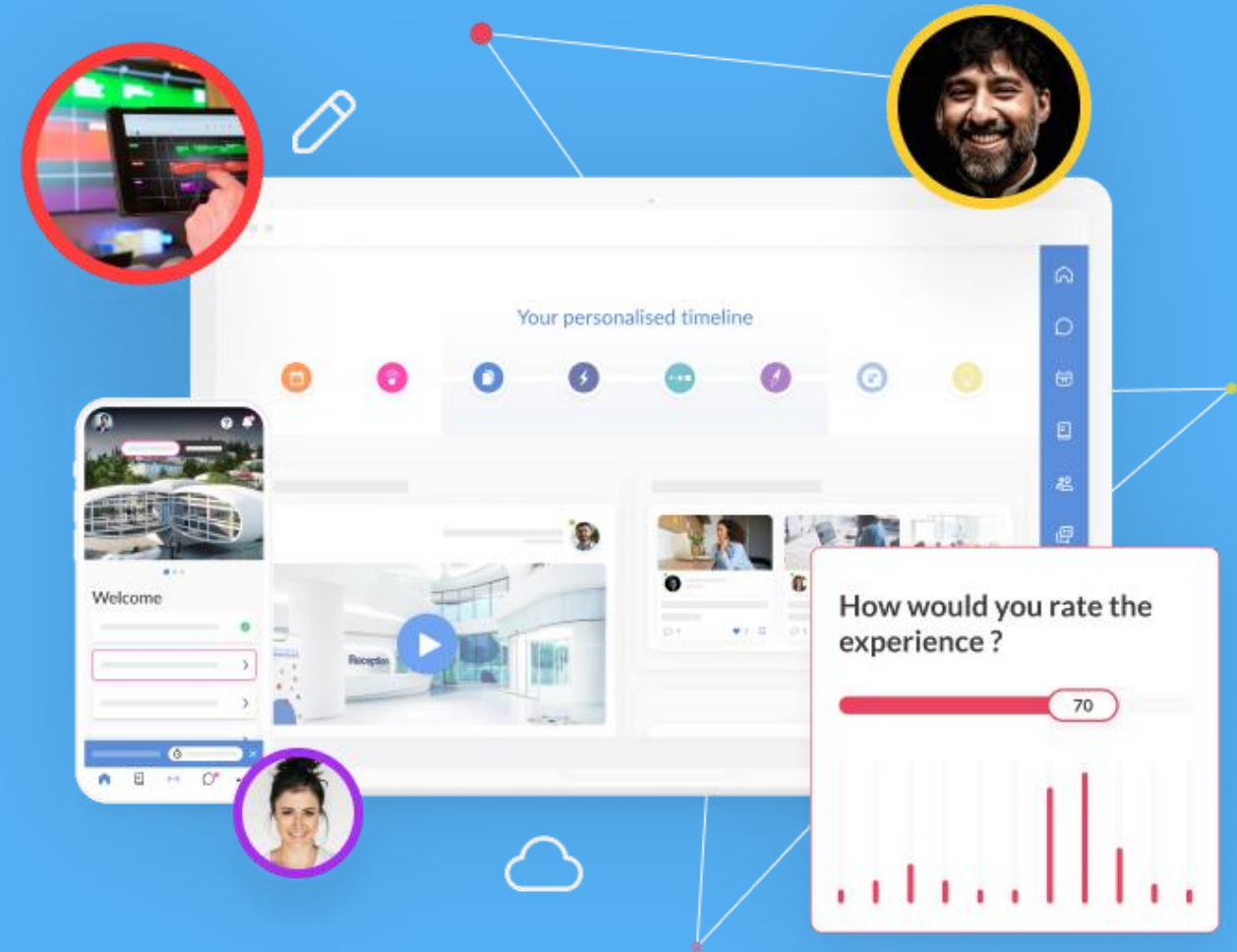


SmartLab Event App Experience for Mobile & Tablet



The SmartLab Event Experience

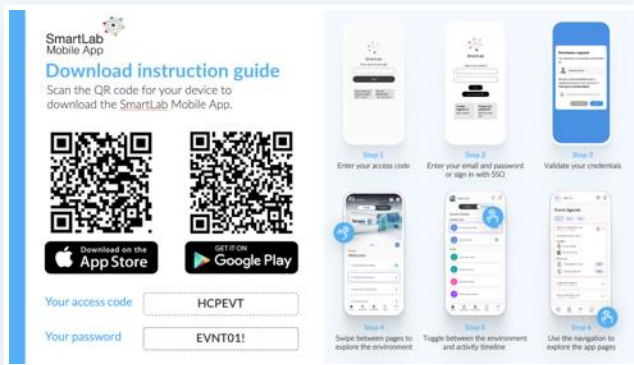
Pre-event

Meet Jill

Jill is a Healthcare Professional frequently attending conferences and meetings globally.

She receives an email inviting her to an upcoming conference.

She downloads the SmartLab Event App by scanning the QR code on the joining instruction, enters the unique event code and signs in.



SmartLab

Enter your event access code

Next

If you don't know your access code, please contact your event coordinator.

[New to SmartLab? Find out more](#)

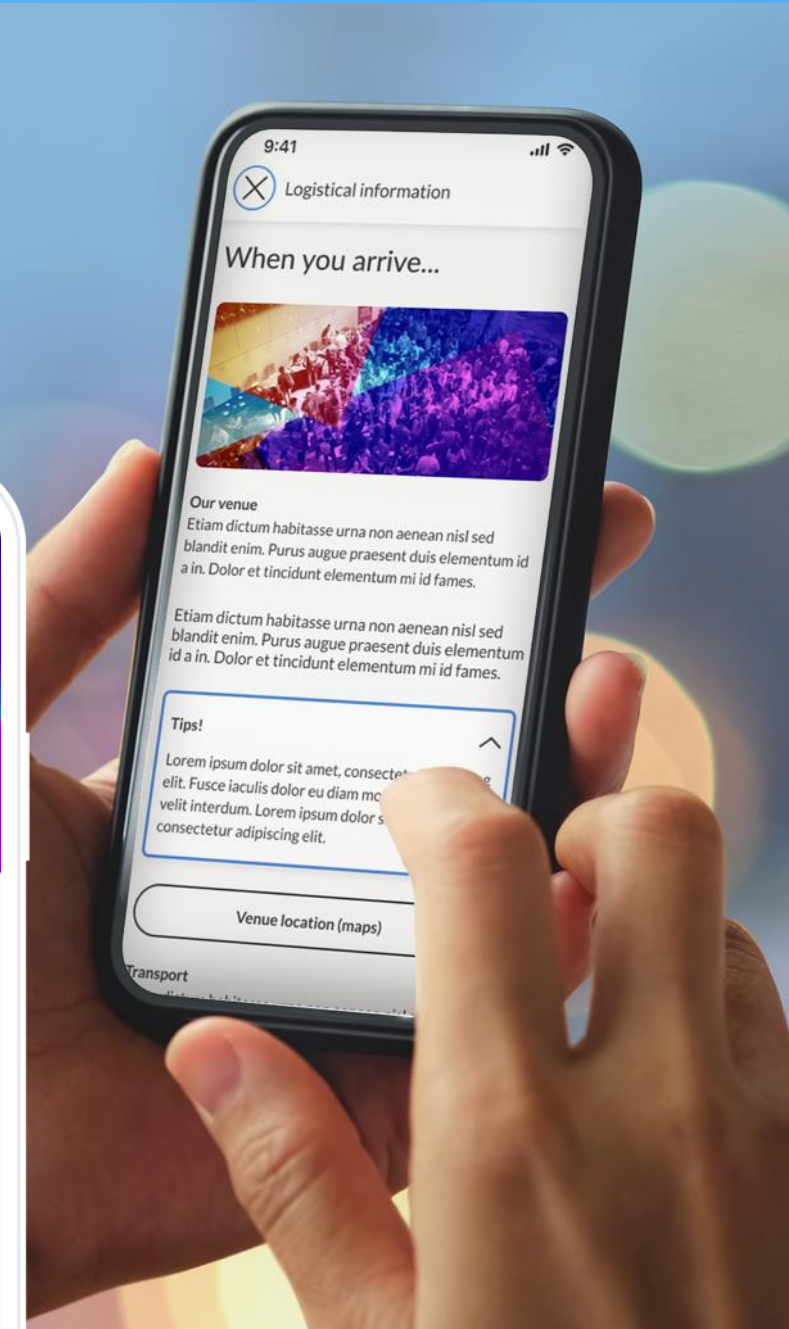
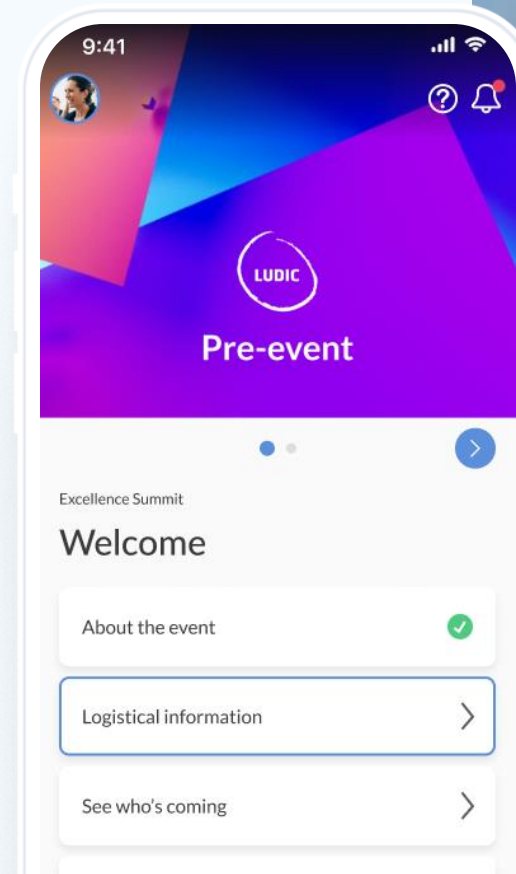
Jill explores the event app

Jill works through the pre-event area of the event app. This has been set up on the **home screen** with a list of things for her to complete.

The content gives her information about the upcoming event and logistical information for her arrival.

Tips for Event Producers

Pre-event areas can be set up across one or multiple 'scenes'. Users can swipe between scenes using the banner at the top, or they can be linked together via hotspot interaction points.



