Companion App
for Shared Experiences

For years, in events, the second screen was a way for attendees to connect deeper with content while onsite, and ipads would be passed out for audience response, or a QR code would point people toward apps where they could ask questions, download slides and comment. Now we know the second screen is often the first, and the digital migration of society will play out at events as well.

Remember we talked about two audiences, three environments? Well, those environments are simultaneous. Whether you plan it that way or not, participants are going to pay attention to their mobile devices. When you can create a cohesive experience in those mobile devices, that's when the second screen mentality becomes cross-channel opportunity. That's when seemingly silo-ed participants fully enmesh themselves in the experience you designed.

The first screen is everything the eyes focus toward, whether you are an in-person attendee physically sitting in front of a speaker or whether you are a virtual attendee in front of a laptop or desktop. The second screen is the the phone, or other technology device that is in people's hands, supporting supplemental activities, which could be in your universe, such as checking to see who the next 1:1 appointment is, or outside it on social media, email or the ESPN app.

You want physical attendees paying attention, of course. Will they? No. They are going to be on their phone anyway. Almost 90% of TV watchers are also on their mobile devices, many times for activities that enhance their viewing experience.

Know that whether or not participants are in-person or virtual, they will use their digital, mobile devices, their companion apps! All events are hybrid. Use digital experiences to:

Offer MORE content, longer
Create DEEPER engagement
Enable CROSS-CHANNEL networking
Boost ROI for everyone

Ask Your Tech Partner:

Does your digital platform allow for interaction between onsite and online?

Yes   No

Do you support sponsor engagement?

Yes   No

Does your platform create exhibitor matches?
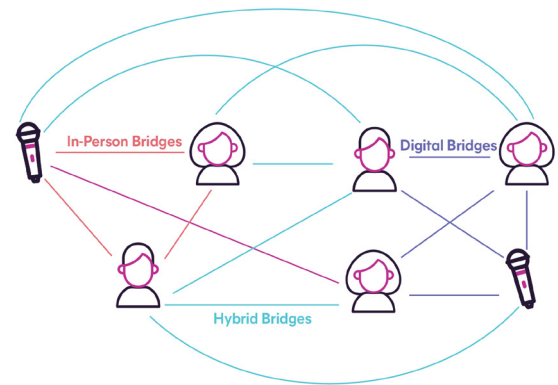
Yes   No

Does it offer digital poster halls?

Yes   No

Does your companion app help those onsite find better matches?

Yes   No

Does your second screen engage introverted learners?

Yes   No

Does your solution support future needs in our digital strategy?

Yes   No

Any type of content or experience

- In- Person Bridges
Tech should enable human-to-human matchmaking, access to livestream and stored content, online text chat and speaker Q&A, registration ticketing and check-in

- Digital Bridges
Tech enables access to live and on-demand content and experiences 365 days a year, including learning and connecting sessions, human-to-human online networking, video and text chat

- Hybrid Cross Channel Bridges
These bridges content people to humans, content and experiences across digital and in-person environments. One-to-one connections can be made across channels, with teams and games to boost engagement plus onsite/online meet-and-greet lounges. Extend to 365 days.