

# MAX IMPACT: ENGAGING WITH A GLOBAL AUDIENCE

## MOBILE SOLUTION RECAP

Attendee engagement is just one key element of supporting a major global summit. Successful execution on key functionality is crucial. The Maximum Impact Global Finance Summit app delivered a memorable customer experience by providing:

- Updated agenda for all global attendees;
- Easy to read functional maps;
- Customizable profiles for each attendee;
- Presentations securely within the app;
- Paperless survey feedback;
- Instant feedback option delivering 24/7 support;
- Push notifications for timely & targeted messaging;
- The latest information using a simple to use content management system (CMS) allowing for real-time updates;
- Application usage insight through analytics reporting



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## MAX IMPACT MOBILE APP FUNCTIONALITY

- 1. Color Design:** Updated daily to match summit theme;
- 2. Attendee:** Custom user profiles with image of each attendee;
- 3. Dynamic Content:** Viewable in app managed using Content Management System (CMS);
- 4. My Stuff:** Ability to save favorite agenda items, attendee profiles and contents;
- 5. Feedback:** 24/7 instant access to event support team;
- 6. Survey:** Sustainable Go green approach with daily paperless surveys collected in app