Agenda, resources and discussions

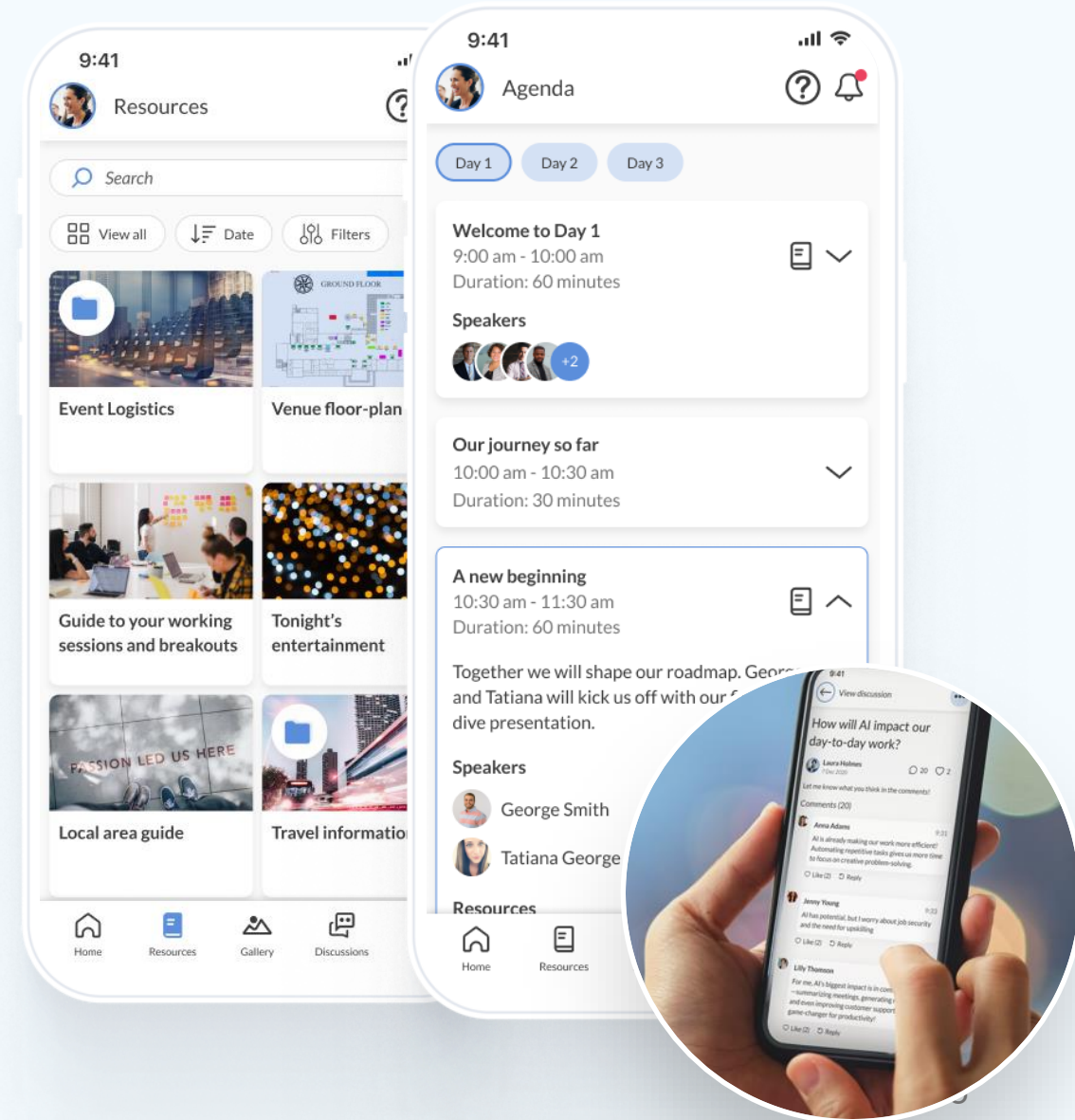
Jill explores the additional areas of the app accessible from the bottom navigation.

She reviews the **agenda**, reads the **resources**, and connects with other attendees via the **discussions** board. From within the app Jill can start her own discussion topic for others to engage with.

Tips for Event Producers

Content within the app can have its visibility limited to specific user groups to provide participants with tailored information based on grouping criteria. This includes agenda items, resources, discussion threads, hotspot interactions even entire scenes on the home page.

Note: Discussions can be started by participants in the app, whereas Resources must be added via the platform.



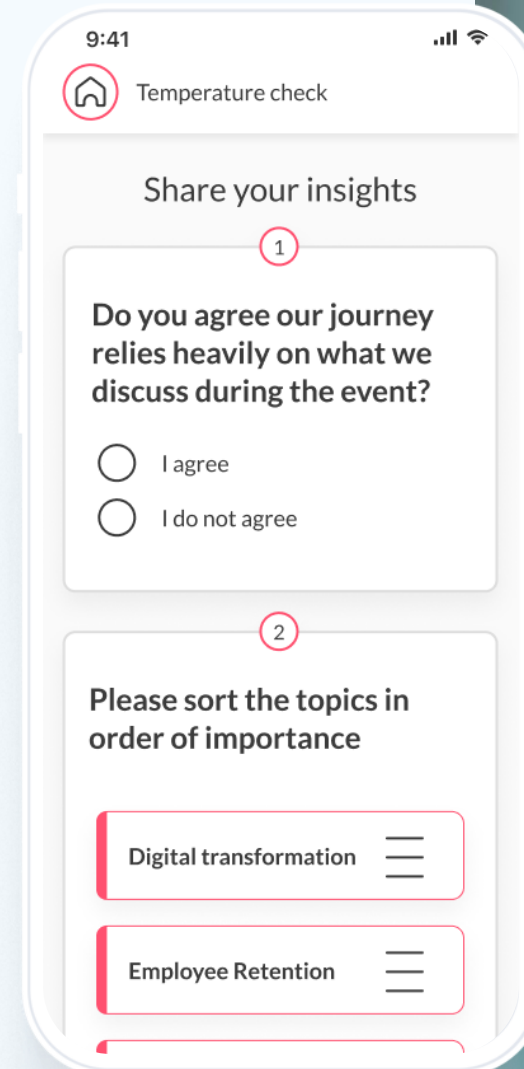
Pre-event activity

The last part of Jill's pre-event journey is to complete a pre-event **survey**. She opens the survey from the welcome page and works through the questions.

The survey is a 'temperature check' ahead of the event from which the facilitators will review the results from across the attendees live in the opening session.

Tips for Event Producers

The SmartLab Mobile App has four available interactive activities (Decision Apps) that can be configured for attendees.



9:41

Temperature check

Share your insights

1

Do you agree our journey relies heavily on what we discuss during the event?

☐ I agree

☐ I do not agree

2

Please sort the topics in order of importance

Digital transformation

Employee Retention

The SmartLab Event Experience

Event launch

Preparing for the event

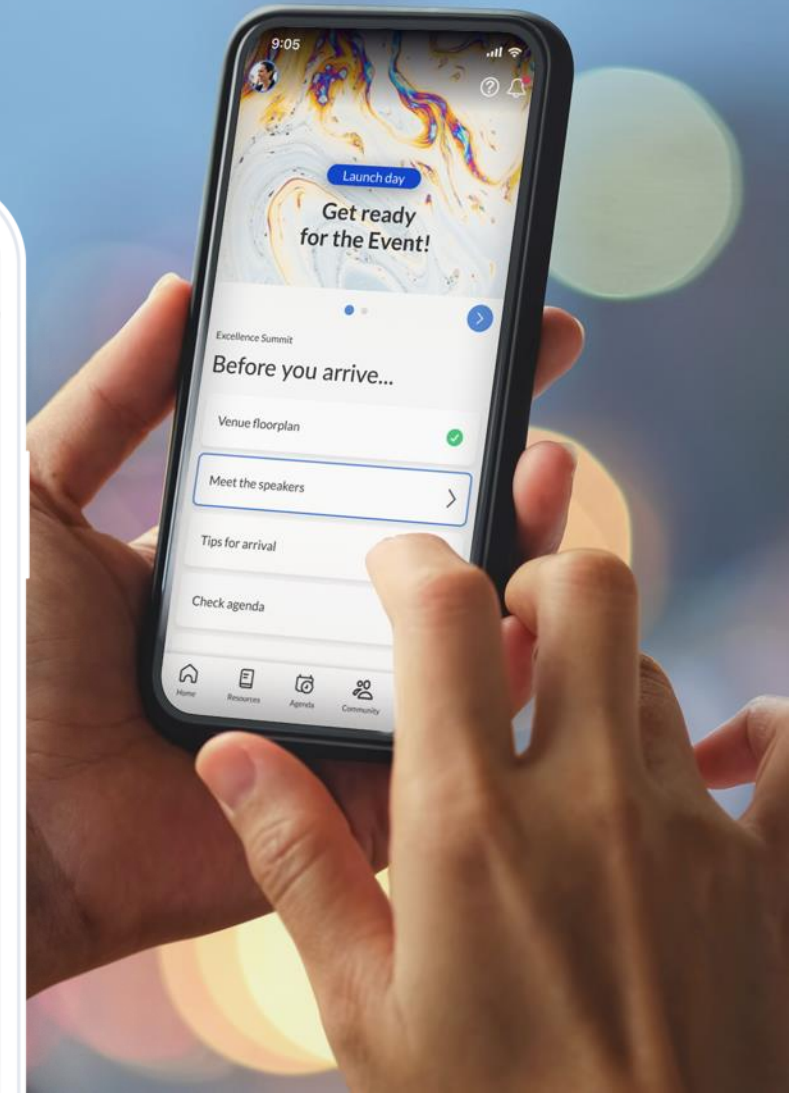
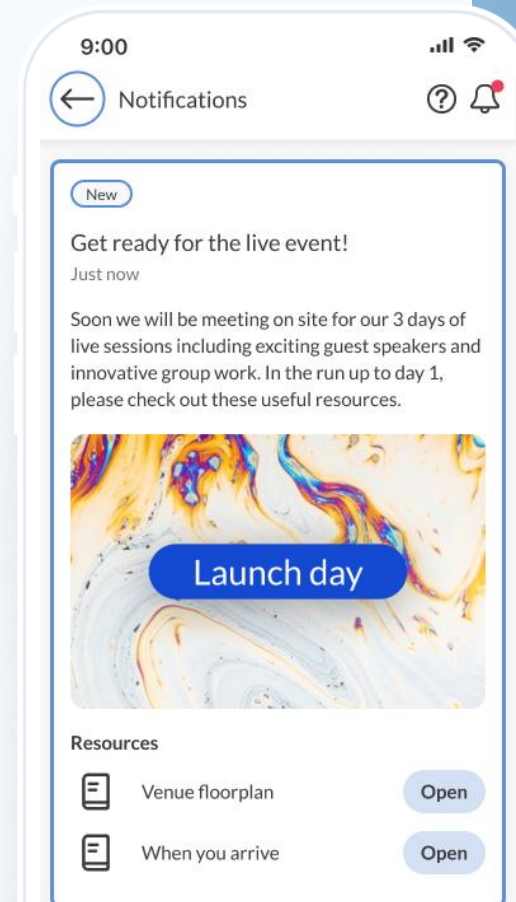
As the event approaches, Jill receives a notification from the SmartLab Event App letting her know new content is available.

