MEETINGMETRICS
OPTIMIZING RETURN ON EVENT

Mobile+ Services Add Value to Event Mobile Apps

Education Session and Conference Evaluations / Speaker and Session Reports
Personalized CE certificates / CE Knowledge Tests with Practice Scorecards
CE Achievement and Attendance Certificates On-demand for Attendees
Online Certificate Retrieval for Attendees

Mobile+ services enable meeting attendees to access MeetingMetrics surveys from within event mobile apps.   If you have been using an event mobile app for your events or plan to do so in the future, you and your attendees can benefit from a new combination of full-featured MeetingMetrics surveys and knowledge exams accessed with a finger tap from within your event mobile app.

Whether you want to set up access to a post-meeting survey, an education session evaluation survey with or without CE Certificates, knowledge tests with scorecards or another type of MeetingMetrics survey from within an event mobile app, you can now do so easily.

> *"I love the new Mobile+ features offered by MeetingMetrics. Pairing an event mobile app with MeetingMetrics high-end evaluation surveys is a winner. We are seeing greater response rates because attendees can now provide feedback in real time during sessions. This is a great improvement for our tech savvy members!"*
>
> Clark Ebbert, Director of Education,
> National Apartment Association (NAA)

Leading mobile event app providers such as Double Dutch, CrowdCompass, QuickMobile, A2Z ChirpE, Sherpa, Event Pilot, and CoreApps have successfully worked with our **Mobile+** services while others like EventMobi, Guidebook, Ascend, etc. are currently testing them for use with their clients.

A number of different set up options are available depending on your survey objectives and the technical capabilities of your event mobile app. In addition to administering the survey from within an event mobile app, you can also concurrently administer the survey using email messages with links to the web-based questionnaire that can be opened on PCs, on kiosks and other stationary devices with web connections. Overall, you can provide your attendees the convenience of a variety of survey feedback channels - plus increase your opportunity for a higher overall response rate.

ION Services Deliver Personalized Surveys, Exams, Reports and Certificates

ION services were developed to easily enable questionnaires conducted from within event mobile apps to capture individual survey participants' identities and track their individual survey responses. By using ION, individual CE certificates with calculated earned credits, knowledge test scorecards, CE

Accreditation Achievement certificates and other personalized reports can be produced in real-time on-demand and provided to the attendee. Certificates can be saved, downloaded or delivered via email to the attendee in real-time from the MeetingMetrics system. Certificates can be archived and retrieved by attendees on-demand.

No special programming is required by the event mobile app provider to deliver these attendee benefits. And there are minimal service costs as ION is a built-in set of features included in the annual license fee.

ION works using a single-sign on mechanism. The first time an attendee taps in the event mobile app to select a survey, session evaluation or knowledge test, a small form will pop-up requesting entry of their first and last name and their Email Address. The system then generates a record for the attendee to record and track their survey responses. Sign-on is only required this one time.

Non-ION Surveys used within an Event Mobile App

If ION is setup, then when an attendee finger taps in a mobile app to select a survey or session evaluation, the mobile device's browser will display a sign-up form for the attendee to enter name and email address after which the survey questionnaire will be displayed. MeetingMetrics will generate an individual record to identify and track the individual's responses entered during their web session. All survey features will operate normally. Note that this is not a single sign-on link as with ION. By using this link, they will have to sign-on again each time they return at a different time.

Traditional, personalized survey links provided by MeetingMetrics to an event mobile app provider for download to individual mobile devices

Though only a limited number of mobile event apps can distribute individualized web links to specific mobile devices for use by attendees to access a MeetingMetrics survey, this setup option is available. Licensees can access a file with these individualized links and provide them to a mobile app provider for download into individual mobile devices. Once the personalized links are loaded into their respective mobile devices, a finger tap in the mobile app will open the device's browser and access the online survey which will operate normally with all features available including CE certificates on-demand, test scorecards, online real-time reporting, etc.

Generic Surveys Administered from within an Event Mobile App

If you do not need ION's individualized survey capabilities and only require generic survey responses for your reports, we can provide a generic link for use in an event mobile app on all devices. The generic link is available for attendees to access surveys in situations where you do not have attendee identification information or do not want to collect it and have no need to automatically track individual attendees' survey participation or just want to collect as many completed surveys as possible. No tracking features are available as survey participants will be routed through a pure generic system.

This new generic link will also capture email addresses of generic link users which can be made available to MeetingMetrics licensees upon request.

Mobile+ Surveys administered using MeetingMetrics Email System with Links in Messages

If you are <u>not</u> using an event mobile app and want to utilize MeetingMetrics to collect survey responses from attendees who are using mobile devices and/or PCs to access our online surveys, we offer a number of setup options. Please note that our online system will automatically detect the type of browser (smartphone, tablet, etc.) and present survey pages in an appropriate graphic format to maximize readability and usability for the attendee's mobile device or PC.

MeetingMetrics comprehensive, highly automated mailing system delivers survey messages with personalized links for web-based surveys. It is the system most often used by all MeetingMetrics licensees for attendees with PCs or when an event mobile app is not being used – and is often used in combination with the same survey administered from within an event mobile app.

In addition to the standard mailing system, the user can select from other specialized links to use in place of the standard individualized survey links.

Generic Sign-up Link for Tracking

For attendees for whom you do not have email addresses but wish to collect them to track individuals and their responses, the system provides a specialized generic sign-up link for tracking. This will enable users to benefit from all the tracking features built into MeetingMetrics surveys - including tracking of responses of individual survey participants, the convenience of an active save and return experience and auto-remove on completion, education session evaluations with/without earned credit information, generation of CE certificates, certificates on-demand in real-time, etc. as well as access to the extensive array of specialized meeting survey reports in the Online Report Center.

The generic survey sign-up link for tracking can be used from within an event mobile app, published on a website, placed in a kiosk with web access or delivered in an email message. The link can also be shortened for ease of manual entry or copying by hand from print material or slides.

Generic Link without Signup is also available for attendees to access surveys in situations where you do not have attendee identification information (email addresses, etc.), have no need to automatically track individual attendees' survey participation or just want to collect as many completed surveys as possible. No tracking features are available as survey participants will be routed through a pure generic system.

This new generic link will also <u>capture email addresses of generic link users</u> which can be made available to MeetingMetrics users upon request.

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