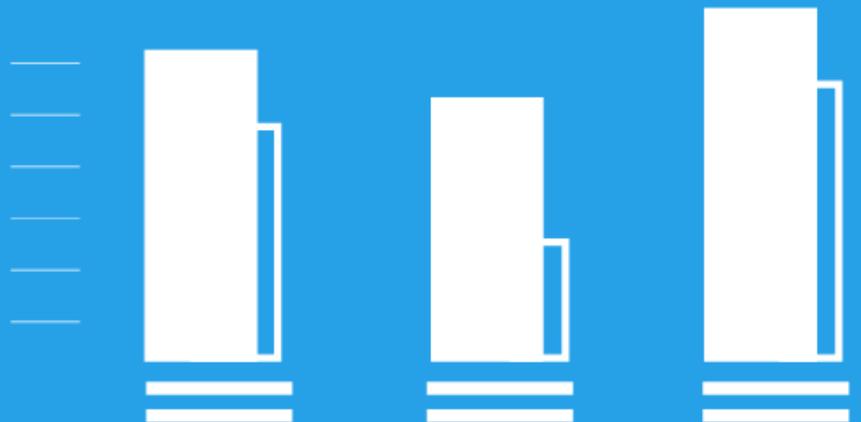
Recall Key Stakeholders

Recall and re-identify the key stakeholders you identified in **Step 2: Interview** on page 13.

Event Participants:
- ☐ Attendees
- ☐ Exhibitors
- ☐ Speakers
- ☐ Sponsors
- ☐ Other:

Members:
- ☐ Board
- ☐ Professional
- ☐ Students
- ☐ Vendors
- ☐ Volunteers
- ☐ Other:

Non-members:
- ☐ Industry customers
- ☐ Legislators
- ☐ Media
- ☐ Prospective Members
- ☐ Staff
- ☐ Other:

ROL Strategy and Results

Use the tables on the following two pages to plan your ROL strategy. The "Return on Learning" measurement is a way of measuring the total value of your educational program and to some extent a way of measuring your organization itself in terms of value to members and partners alike. Organizations are turning from simply measuring an initiative's value based on exceeding the budgetary constraints and timelines to measuring the success of their intiatives both individually and as a whole based on the value to their member!

When developing your ROL metrics for your new educational programs and engagement activities via the app, make sure the metric is both meaningful and measurable.

ROL Strategy
Pre-Launch Activity

Stakeholder:	Success metric:	What data is needed:	Where is data:
Reference stakeholders from Step 2: Interview	Determine success metrics/factors	What data is needed to determine your success metric/factor?	How and where will you get the data needed?
Example: Exhibitors	*Example: Connect with 5 attendees*	*Example: How many connections were made?*	*Example: Exhibitor ROI data export from app's portal*

ROL Results
Post-Launch Activity

Results achieved:	Actual outcome:	Next steps:
Verify your success metric/factor was achieved	What were the actual outcomes?	What needs to be communicated back?
Example: yes or no	*Example: 6 connections*	*Example: email report to exhibitors*

Step 6: App Launch

Plan your mobile app launch and make your app live to your audiences.

🔆 **Start weekly team meetings to review tactics, accomplishments, and barriers**

📅 **1-2 months prelaunch**

🕐 **1–2 hours**
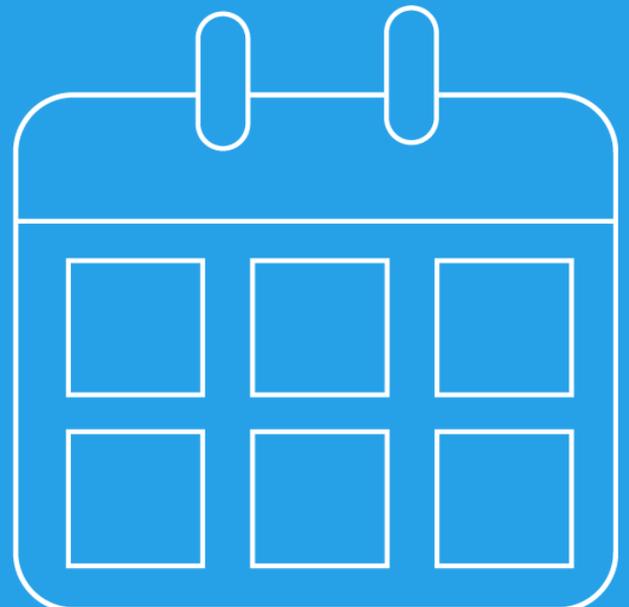
Pre-launch Thoughts

The timeframe to complete the development and launch of your mobile app is dependent on your app itself and your team.

This workbook isn't designed to walk through the steps of project management, development, or Quality Assurance (QA), but instead the steps your internal App Launch Management team can take to make your app a success.

Pre-Launch Checklist

Below is a checklist of tasks your team should complete two months before the launch of your mobile app.