In the app she sees a new 'Event preparation' environment on the home page with new interaction points for her to explore.

Tips for Event Producers

Notifications can be sent both from the SmartLab Mobile App as push notifications, and to the participants' email address used for their account. Notifications can include text, images, links to other areas of the app or external links.

New scenes can be used to set up environments ahead of time and then published for users at launch.



Session booking

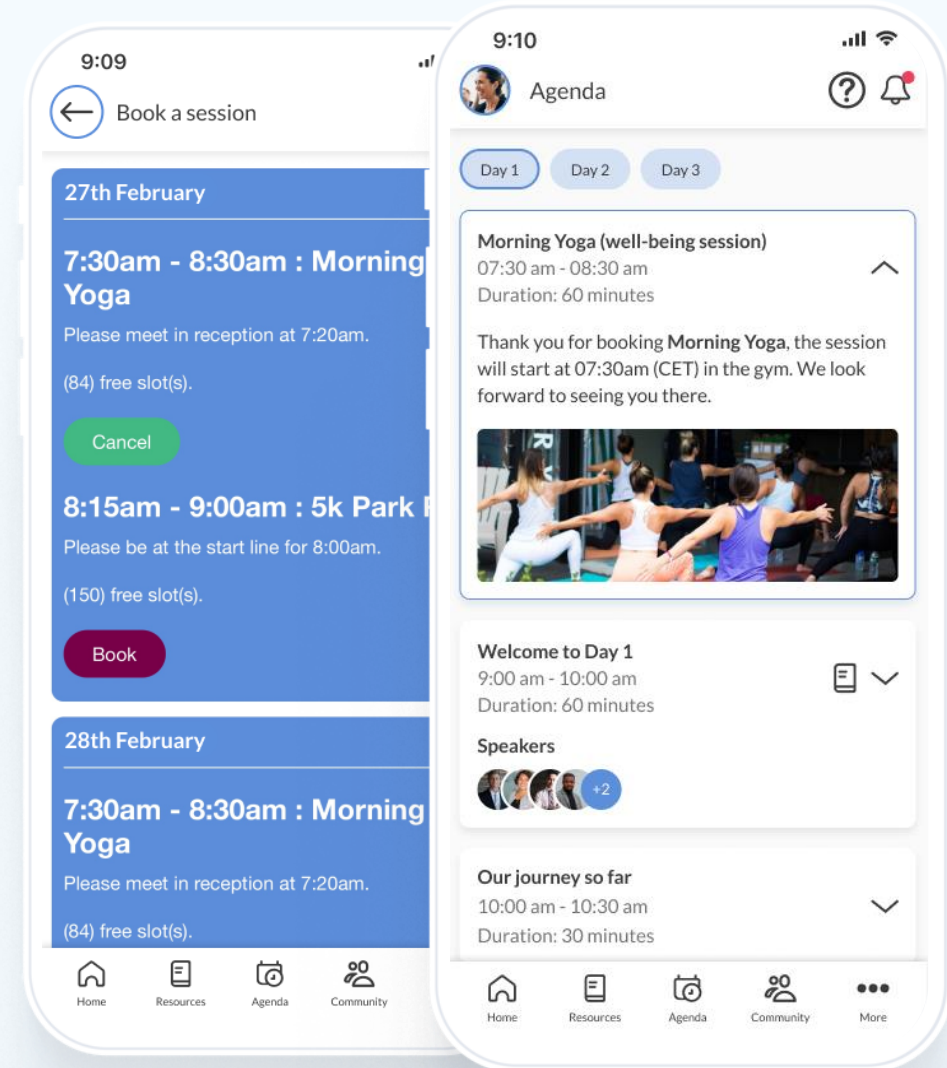
One of the new features available to Jill is the **Session Booking** page. From here Jill can browse different types of sessions available to attend during her time at the event.

She chooses to book places for workshop sessions and an extra activity for each day from the well-being section.

Tips for Event Producers

Session booking and bespoke agenda creation can be set up for participants via the platform calendar. Events added to the calendar will appear in the session booking page in the app. Each session by default has a user group assigned.

In the agenda, corresponding agenda items can be created and have their visibility limited to these groups. When a user books a session, they will be added to the group and the item made visible on their agenda.



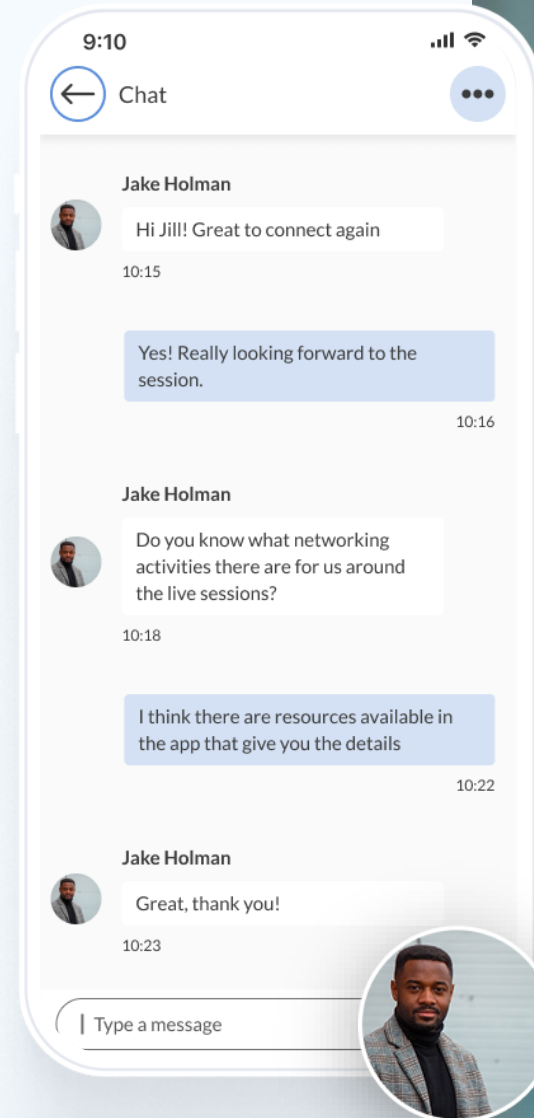
Connect via chat

Jill sees that the **chat** has also become available.

She sees some colleagues in the attendee list that she met at a previous conference. Jill reaches out to say hello and connect.

Tips for Event Producers

As well as chats between participants. Group chats, community chats, and support chats can be defined and set up via the platform for use within the mobile app.



Hi Jill! Great to connect again

The SmartLab Event Experience

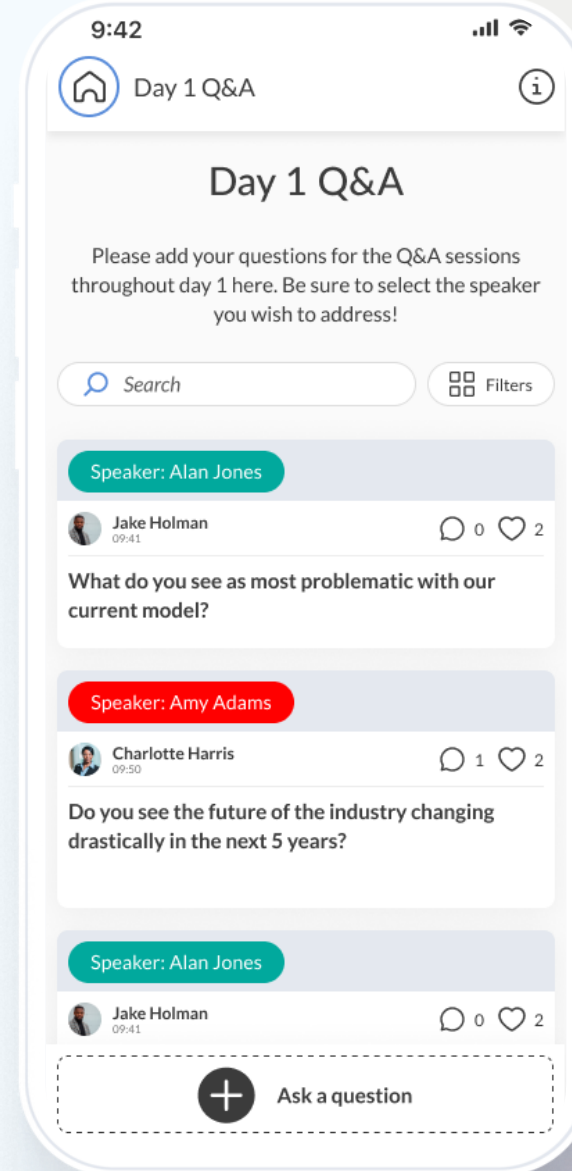
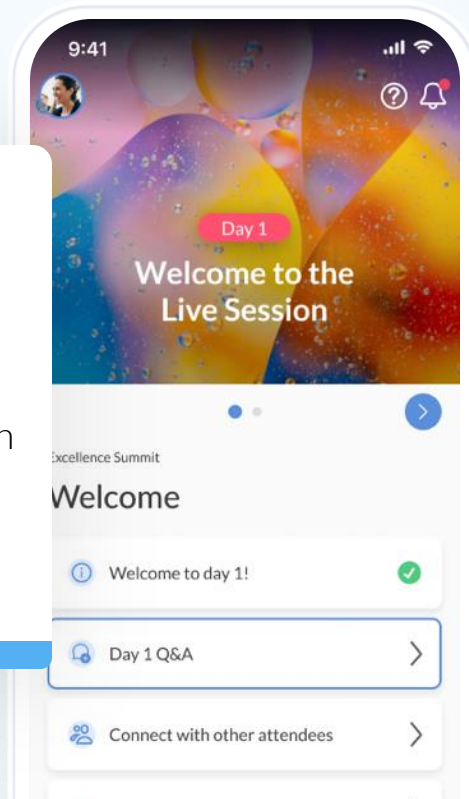
At the Event

Event Days

As Jill accesses the SmartLab App on the day, the environment has updated again. It is now set up for the live event with shortcuts to the most relevant interactions and information, e.g. rooms, breakouts and activities.

