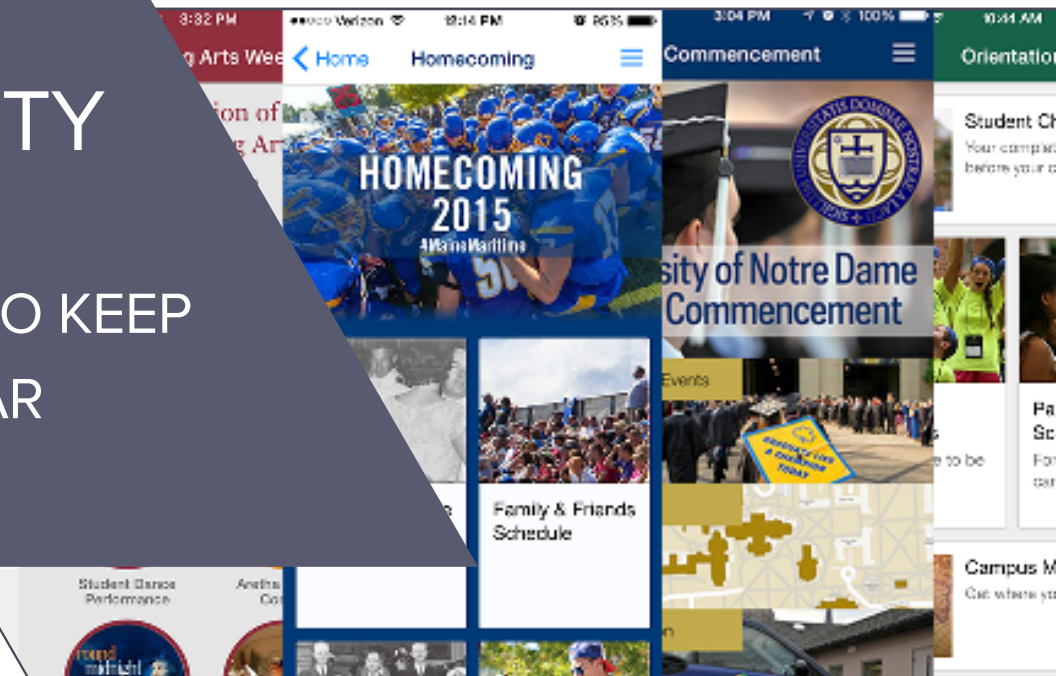


# THE ULTIMATE UNIVERSITY EVENT APP GUIDE

EVERYTHING YOU NEED TO KNOW TO KEEP  
YOUR STUDENTS ENGAGED ALL YEAR



Building a mobile app for campus events is easier than ever thanks to new, no-code app assembly platforms. Any non-technical staff member—from Marketing to Admissions to Student Life—and even students themselves, can quickly create beautiful, media-rich apps for any campus event.

**Create event apps throughout the year to keep students and visitors engaged and informed.**



New Student  
Orientation



Family  
Weekend



Admissions



Earth Day



Commencement

Move-In Day



Homecoming



Admitted  
Student Events



Career Fairs  
and Recruiting



Reunions



# Why an app for campus events?

There are a number of ways to communicate locations, schedules, and event-specific details, but none does the job as effectively and seamlessly as a native mobile app. Even mobile-optimized websites can't provide the same level of functionality and engagement as a native app.

Mobile apps serve up only the most relevant content in a quick, easy-to-digest manner. Dedicated campus event apps include only need-to-know information that can be accessed with a quick tap while on the go, whereas webpages dedicated to the event can often be difficult to navigate on a mobile phone.

Native apps also offer features that take advantage of mobile devices' inherent functionality. GPS tools can be used to provide maps and directions. Push Notifications and Banner Messages can

communicate time-sensitive information such as locations or schedule adjustments, or simple reminders of upcoming events.

Furthermore, mobile apps provide endless opportunities to incorporate highly engaging, rich-media, such as photo galleries, video feeds, social media feeds, news, blogs, forms, and more. You can even incorporate external HTML or embed iframes right into your app—a huge benefit if you don't have a responsively-designed website.

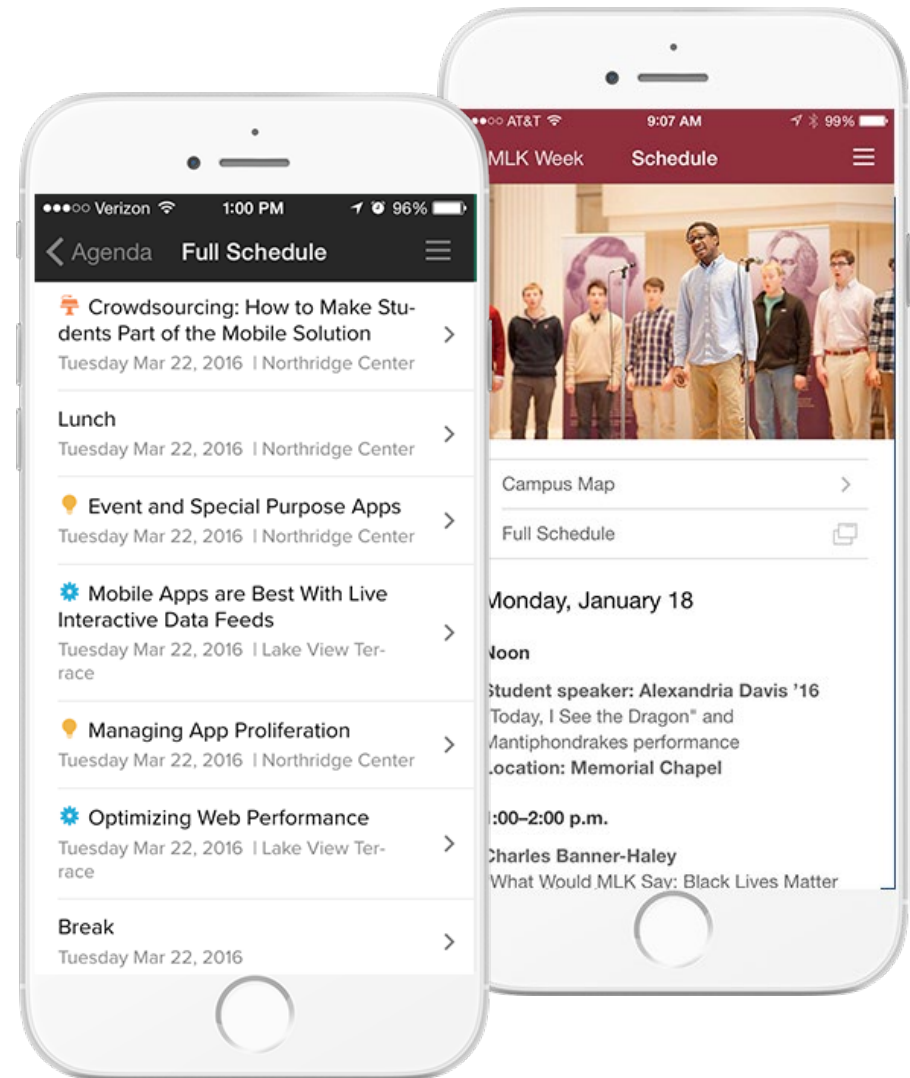
## **So what are the ingredients of a great event app?**

