

LiveLabs Conference Application



The LiveLabs Conference Application was developed by Singapore Management University (SMU)'s School of Information Systems (SIS), LiveLabs Urban Lifestyle Innovation Platform. It has so far been used at the Mobisys academic conference (23rd - 30th June 2016 at the Suntec Singapore Convention and Exhibition Centre) and at the Microsoft Global Faculty Summit. It provides enhanced functionality, such as games, chats, agenda, quizzes, forums and local information that are typically used by the visitors to conferences, trade shows and other convention-like events.

Overview

The Conference App enables attendees at conferences and events to experience the effectiveness of multiple context-based real-time interventions and features during the event. Various features such as forums, chat, comments on events, live polling, surveys etc. makes the conference / event much more engaging as well as provides everyone with a platform to interact with other attendees without necessarily needing to disclose your personal details such as email address or phone number. A backend content management portal allows the event organisers to easily configure, create and manage such forums, polls etc., and sync them to the real-time progress of the conference.

Features & Specifications

This application supports a wide range of interesting and unique features which are developed to make the conference much more interactive. Following are some of the key features of the app:

CHAT: *Send messages to other attendees without ever needing to disclose your email address to anyone.*

User Session Tokens



LIVE POLLING: *Collect votes effortlessly and accurately without needing to spend time and resources for manually counting, gathering feedback, and generating engagement.*

COMMENTS: *Post comments on the events to share views, clarify doubts by asking questions.*

SURVEY/ EVENT FEEDBACK: *Collect more feedback through convenient mobile surveys. Allow attendees to rate events and attend quizzes.*

FORUMS: *Speak up your mind and get feedback from all the attendees by posting questions under different forum threads.*

GAMES: *Play different interactive games such as photo competition, group scavenger hunt etc.*

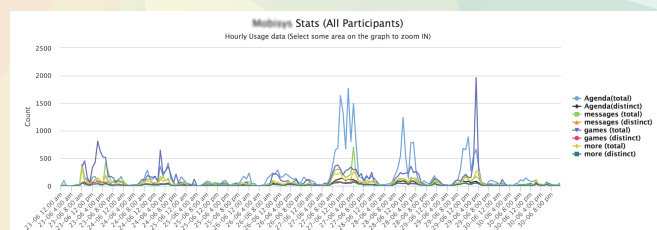
OFFLINE SUPPORT: *Let attendees automatically download and store basic information about events including Agenda and Attendee lists in preparation when there is a lack of Internet connection.*

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Potential Applications

The App is intended for use mainly in the MICE industry, and by anybody responsible for hosting/organising events with a medium to large number of attendees. It can be used to increase digital interaction with conference and event attendees, and provides low overhead ways to receive feedback from attendees about the various scheduled events. It also provides a way for greater community engagement among the event speakers and attendees, by providing multiple easy-to-configure ways for them to interact with one another.



Customer Benefits

Interaction and Engagement: *An event mobile app is an effective channel for the streamlined delivery of effective and engaging communications. An active and engaged audience translates into higher quality meetings, better feedback and a stronger connection with your corporate brand.*

Quick Access to Schedule: *Well-designed mobile app allows easy access to information.*

Real-time Insights: *Provides real-time insights about how people respond to the event/ conference and the opportunity to tune the event accordingly.*

Keep Attendees informed: *App notifications are the best way to reach out to the entire audience and update silently*

Market Trends and Opportunities

Large events and conferences can often be impersonal events, where an attendee feels "lost". The Conference App provides an easy-to-use mobile platform through which conference organisers can significantly increase the interactivity of their event. Whether through real-time polling, Q&As, or discussion boards, this app can provide a way to make a person's voice heard and get feedback on the ideas.

