

WHY ASSOCIATIONS NEED MOBILE APPS



YOUR MEMBERS USE SMARTPHONES, A LOT!

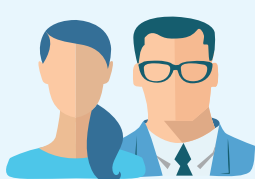
49%

of entire U.S. population using mobile. By 2017, smartphone users expected to reach **68%**!



22 HOURS

per day is how much people **ages 18-44** have a smartphone within reach.



79%

of smartphone users have their phone near them for all but two hours a day; A full quarter of respondents couldn't recall the last time their phone was not in the same room with them.



MOBILE APPS MAKE SENSE



- #1 Priority for Association Executives = Membership Engagement
- Mobile apps allow associations to connect with members in real time
- Using mobile apps is easy
- With the right design and functionality, every member can use a mobile app



BEST OF ALL

The return on investment for your mobile app is incredible.

ENGAGE YOUR MEMBERS INSTANTLY



Send push notifications for instant calls to action!



Tons of third-party integrations for unlimited customization



Do more with conferences:

- Feature keynotes and sessions
- Customize exhibitor guides, floor maps, and agendas
- Realtime polls and surveys
- Area maps



Leverage Social networks

Get your members involved in the legislative process:

- Legislative contact maps
- Legislative news and updates
- Legislative contact surveys



Add Membership directories



Built-in shopping cart to sell registrations, membership dues, and even merchandise



Offer Buyers guides



Unlimited number of users



Share photos and videos



Sponsorship opportunities to monetize your app.



Jim Wacksman, Producer & CEO

To talk about a mobile strategy or a free trial give me a call on my personal line:
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