Tips for Event Producers

Almost any section, asset, or activity on the app can be linked from home screen in an ordered list to guide participants through the experience. Touch points can even be targeted to individual groups of users creating a completely tailored experience.

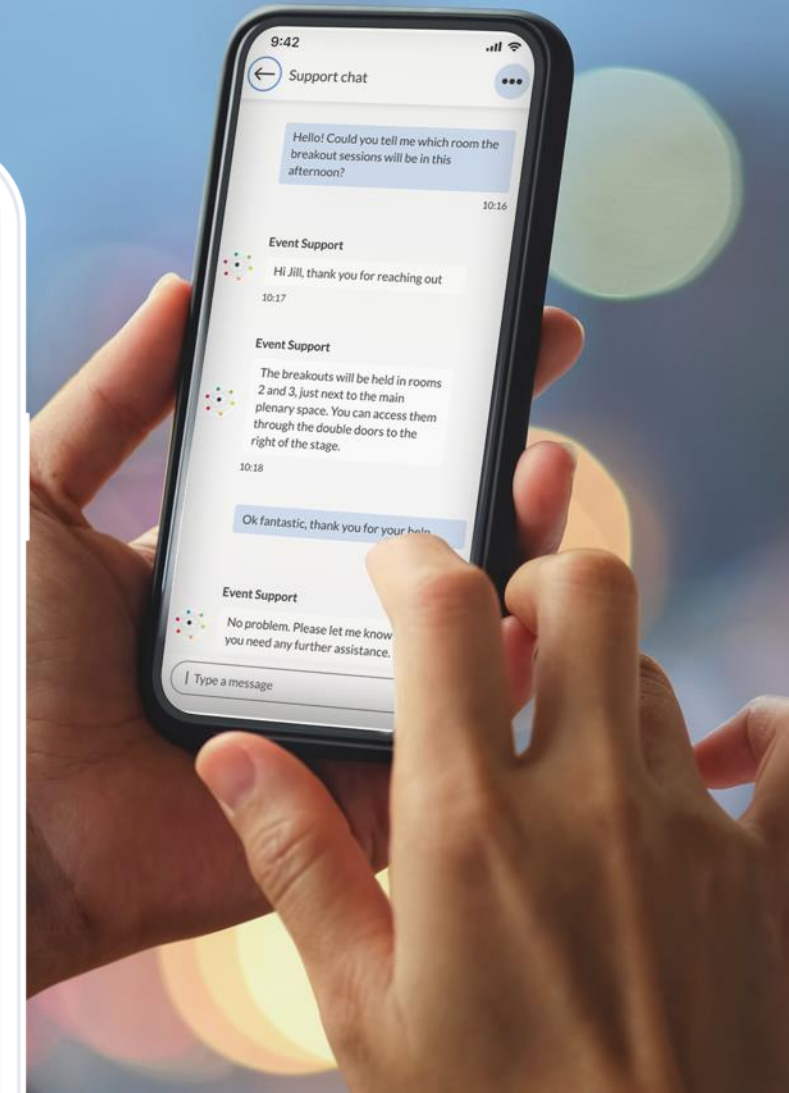
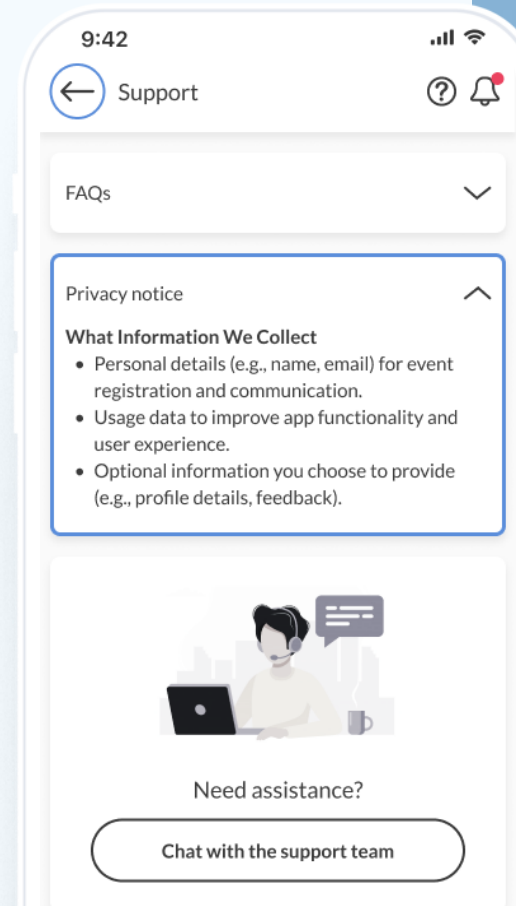


On-site support

Jill has a question and reaches out to the event support. The on-site support team communicates with her via the chat and her query is answered.

Tips for Event Producers

Support chats can be set up in advance of the event and can be made as a single, or group chat. When a participant contacts support it opens a new private chat with the designated support person or team.



QR code scanning - connected environments

In the event foyer is a gallery of posters with content relevant to the event; each has a QR code to scan.

Jill scans the posters she finds most interesting and is linked to corresponding app resource with additional information and the possibility for her to engage in conversation on the topic.

Tips for Event Producers

Areas of the SmartLab App that are QR code enable include resources, discussions, activities and main areas within the mobile app.

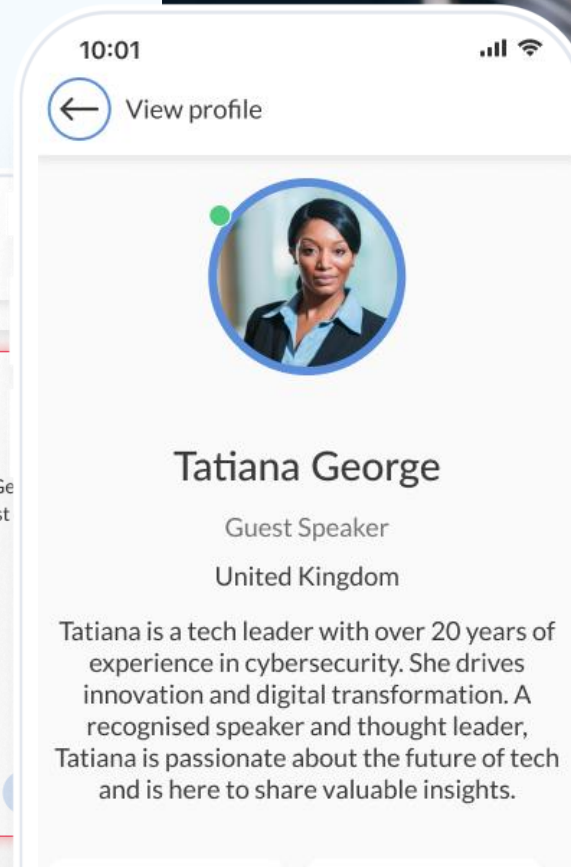
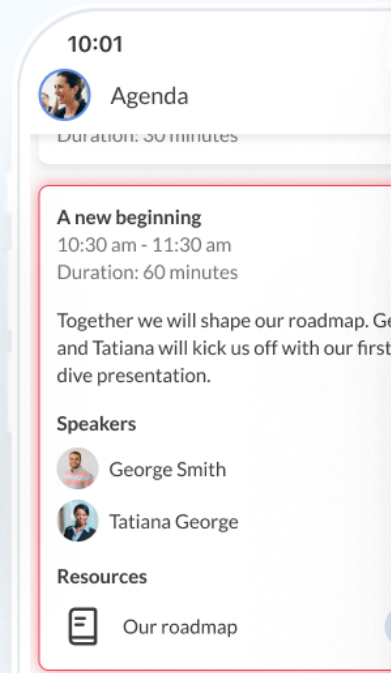


Speaker presentations

The presentations begin. As the morning progresses Jill checks the **agenda** and sees which presenter is currently on stage and can check their **profile** to learn more about them.

Tips for Event Producers

Admins can set agenda items as current as the day progresses, highlighting them in the app for participants.



Event activities

Throughout the day's presentations, interactive **activities** such as **polling** and **Q&A** are made available.

Each time Jill is required to interact she receives a **push notification** that an activity is in use.

She taps the notification on her lock screen and is taken directly to the activity within the app for her to complete.

Tips for Event Producers

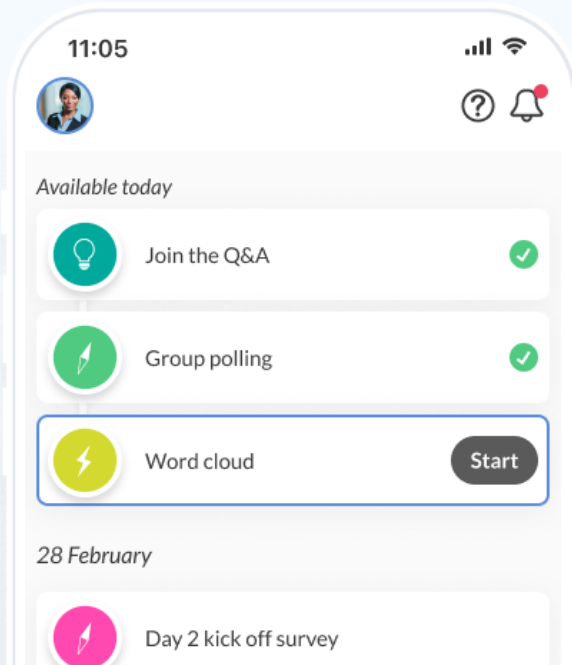
Activities such as polling, Q&A, surveys, and quizzes can be set up via the platform timeline using 'Decision apps'.



Plenary review

After each activity, Jill sees everyone's input on the **main plenary screen**, also including input from **hybrid participants** joining the event remotely from their phone/desktop via a live broadcast.

Jill can also see all the activities on her **timeline** for her to revisit and review.