Reference your internal management team in **Step 3: App Features on page 17** to determine which appointed person(s) in your organization will be responsible for the specified tasks in the checklist below. Add in other tasks in the spaces provided.

2 Months from Launch

- App Owner sets up customer account on the administrative portal
- App Owner organizes app users
  - Admin/user levels *(teams)*
  - Setting permissions for users/user authentication
- Brand Lead creates app brand and images
- Build Team sets up app features *Reference Step 3: App Features on page 18*
- Content Owners create initial content
- App Owner leads internal usability beta testing
- App Owner and Communications Lead recruit beta test team
- App Owner adds audience users and teams
- Wifi stress test at event location
- Other _____
- Other _____

Step 6: App Launch

1 Month from App Launch Calendar

Use the calendar graphic below to plan your mobile app launch strategy one month before going live. Feel free to add your own tasks within the calendar framework.

Week #	Monday	Tuesday
1	Add app content updates	App teaser campaign starts
2	Add app support options *(support form, app team info)*	Plan in-app engagement game to increase app knowledge
3	Schedule app notifications and communications	
4		Update app users
5	Push instructional communications to audience groups *(see Step 4 for details)*	**Internal app launch day. Hooray!**

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Month: **Year:**

Wednesday	Thursday	Friday
Usability beta team kickoff and test plan	Test venue Wifi (event Only)	Communications Lead reviews app instructions *(3rd party)* and adapts
	Touch point with usability beta team	Communications Lead plans instructional schedule *(videos, demos, guides, emails)*
Usability beta team sign off meeting	Announce app through member publications *(article, blog, etc.)*	Build in-app engagement game
	Set-up app feedback features *(polling, surveys)*	Final updates to app content

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Step 6: App Launch

Directory
Find like members and share the right info with the right group at the right time.

Content Sharing
Organize resources by team, subject, date, etc. and share instantly with members.

Education
Study resources, share notes, track CEU progress, receive.

Voting
Voting Members access personal election ballots right from their mobile devices.

Events
Support all of your events from board meetings to trade shows in a single mobile app.

Sponsorship
Generate non-dues revenue year-round with banner ads, listings, and 24/7 exposure.

Communications
One-to-one messaging, host polls, share news, and obtain instant feedback.

Games
Scavenger hunts, quiz bowls, photo contests, and a live leaderboard.

To try a demo Member Engagement App from R@H, select any of the icons below to get started

Step 7: Mid-Lifecycle Touch Point

This step will be used to evaluate successes to date and to institute any necessary corrective actions.

Return to the ROL Strategy table on pages 26-27. Complete as much of the table as possible prior to the Mid-Lifecycle Touch Point meeting.

2+ months post launch

1–2 hours
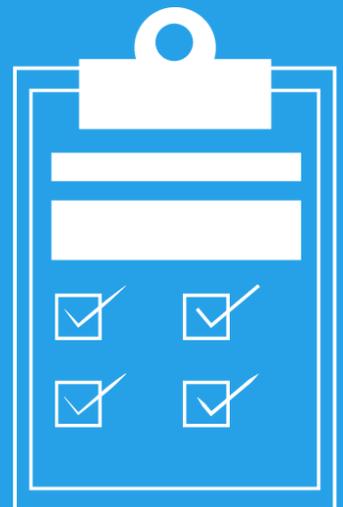
Identify Mid-Lifecycle Touch Point

Consider the date you first started working on this project in earnest, as well as the natural end point *(no more than a year later)*.

For the purpose of this workbook, we are considering a year-round engagement app and the end point would likely be the final day of the calendar year. For an event-focused app, this is likely the event date.

Whatever your circumstances, determine and log your lifecycle start and end dates, as well as mid-point date, below:

Lifecycle start date:	Lifecycle mid-point:	Lifecycle end date:

Evaluate Successes and Opportunities

During a regularly scheduled staff meeting, take some time to answer the following questions as a team:

1. What progress have we made toward established goals and metrics? Refer to the ROL table *(on pages 26-27)*.

2. What gaps exist when we compare performance to plan?

3. What have we done well?

4. What could we do better?

5. What should we not do moving forward?

6. Are there opportunities to improve communication/coordination?

7. Is the plan detailed enough and are expectations clear?

8. Is everyone aware of our priorities relative to this project?

9. Are any action items past due?

10. Are there any roadblocks, barriers, or challenges impeding our progress?

Step 7: Mid-Lifecycle Touch Point

Check-in with Stakeholders

Recall the key stakeholders you identified in **Step 2: Interview**. As appropriate, check in with each and record their mobile app feedback *(both successes and opportunities)* below:

Stakeholder group:	Representative:	Feedback:
Example: Speakers	*Jane Smith*	*+ Really like how all speakers can create a robust profile this year* *– Wish there was a place in the app to create a community to continue the conversation post-session*

Step 7: Mid-Lifecycle Touch Point

Institute Corrective Actions

Based on the feedback *(from both staff and other key stakeholders),* log below any necessary corrective actions:

Key action:	Timeframe:	Success measure:	Owner:	Resources:
Example: Add discussion boards to the mobile app	*Feb. 28*	*Discussion boards will be added and communicated to users*	*App Owner*	*Mobile app key contact; marketing/ communications team*

Step 8:
Next Steps
Touch Point

Near the end of the project, debrief achievements and identify opportunities for the future.

