



Mobile event & engagement app

Client success story



Client Profile
Fusion Productions

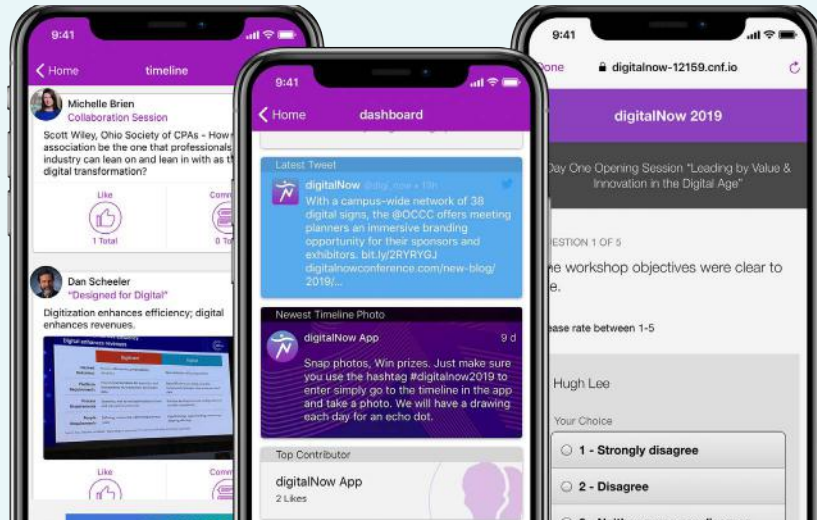
Location:
Webster, NY

Event:
digitalNow 2019

“

Our app enables engagement and collaboration for our community, and the RD Mobile team is excellent, available, and proactive.

Don Dea
Co-Founder



The challenge

3	265	63	85	21
day annual conference	attendees	sessions	speakers	sponsors

The solution

Attendee Event Experience:

- **Personalized:** Create custom schedules & private appointments
- **Informed:** Leverage in-app resources & note-taking
- **Connected:** Engage via social media, private messaging & live polling

Event Organizer Experience:

- **Control:** Manage app branding, features, content & notifications
- **Communicate:** Notify attendees of updates in real-time
- **Engage:** Gather live session questions & feedback

The results



Year-round engagement



Greater participation through gamification



100% app downloads



Eliminated print program



What makes Eventsential different?

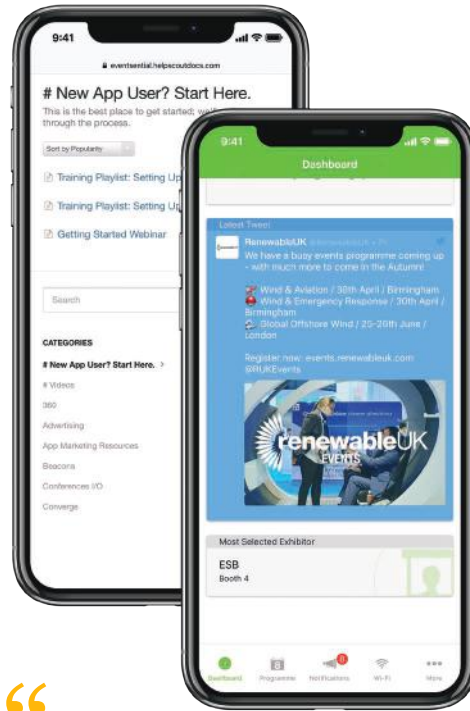
Eventsential is a multi-event app that ensures your attendees and members have an exceptional, personalized event experience and continue to benefit year-round.

Attendees can:

- Customize their event itineraries
- Connect directly with other attendees
- Sync data across all their devices (smartphone, tablet and laptop)
- Keep notes across multiple events
- Engage with your organization year-round

Your organization can:

- Control all app branding, features and content
- Integrate with your AMS, event and other systems
- Access dozens of tutorial videos in the online Help Center
- Download marketing resources to promote your app
- Pay for your app and generate revenue



“

Out of all the event apps that I've tried, this one blew me away. Best app yet.

Matthew Turney

Eventsential user

You're in control

- ✓ Custom Branding
- ✓ Feature Control
- ✓ Full CMS
- ✓ Help Center
- ✓ App Marketing Resources
- ✓ Revenue-Generation
- ✓ Year-Round Engagement



Committed to your success

RD Mobile first started developing mobile apps for associations 10 years ago.

Fast forward to 2019, and RD Mobile now provides the industry-leading event and engagement app for associations. Eventsential is used by more than 200 organizations to power 2,000 events in 20+ countries.

2,000
events

20+
countries

10
years

500k
users

How did we get here? Because we listened to you and because our team members have worked in and for associations for decades – so we understand your unique needs.

Eventsential is an affordable and extremely full-featured mobile app, built with you in mind. You manage everything through your own backoffice portal – which comes complete with video tutorials and marketing resources to help you promote your app to your attendees and members.