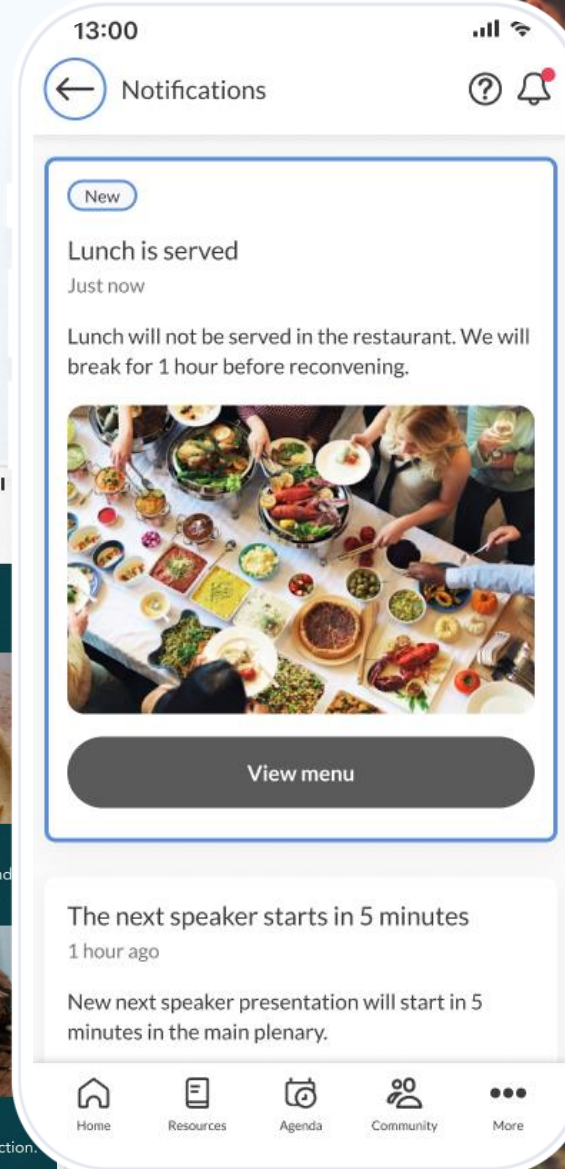
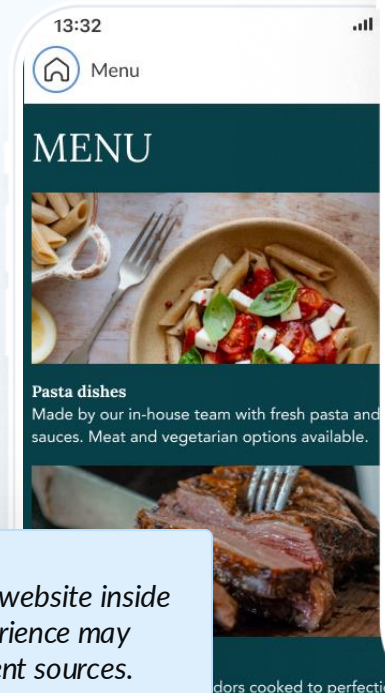
Lunch

After the morning sessions, the participants break for lunch. They each receive a notification letting them know where to go for lunch with links to the menu.

Tips for Event Producers

Use notifications to communicate logistics and information to attendees. Include links to external sources or app areas.

Example of external website inside SmartLab App. Experience may vary between different sources.



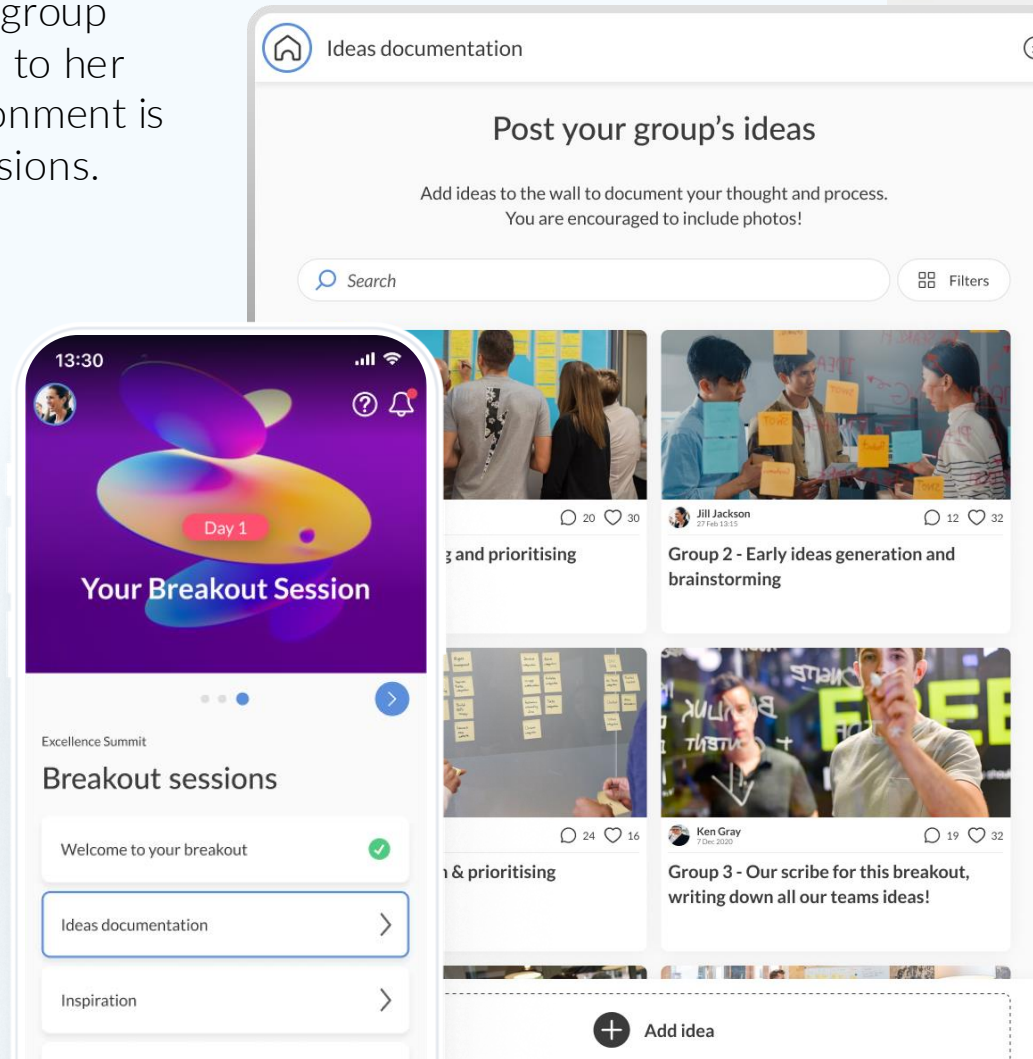
Breakout groups

In the afternoon, the participants have group working sessions. Jill is instructed to go to her designated breakout area, a new environment is available in the app to facilitate the sessions.

This area is set up with **sequenced interactions** for the participants to work through in their breakouts.

Tips for Event Producers

Hotspots within the main environment can be sequenced so that they appear only on completion of the previous.



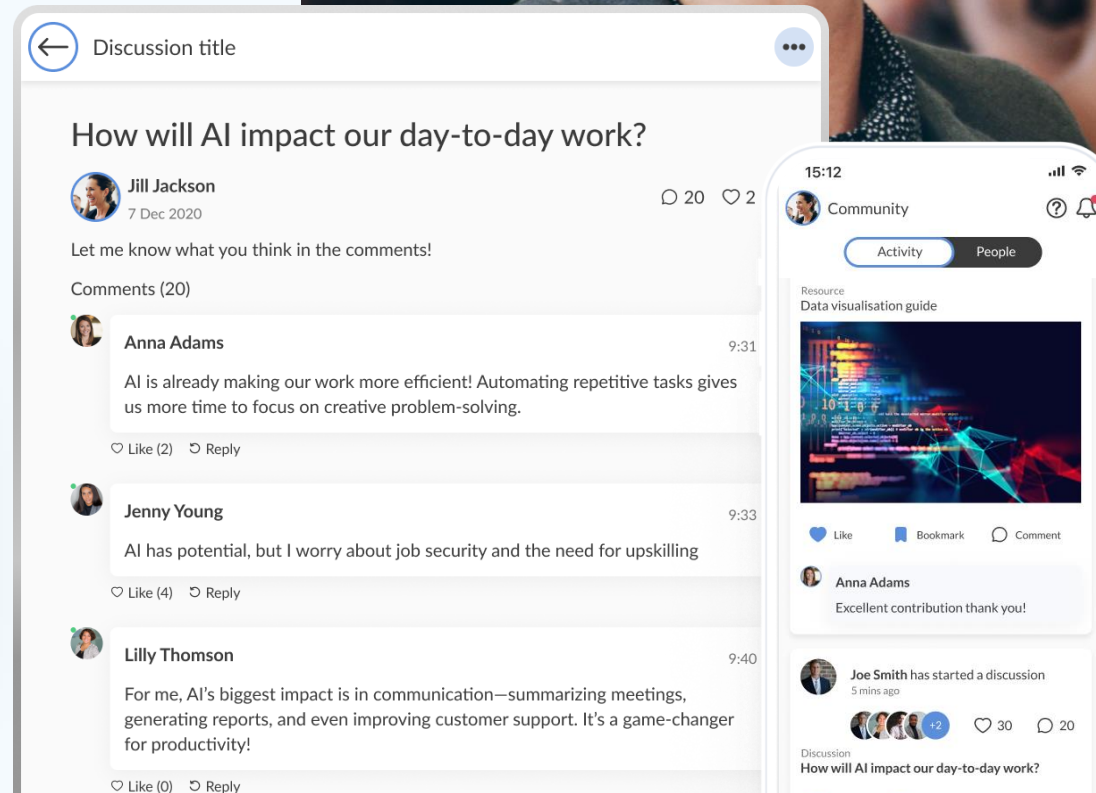
A connected community

After collaborating during the breakout sessions, Jill looks to see who else might be active within the event community.

She accesses the **community feed** and explores what people have been sharing. She leaves comments and connects further with other participants.

Tips for Event Producers

When enabled the community feed surfaces posting and interactions for resources and discussions.

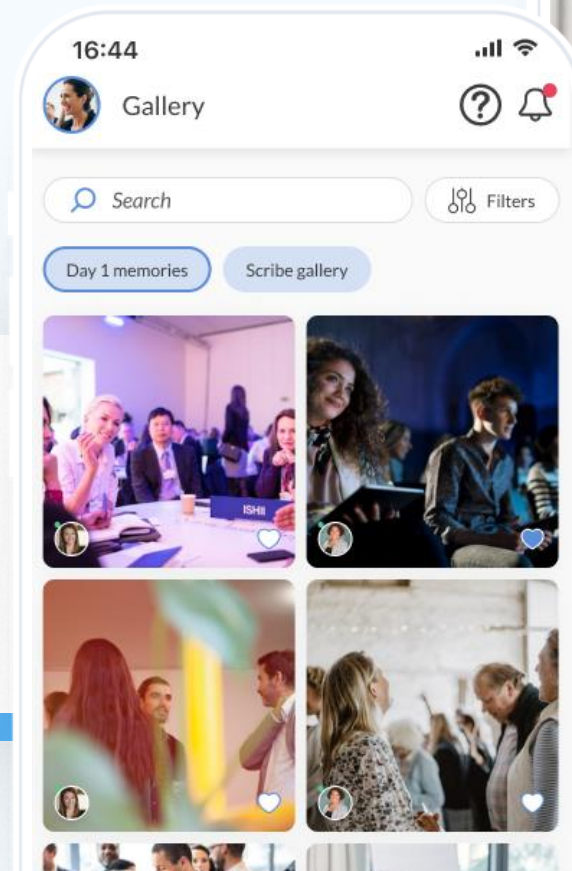


Shared memories

Jill also checks the Gallery. Here are photos and videos from the event that other attendees have been posting. She decides to share some herself by uploading from her phone.