As you did during the Mid-Lifecycle Touch Point, refer to the ROL table (on pages 26-27). Update the ROL table prior to the debrief meeting.

1 year post launch

1–2 hours
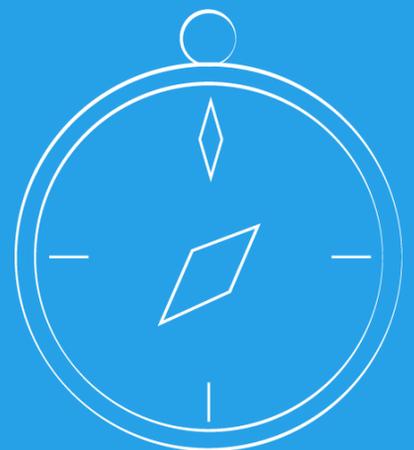
Step 8: Next Steps Touch Point

Debrief Achievements

Following the lifecycle end date identified in **Step 7: Mid-Lifecycle Touch Point**, take some time to answer the following questions as a team during a regularly scheduled staff meeting:

1. Which established goals and metrics did we achieve? *(Refer to the ROL table on pages 26-27.)*

2. What gaps exist when we compare performance to plan?

3. What have we done well?

4. What could we do better?

5. What should we not do next time?

6. Are there opportunities to improve communication/coordination in the future?

7. What changes are needed to the plan and/or expectations?

8. Were any action items/deliverables completely missed?

9. Did any roadblocks, barriers or challenges impede our success?

10. What have we heard people say anecdotally about the mobile app?

Check-in with Stakeholders

Recall the key stakeholders you identified in **Step 2: Interview.** As appropriate, check in with each and record their mobile app feedback *(both successes and opportunities)* below:

Stakeholder group:	Representative:	Feedback:
Example: Speakers	*Jane Smith*	*+ Mobile app was easy to use and chock-full of information* *– Wish there had been a layout of hotel function space posted to the mobile app*

Step 8: Next Steps Touch Point

Follow Through on All Deliverables

Be sure to gather and review all back-end mobile app data and statistics. Then consider developing and distributing a post-event fulfillment report to all key stakeholders.

Identify Opportunities for the Future

Based on the feedback *(from both staff and other key stakeholders, as well as a review of all back-end mobile app data and statistics),* log below any opportunities for the future:

Key action:	Timeframe:	Success Measure:	Owner:	Resources:
Example: add venue maps to app	*Feb. 28*	*Track map usage*	*Mobile app project manager*	*Venue contact; marketing/ communications team*

Coaching and Resources

A collection of best practices, resources, and blog posts. Additionally, don't miss out on custom process and procedure for your organization.

Any point during the app lifecycle

At your own pace

Coaching and Resources

Should you need additional support or coaching at any point throughout your mobile app journey, turn to the resources curated by industry thought leaders Aaron Wolowiec and Kim Harwood.

Review Curated Resources

Take an opportunity to download and review the following list of curated resources to support you and your team in launching your next mobile app. Knowing you're drawing from industry best practices will put your mind at ease.

Resources
- 28 Days to Your Engaging Event App
- Mobile Event App Best Practices Brief
- 2017 Tech Trends Infographic
- Mobile App Sponsorship Guide

Blog Posts
- If Events Could Talk: 10 Strategies for Fueling a Powerful Voice
- 5 Things to Consider Before Building Your Own App
- 3 Ways to Sell Mobile App Sponsorship
- 5 Event App Tips to Boost Engagement After Your Events
- Which Mobile Game is Right for Your Event?

Coaching and Resources

Ask Us Anything

Have a quick, burning question you'd like answered? Contact us by email or phone:

Aaron D. Wolowiec, MSA, CAE, CMP, CTA
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Aaron Wolowiec is a learning strategist and meetings coach for leading trade associations and individual membership societies across the U.S. Committed to the latest research and trends on learning, intentional networking environments and meaningful transfer exercises, he launched Event Garde, a professional development consultancy, in 2011.

Kim Harwood
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Kim Harwood is president of Results at Hand Software. In her current role, Kim leverages more than 10 years of experience in mobile technology and more than 20 years of experience in product marketing to lead the development of mobile apps and to share mobile best practices for improving member engagement.

Partner with Us

Should any of these steps become more challenging than your team has the time or bandwidth to tackle, or if you'd benefit from personalized coaching that results in custom process and procedure for your organization, don't hesitate to contact either Aaron or Kim for affordable partnership opportunities.

8 Steps to Successful Mobile Activation

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