



## EVENT TECHNOLOGY REPORT

EM DOWNLOADS THE INDUSTRY'S TOP TECH TOOLS  
**THIS MONTH: DIY APPS**

Every conversation in the event marketing industry eventually comes around to technology. You want to know what tools are out there to make your jobs easier, make your programs more successful and most crucially, make your target consumers love you the most. We have heard your clarion calls for help and now, with this monthly series, EM's own Ken Briodagh will collect and codify the hottest, newest, most interesting, best (and sometimes worst) technological doohickeys available to you. We'll even rate them for you on a scale of 🍷🍷🍷🍷🍷 ("Skip it") to 🍷🍷🍷🍷🍷🍷🍷 ("Do it now").

This month's report focuses on do-it-yourself mobile apps. Conventional wisdom says app creation is an expensive, onerous and risky proposition. The following folks disagree.



## Conduit Mobile

Conduit Mobile has taken the custom, DIY app creation and promotion process and made it... easy. It is feature-rich, with no entry fee and a user interface that makes most web-based content management systems look like Leibnizian calculus. We'll tell you how they do it, but first, The Facts:

**Website:** [mobile.conduit.com](http://mobile.conduit.com)

**How to:** There's just three steps, and your mobile app is living large. First, create a free account and tell the creation engine about your website, Facebook, Twitter, YouTube, Soundcloud, whatever online presence you already have, and it pulls any and all content into the app automatically. Then simply add to that mass and subtract stuff you don't want to go mobile, with full preview of the app in real time. Finally, send it off to all of the leading marketplaces (Apple, Android, Windows, wherever).

**How much:** Basic apps are free to build, edit, launch and promote, as long as you do it all yourself, which is easy. Free plans are limited in number of total users allowed (25) and visits per month (500), but to upgrade is \$29 a month (5,000 users and unlimited visits) or \$79 a month (fully unlimited). Both premium plans give you live support for users and Conduit takes care of the app store submissions for you. Event apps are priced a bit differently, still free, with limits for basic, but you can choose to either pay \$79 per month or a one-time fee of \$1,299 for unlimited use and full feature sets.

**We say:** 🍷🍷🍷🍷🍷🍷 Full marks for ease of use, great free options and reasonably priced premiums. Plus the apps look great.



## TheAppBuilder

**What it is:** These folks have gone the mobile web route, which is great because it's device agnostic by its very nature. No need to worry about app marketplaces, either. It's all free, unless you want to buy pro features, and you probably will. We'll tell you why, but first, The Facts:

**Who:** JamPot Technologies

**Website:** theappbuilder.com

**Key features:** The app creator is kind here. No tech savvy needed. Simply point and click your way to mobile domination. Also, being available to any and all mobile users, and dodging the hassles of the app stores is a huge plus. Interact with your users through Twitter and Facebook and an interactive map and contact info for potential paying customers.

**Super bonus:** JamPot will help you promote and brand your app with custom website download badges and tips on how to get your app out there, on- and off-line.

**How much:** Anyone can build and deploy for free. Private, internal apps fall under enterprise plans, which are privately negotiated and, presumably, not free. They provide an app building service for about \$5,000, but you don't need it, really. The catch seems to be that if you want to make unlimited updates post-beta, you'll be opening your app up to potential monthly fees, and/or outside ad content.

**We say:** 🍌🍌🍌🍌🍌 Love the mobile web app's agnosticism. The builder is powerful and easy, but the pricing is a bit too tricky for the extras. And updates shouldn't be extras at all.



## InstApp

The folks at InstApp are going after you event planners and brand campaign strategists in a big way. They want you to look at the possibilities of having unique apps for each of your activations and events. We'll tell you what that means, but first, The Facts:

**Who:** Attrecto Innovations

**Website:** instappbuilder.com

**The skinny:** The point of differentiation here is that there's a different experience, app style and pricing model for most types of organizations and brands. The categories are: Event, Restaurant, Cafe, Pub, Hotel, Business, Sports Team, Musician or Band, Institution and Fitness. All of the types allow cross-platform creation with venue location info and turn-by-turn navigation, full and real-time program schedule, by location, full social integration, sponsor pages, promotional deals and event highlight alerts.

**How much:** Again, apps are free, but the free version comes with banner ads and can only live for 30 days. To ditch the ads and live a bit longer, you're looking at subscribing for either \$49 a month or \$990 a year per app. In addition, you can pay for custom deployments of Augmented Reality or QR code features. Pricing on those is up for discussion.

**We say:** 🍌🍌🍌🍌🍌 The problem here isn't in the features, which we think are great. It's the fact that your free experience is severely limited in time scale and that the UI seems unnecessarily complicated in an effort to appear to be customized by type of business.



## Twoppy

The Netherlands has given us Twoppy, an event-specific custom app builder. They're all about happy attendees and slick user experience (aren't we all?). We'll tell you how they do it, but first, The Facts:

**Website:** twoppy.com

**What it is:** At its roots, it's a free online and mobile event guide native app for Apple device users and mobile web for everyone else. It emphasizes social interactions and content.

**How to:** Pretty simple, really. It's a little like filling out a social media profile. You input your branding and fill in all of the relevant event information: programs, speakers, performers, interactive maps and social channels, all of which can be edited and updated at any time. For free. Once all the info is in, you publish the unique url for your event app. There's even a custom QR code to simplify the download process. Done.

**How much:** The free suite is pretty feature-rich, but you do miss out on key stuff like analytics and sponsor listings, which is a downer. Luckily, there are four tiers of paid service you can sign up for that range from 150 to 1,000 Euros (\$200-\$1,347) per event, per year. Because you want to know: in order to get sponsor listings and full analytics, you've got to spend 600 Euros (about \$800).

**We say:** 🍌🍌🍌🍌🍌 It's easy, cool, event-focused, Dutch and feature-rich. But... you have to pay way too much to get to those tasty analytics and tastier sponsor dollars. We're hungry, Twoppy. Feed us.

-Kenneth Briodagh