Tips for Event Producers

Tabs within the gallery can be set for different days or use cases. Visibility can be controlled via groups and posting enabled/disabled per tab.



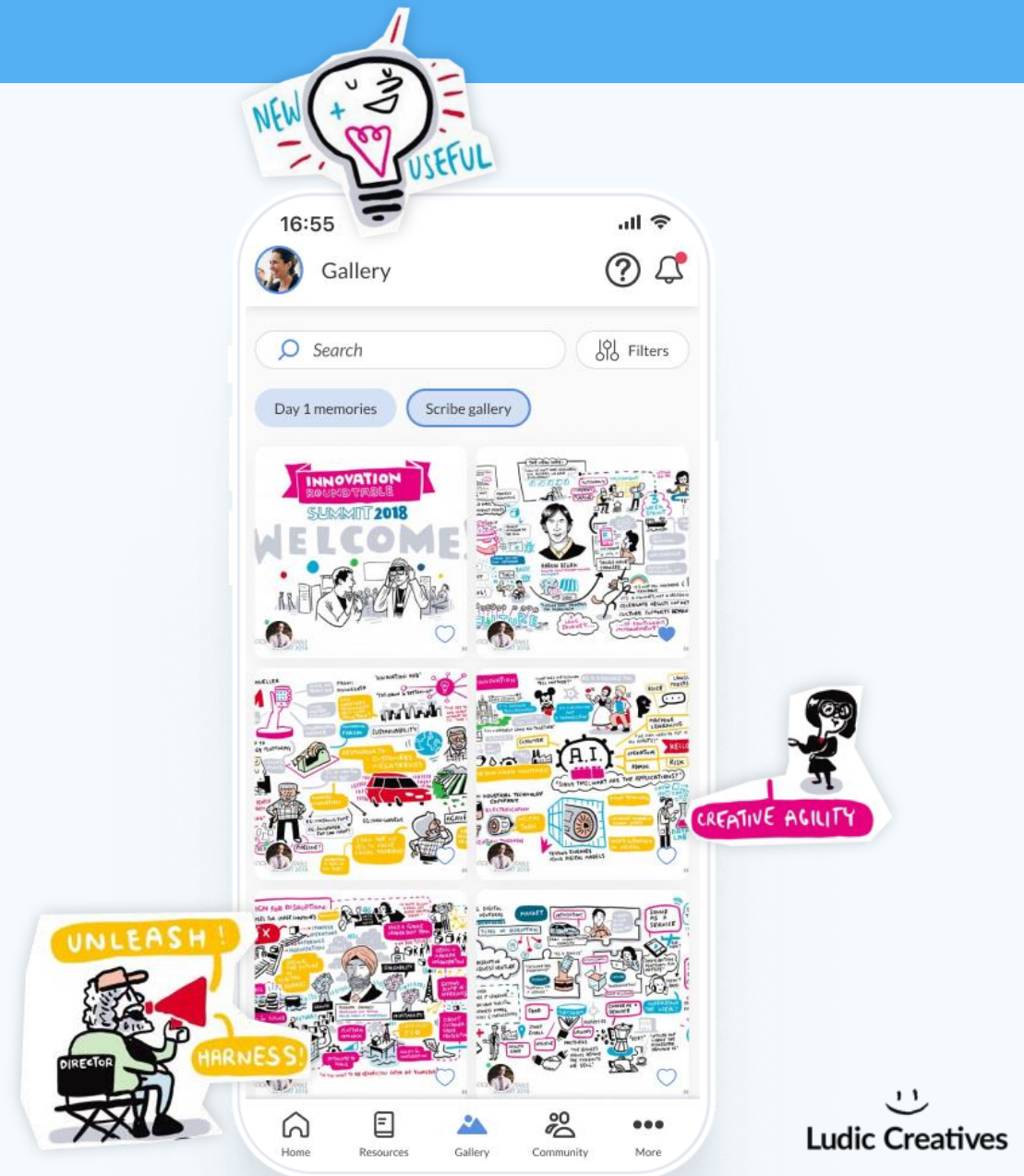
Scribe gallery

Jill also notices a tab in the gallery titled **Scribe gallery**.

Here she sees the work of the on-site visual artists uploaded for her to revisit the visual documentation from the day.

Tips for Event Producers

Ludic Creatives can provide excellent scribes to bring your event to life visually! For more information visit ludiccreatives.com



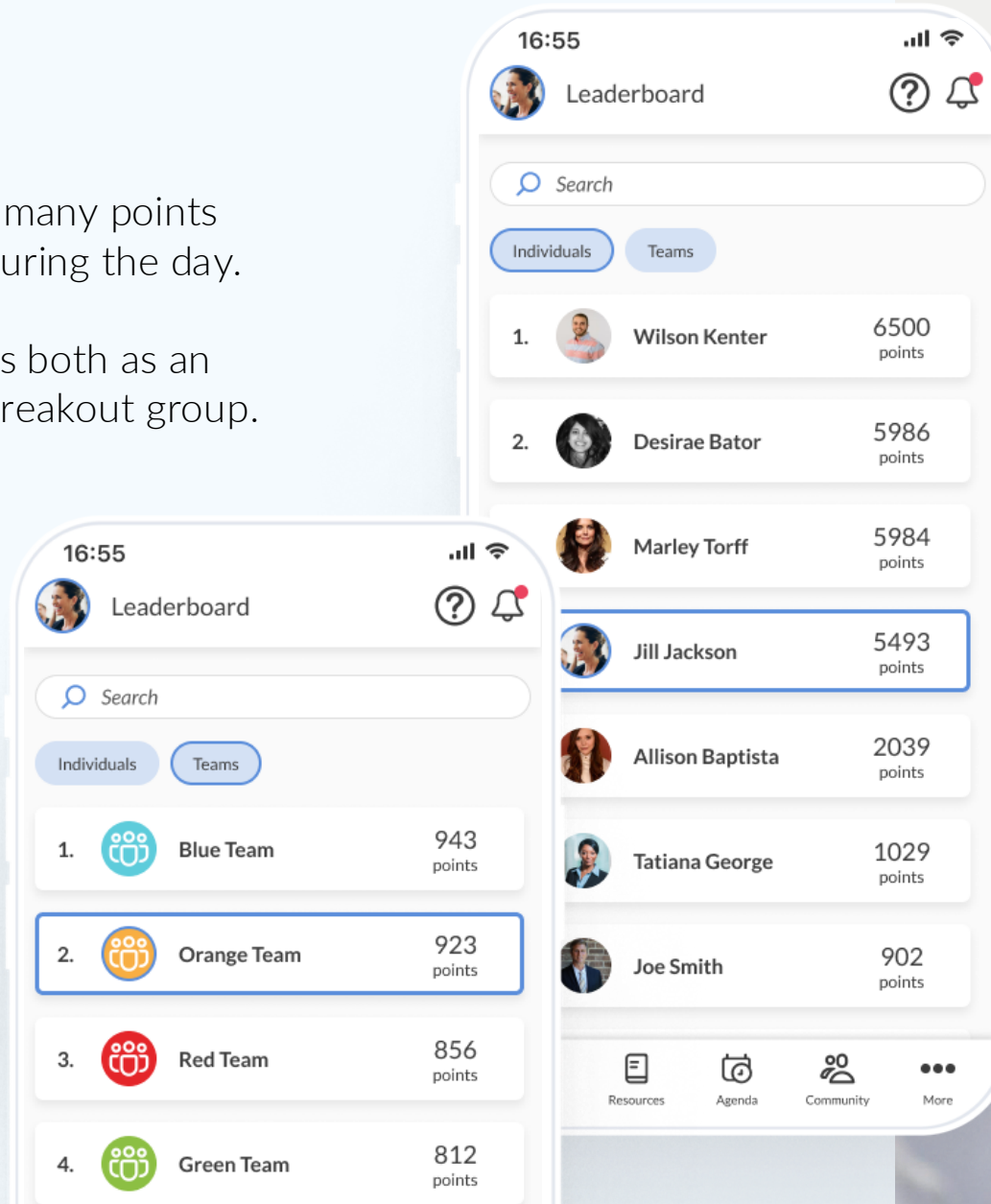
Gamification

Jill visits the **leaderboard** to see how many points she's received for her participation during the day.

She sees that she has received points both as an individual contributor and with her breakout group.

Tips for Event Producers

Points can be awarded for completing activities, social contributions and for exploring the home environment.