RD Mobile wants to make your job easier and help you WOW your attendees, engage your members year-round, and generate revenue. Once you try Eventsential, you'll be hooked.



Russell Magnuson
CEO & Co-Founder

Integration partners



Learn how other membership organizations are using the Eventsential app by downloading RD Mobile's 2019 Mobile Benchmark Report



All the features you'll ever need

Eventsential delivers what a printed program cannot - the most up-to-date information, networking and direct line of communication to your attendees. You can manage unlimited events - large and small - throughout the year.



Advanced capabilities

- ✓ Schedule
- ✓ Notifications
- ✓ Dashboard
- ✓ Directory
- ✓ Exhibitors
- ✓ Speakers
- ✓ Event Details
- ✓ Timeline
- ✓ Maps
- ✓ Itinerary Builder
- ✓ Resources
- ✓ Social Media
- ✓ Notebook
- ✓ Surveys
- ✓ Personal Profile
- ✓ Gamification
- ✓ Private Messaging
- ✓ Appointments



Special Features

- ✓ Role-Based Content
- ✓ Targeted Messaging
- ✓ Live Polling
- ✓ Custom Content
- ✓ Leaderboards
- ✓ Beacon Support
- ✓ AMS/System Integration
- ✓ Cloud-Based Extensions
- ✓ RSS Feeds

Eventsential is available as a native app as well as a responsive website.



“

I've used quite a few conference apps and nothing compares to Eventsential.

Chris Champion

IPWEA



solutions@rdmobile.com

Client success story

EDUCAUSE

Client Profile
EDUCAUSE

Location:
Louisville, CO

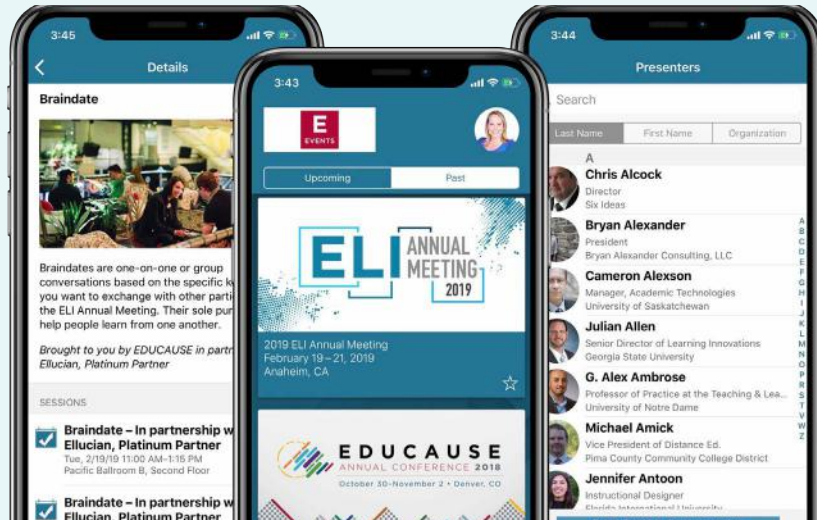
Event:
EDUCAUSE ELI Annual Meeting 2019

“

Thank you so much.
My reaction is just so
WOW.

Johnny Laske

Senior Manager of IT Services



The challenge

3 day annual meeting
690 attendees
149 sessions
13 tracks
220 speakers

The solution

Attendee Event Experience:

- **Personalized:** Navigate complex program & create custom schedules
- **Informed:** Download speaker presentations & real-time updates
- **Connected:** Identify & participate in peer networking groups

Event Organizer Experience:

- **Control:** Manage program changes onsite from any device
- **Communicate:** Notify attendees of updates in real-time
- **Engage:** Gather session feedback & promote upcoming events

The results



44 total events managed



230 appointments scheduled



100% app downloads



Eliminated printed abstracts



Benefits for your organization



Achieve real return on your investment

Offer in-app advertising, promoted posts and featured exhibitor/sponsor opportunities to monetize your app and generate revenue.



Add value to your membership

Manage both large and small events throughout the year to continually engage your members.



Gain better member insights

Collect feedback using live polling and surveys to gain valuable additional intelligence from your members.



Deliver a seamless experience

Integrate with your AMS and other systems to enable members to leverage advanced app capabilities while making your job easier.



Leverage a proven solution

Benefit by choosing a market-leading, affordable, and scalable app solution used by more than 500,000 event participants around the world.

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I've worked with several event app providers and Eventsential is the best one by far.

Amity Bannock
AAEP

“

Our attendees loved the app and the Eventsential support staff were wonderful to work with.

Peter Aiello
ADA

“

I keep hearing rave reviews from everyone using the app!

Kim Spillane
CESSE



Trusted app partner to these organizations



 solutions@rdmobile.com

 800 626 5284

 rdmobile.com