EventPilot Mobile App for Medical and Scientific Conferences

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CEOCFO: *Ms. Fleischer, what is ATIV software?*
Ms. Fleischer: We make a product called EventPilot. EventPilot is a mobile conference app mostly for medical and scientific meetings. These events have complex schedules with often thousands of research presentations and many hundreds of exhibitors. Attendees do not have to lug around a bulky program and they can find anything about the event on their mobile phone. It is very convenient and sustainable. With the event app, attendees can build their schedule, know where to go, get reminders, stay organized, network, and just have a better conference experience.

CEOCFO: *How have you ensured ease of use and incorporating what people want in your app?*
Ms. Fleischer: Before we started the company, I went to many conferences as an exhibitor, an attendee, and a speaker. With that background, I knew what I wanted as an attendee in a mobile meeting app. We built the event app from the perspective of an attendee.

Our clients have very large annual meetings, one of the conferences we just recently did has over 16,000 presentations in one event app. To simplify planning, we highly visualize the content, use color coding for different session tracks, and include filter options. We designed a visual calendar view with a timetable so users can instantly see how they have filled their day, if they overlapping scheduled sessions, or where they have gaps in their agenda to add more sessions. Interactive animated floor plans and indoor positioning help attendees find their way around easily.

We know from experience that WiFi is not always reliable at venues so the entire app works completely offline including search, note taking, schedule building, interactive floor plans and more.

Also, my background is in ELearning and training. So right from the get-go we built functionality that would make an attendee's life much easier to help with retention. Imagine you are sitting in a session and you already have all the slides in the app so you can follow along and take notes. You can now focus on the speaker and pay attention instead of worrying about slides.

The first focus of the app helps attendees to organize, the second focus helps them to network. Messaging is fully built-in so attendees can easily connect with their peers while keeping personal contact info private.

With onsite support, client debrief meetings, and a feedback form directly in the event app, we are always on the pulse on what's important for the end user.

CEOCFO: *What did you learn at the medical events that you did not realize before? How do you tweak your product for an industry?*
Ms. Fleischer: Medical and scientific events are different than other meetings, simply their sheer size makes us focus a lot more on performance and quality. If you know that an event app is really fast with 15,000 session, you know it is going to be robust for any smaller conference and provides unmatched quality and speed.

EventPilot Conference App

We need to ensure that professionals and researchers can fully rely on the event app and manage the massive amount of content completely offline. We are constantly innovating in that area. With a focus on scientific content, we also needed to offer a much more advanced search. For example, at a neuroscience conference, you need to be able to add multiple key words in the search but also have the ability to add exclusion terms to really filter out and eliminate things that you are not interested in. On top of that, you need to be able to apply further filters to the search results so you can go from thousands to a few dozen results relevant to your professional specialty.

Many medical meetings even have embargos on their content so the event app needs to be able to keep the content hidden until a specific date and time when the research results are being presented live at the event. Most events also offer continuing education credits, like CME, and we make it easy for attendees to find those sessions and track which ones they attended.

A few of our clients even offer special curated itineraries where they pre-plan a set of sessions for particular attendee groups to help them save time. With one button press in the event app, their entire schedule is completely planned out for them, saving hours of time.

We have built a lot of very specialized functionality for medical meetings in our event app.

CEOCFO: *How would conference organizers find EventPilot? What would they search for online? How do you reach out to potential customers?*
Ms. Fleischer: Simply google "medical meeting app."

Very often we actually have meeting planners reach out to us after seeing one of our event apps at another conference. We also attend industry events for meeting planners such as IBTM, PCMA, IMEX, and MPI. We have just recently given a presentation on big data at one of these events – that's a hot topic and event apps help collect data for analytics.

Meeting planners also may hear about us through awards we have received. We have been listed in the Top 10 event tech innovation awards by IBTM this year. We use social media and provide useful information about event tech on Twitter, our blog, or Facebook page. We look at current topics and pool our knowledge together so that we can share this with our clients and the industry.

> **"EventPilot is the Tesla of the event app industry. Our apps offer beautiful design, top performance, attention to detail, and highest quality."- Silke Fleischer**

CEOCFO: *What are the differences in your editions? How do people choose what level they need?*
Ms. Fleischer: We have three different event app editions, Express, Standard, and Enterprise. The Standard version is what most of our clients use. It is an event app that is completely configured and customized to one particular association meeting. Attendees simply search the conference name in the app store like ASHG 2015 and download the app that contains the entire proceedings. EventPilot Standard is its own standalone app in the app store.

Some of our clients have annual meetings where they use the Standard edition but then they also have maybe ten regional meetings throughout the year. In that case, they use the Enterprise version which gives them one app branded to the organization that can then be used for all these regional events. Each event can be configured and branded as needed.

For small organizations and associations, Express is a quick and low cost alternative. Attendees download the EventPilot app from the store and access the content for a particular event by entering a code for that meeting. Our Express version is a great option for smaller associations and societies. Express still has all the powerful scheduling functionality of the standard version.

Multi-language event apps are also possible. We have a client, for example, with a meeting in Canada so the entire program is available in English and French.

CEOCFO: *What is next? What might be different a year from now?*
Ms. Fleischer: We have big plans that we will announce later next year. Our most recent releases already include exciting hot event technology like IBeacon. With iBeacons you can do many things like location based notifications that are relevant to specific areas in the venue such as your member desk. iBeacons can be used to generate revenue from sponsors to push notifications at sponsored phone charging stations or throughout the expo hall. We have recently implemented indoor positioning using iBeacons, so if you are on a very large expo floor, you can see a blue dot to orientate yourself where you are.

Engagement functionality is growing and we offer a gamification component. A recent client commented on how easy it was to set up. They had very excited players who received points for scanning QR codes for different activities. It was fascinating to see how much of an impact the game had on players as they attended sessions they were not planning to go to originally.

The event app helps further increase engagement through session moderation. Imagine you have a room full of thousands of people and you may feel too timid to go to the microphone with your question. We have built an anonymous question submission in the event app which enhances participation.

Over the next years, as event apps are becoming even more main stream, we expect more meeting planners to take further advantage of all the features that event apps offer.

CEOCFO: *Why choose EventPilot?*
Ms. Fleischer: EventPilot is the Tesla of the event app industry. Our apps offer beautiful design, top performance, attention to detail, and highest quality. That's why the largest professional associations choose EventPilot year over year for their meetings. Several of our implementations have won "Best Meeting App" in the Best in Show edition of the PCMA Convene magazine. We are also continuously pushing technology and EventPilot was selected by IBTM as one of the top 10 innovative event technologies 2015. We work hard so that conference app users love our event technology and can focus their time on what's truly important to them: learning and networking.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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Professional Conference Apps

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