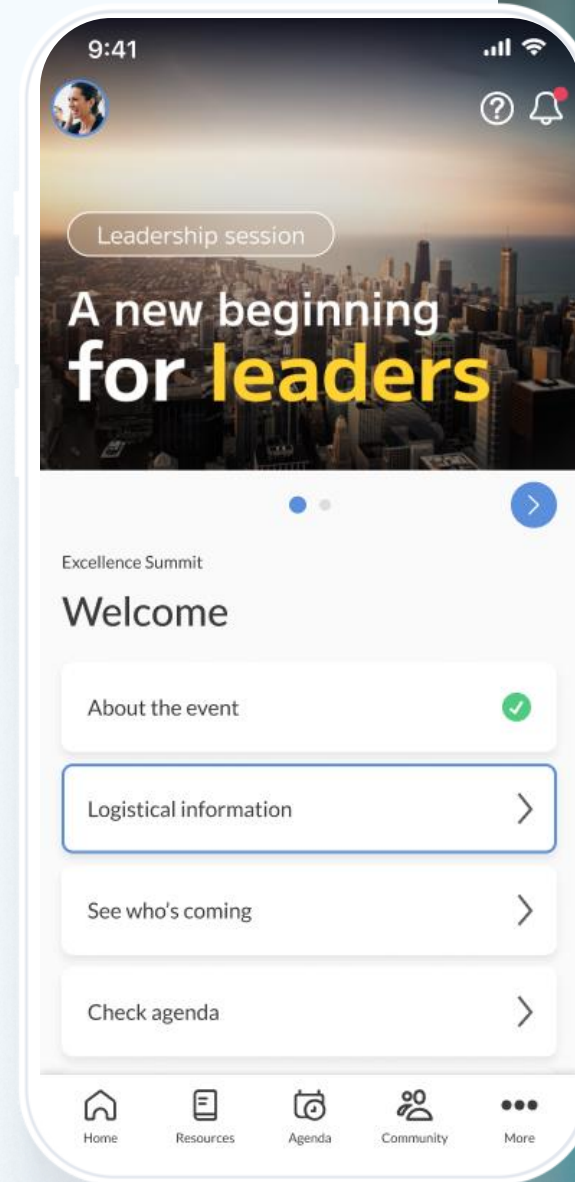
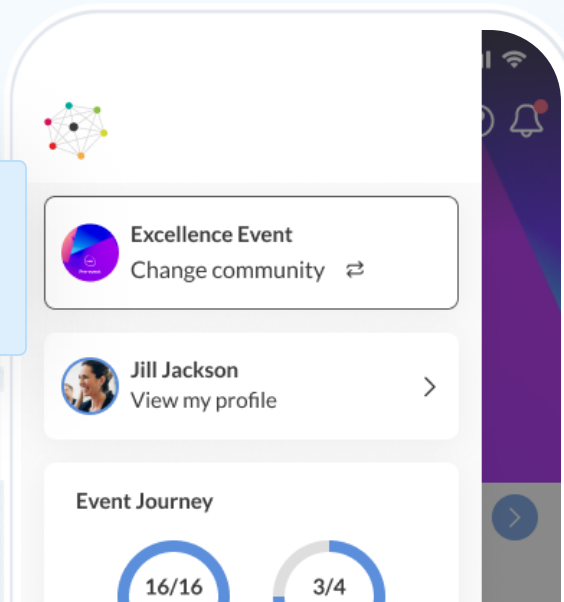


Additional community

As she is part of the leadership team, Jill has access to a **second community** within the SmartLab App. She switches via her **profile menu** to see the leadership meeting environment with a different app configuration, agenda and activities.

She explores the new content in preparation for the leadership workshop that she will attend after the main event.

Users that have multiple communities can switch from their profile menu.



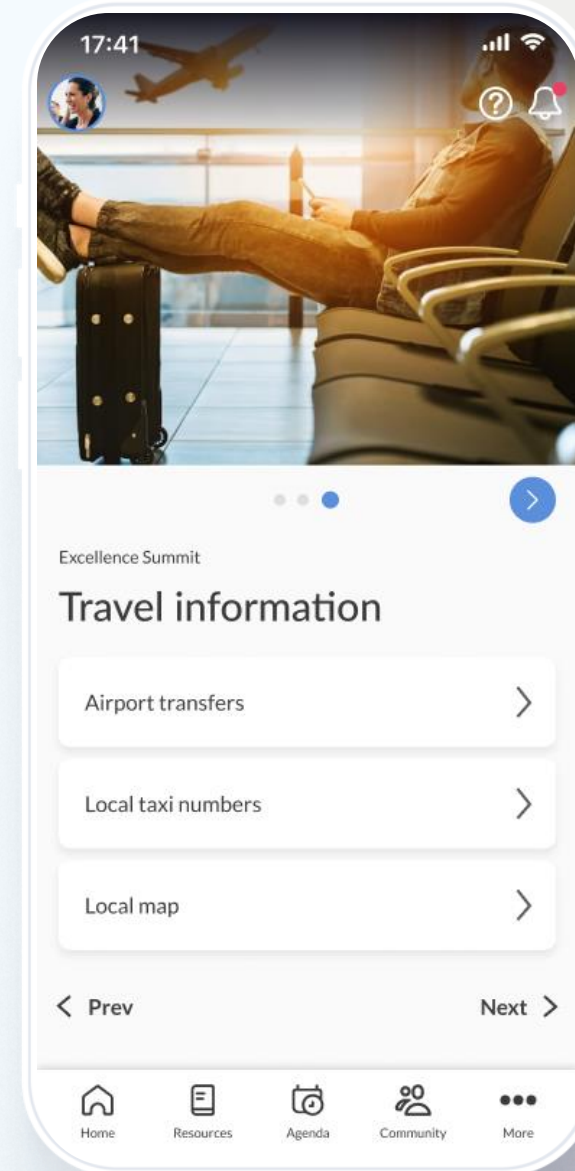
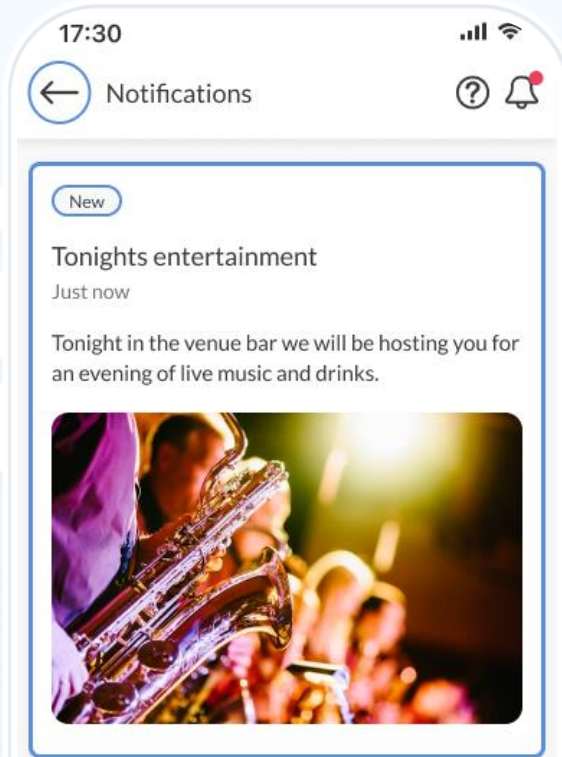
The SmartLab Event Experience

Post Event

Time to unwind

Jill receives a new notification with links to information about dinner and the entertainment on offer this evening.

She also receives details for check-out and tips for her journey home.



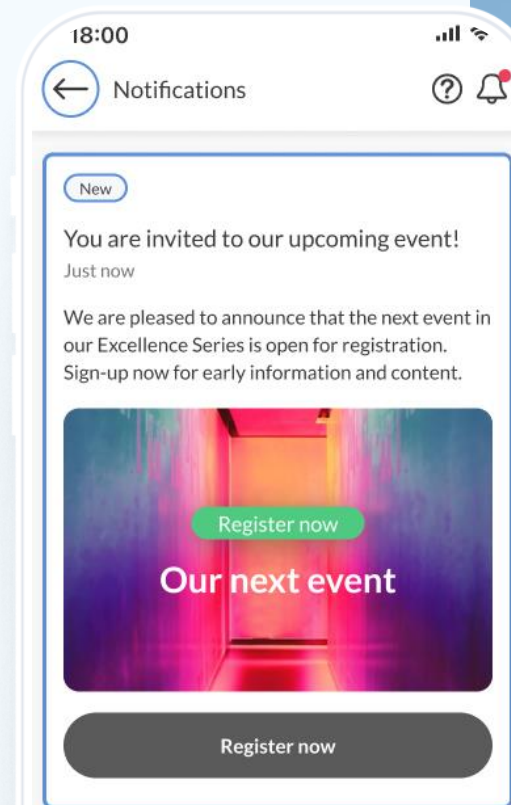
Feedback and next event

Jill completes the event **feedback survey** via the app.

Upon completion she receives a notification thanking her for her attendance and providing instructions for her to register for the next event experience.

Tips for Event Producers

Users within one instance of SmartLab do not need to register for a new event community. If you wish users to re-register, then the new event environment will need to be on a new instance, or the users will need to be deleted.



Complete the feedback survey
2 hours ago

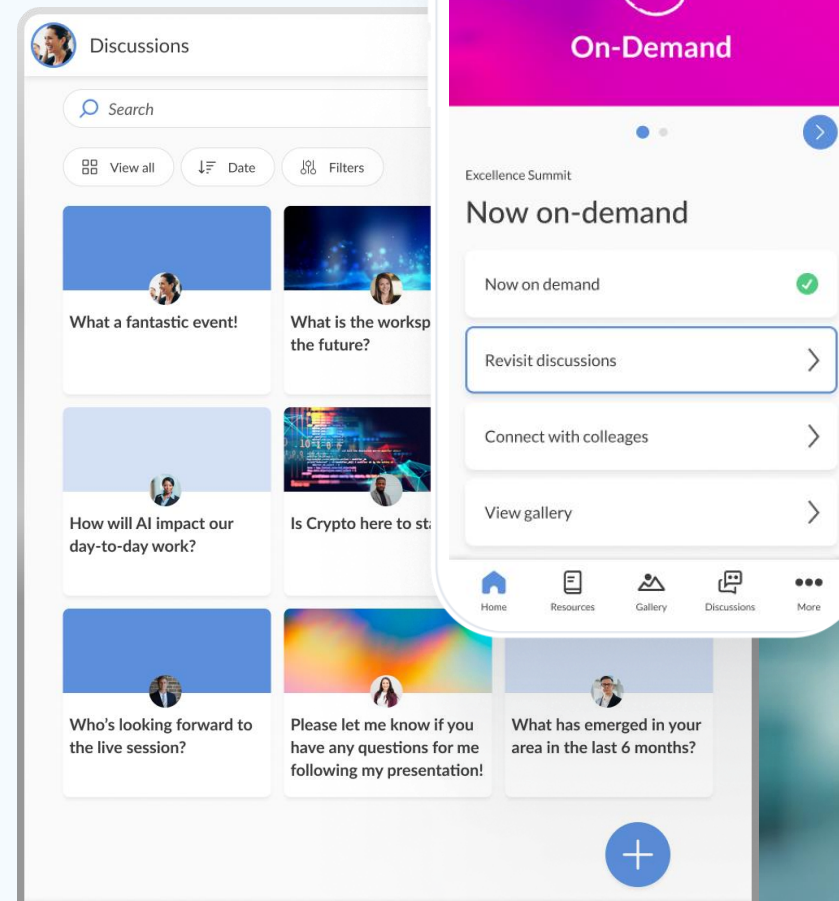
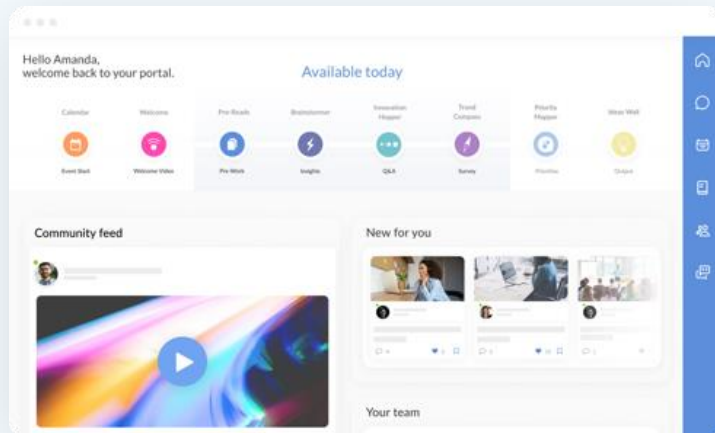
Your feedback is useful to us. We would love to hear how your experience was.



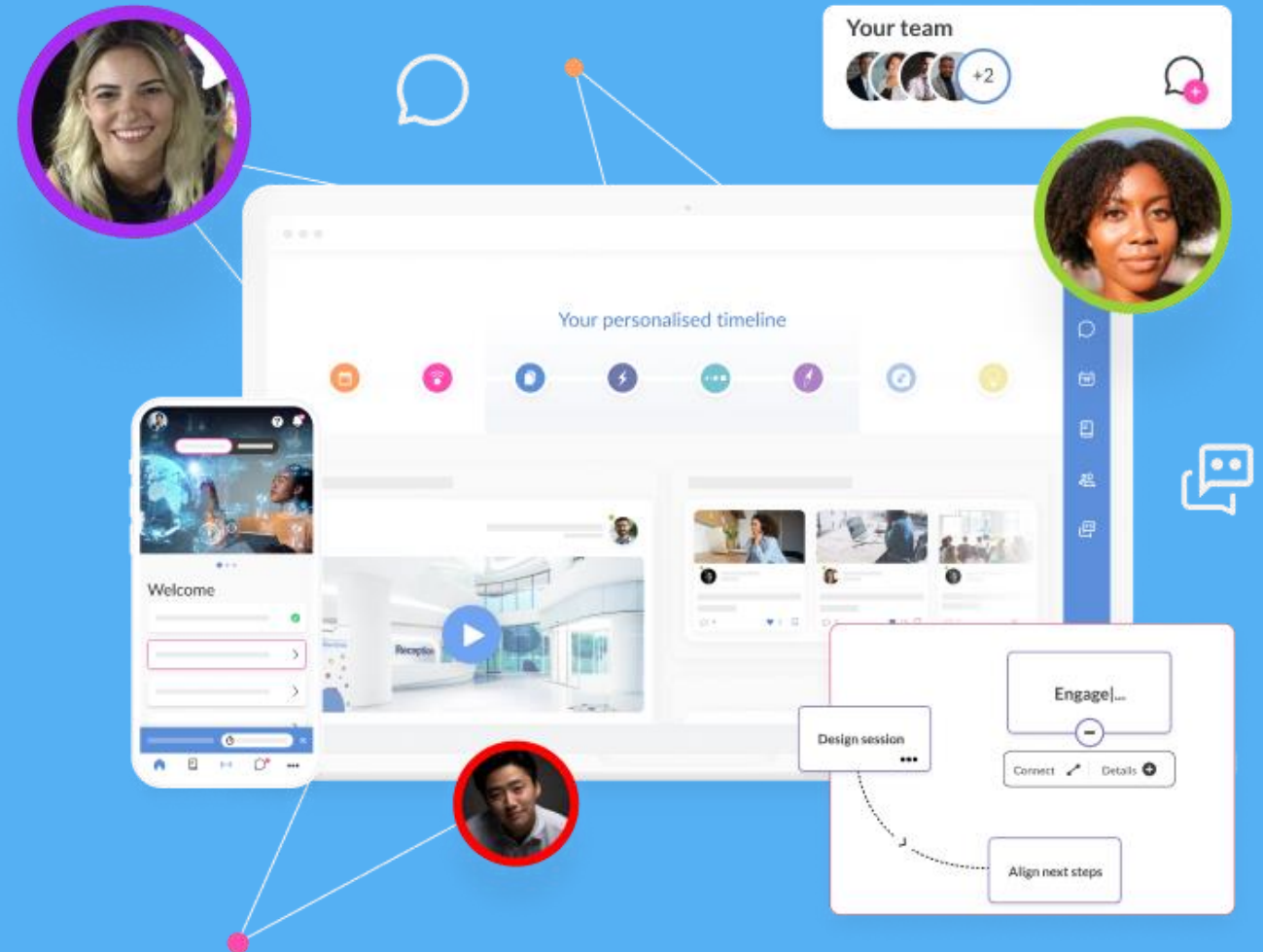
Continuous engagement

After the event Jill revisits the content via the **On-Demand environment** and stays in touch with colleagues.

She can access the event environment again from her mobile, or from her desktop via the SmartLab platform.



The SmartLab Suite



The SmartLab Mobile App is part of a wider SmartLab suite



SmartLab Express

Scalable, repeatable events tool with quick set up. Ideal for workshops and repeatable meetings.



SmartLab 360

Build bespoke, immersive experiences and programmes. Supported by the SmartLab Mobile App.

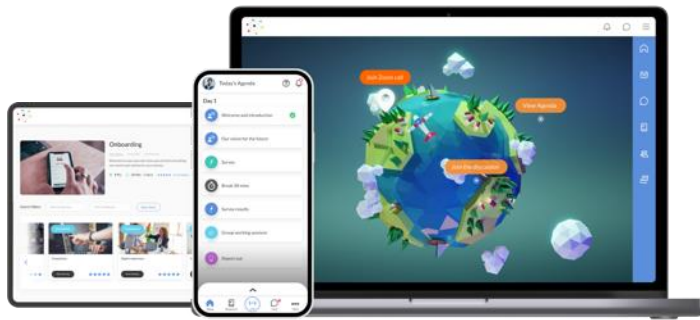


SmartLab Mobile App

The perfect companion to any live or hybrid event event.

Create an unforgettable journey

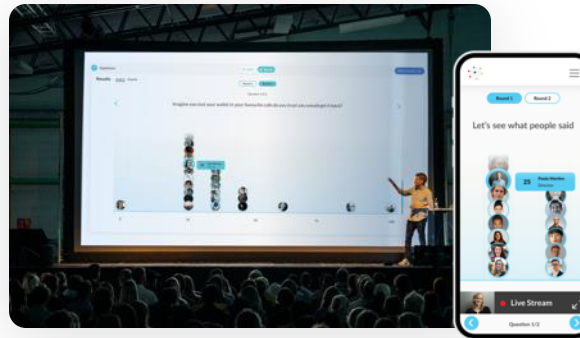
1



Create an immersive pre-event journey through the SmartLab Platform and/or Mobile App

Provide participants with materials, activities, and learning content.

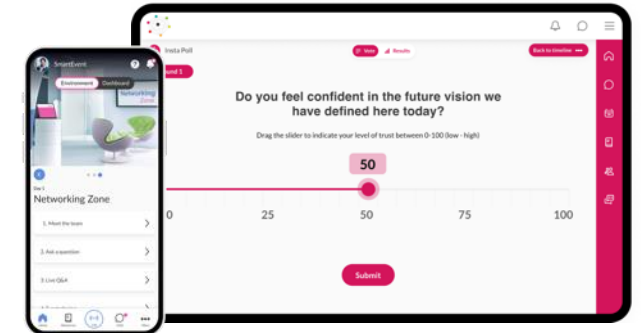
2



Provide the perfect event companion for the live sessions

Let your participants share and interact through the app, then play back the results through the platform in real time.

3



Continue the engagement

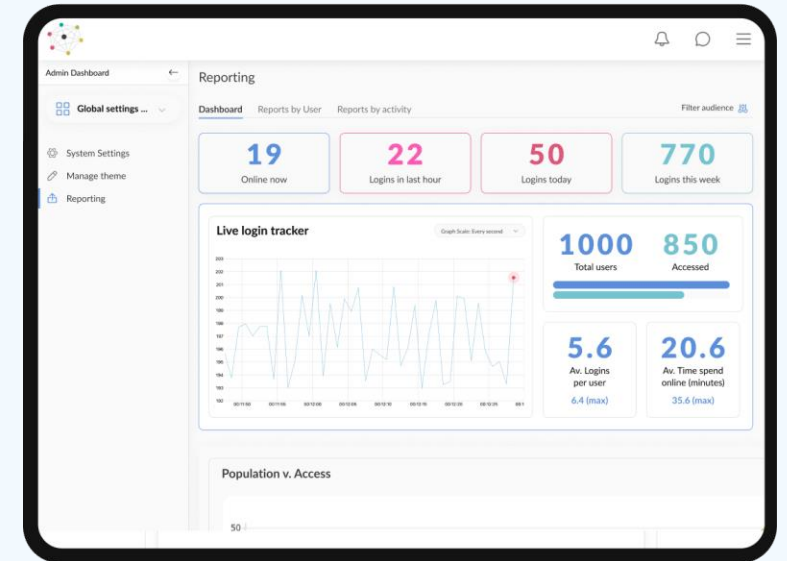
Share post-event documentation, activities, and continue the conversation long after the event ends.

Secure data, reporting and analytics

All the data for your event is kept within the SmartLab environment with detailed reporting on registration, attendance and participation.

The SmartLab reporting area includes:

- Reporting dashboard – for live tracking of logins and platform activity (updated every 1 minute)
- Reports by user – for granular information on user details and activity
- Reports by activity – detailed reports on user input across all collaboration apps on the platform
- Reports by media – comprehensive reporting on media interaction including views, number of likes / comments
- Reports by resources / discussions – report on interactions with platform resources and discussion threads



The screenshot shows the 'Reporting' section with the 'Resources' tab selected. It displays a table of 'Top viewed resources'. The table has columns for Title, Media type, People with access, Opened, Likes, Comments, Not started, Partial watch, Complete, and an Export button. The data is sorted by 'Most views'.

Title	Media type	People with access	Opened	Likes	Comments	Not started	Partial watch	Complete	Export
Training video	Video	500	136	26	32	2	12	154	Export
Orientation guide	File	500	235	36	2				Export
Sponsor video 1	Video	500	115	36	38	5	6	98	Export
Sponsor video 2	Video	500	327	68	42	11	6	145	Export
Vendor video 1	Video	500	238	25	24	4	9	134	Export
Vendor video 2	Video	500	245	36	63	2	17	78	Export
Vendor video 3	Video	500	237	36	15	14	11	246	Export

Thank you

Get in touch via smartlabservices.com
to book your demo today