# Schedules

Every event has some sort of schedule associated with it—whether it's an hour long or made up of numerous events held over several days. The schedule can be created within the app, or can pull from an existing calendar data feed. With either method, if any times or locations change, it's easy to update the information in the app in real-time.

Attendees can create personal schedules, and add events to their device calendars, ensuring they never miss a thing.

A mobile app also has the advantage that you can deep-link to a map so attendees can easily find where they are going with just one tap.

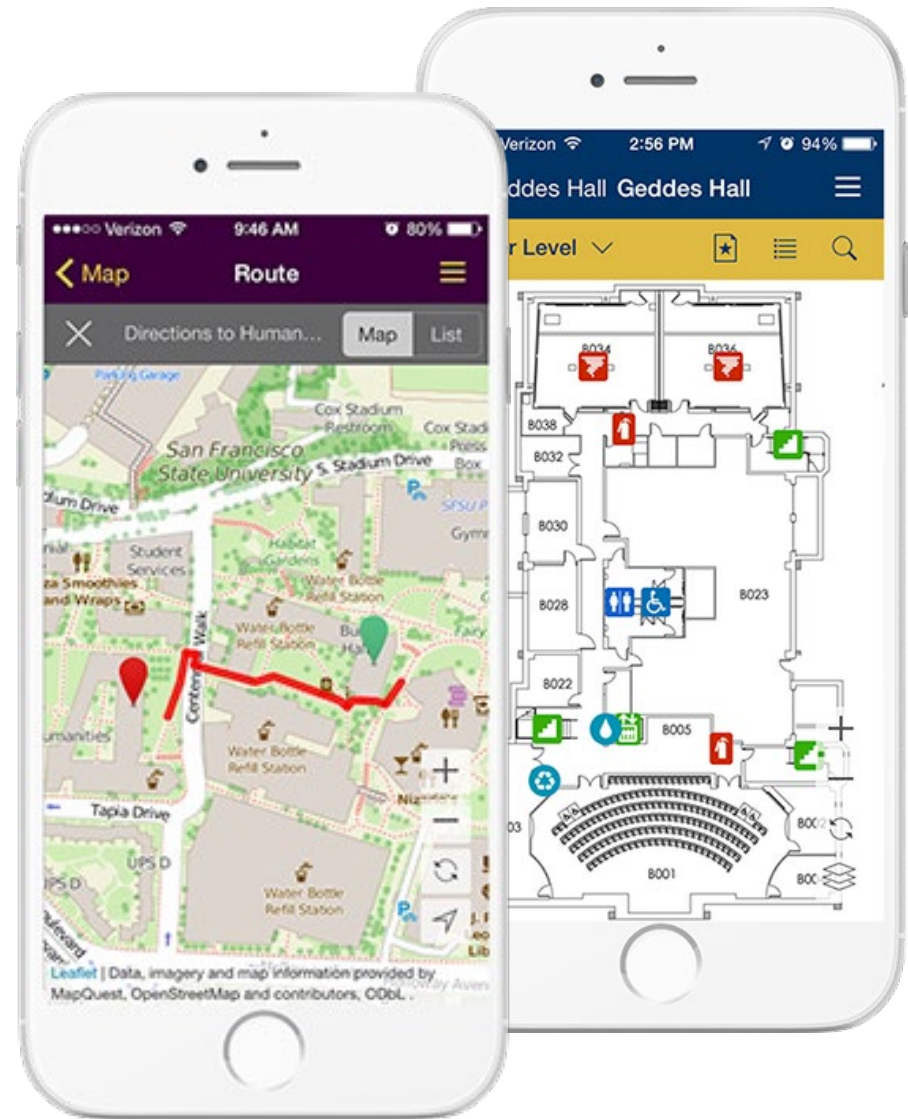


# Maps

Outdoor maps can give an overview of campus, highlight key locations, and even provide pathfinding directions between buildings, or from parking to the main event. Maps with custom paths can also be created when there will be known road closures or other custom directions required.

Indoor maps can show various rooms and amenities inside buildings. Highlight elevators, water fountains, restrooms, or accessible areas. Indoor maps can also feature a map of indoor event venues, with designations for specific seating areas.

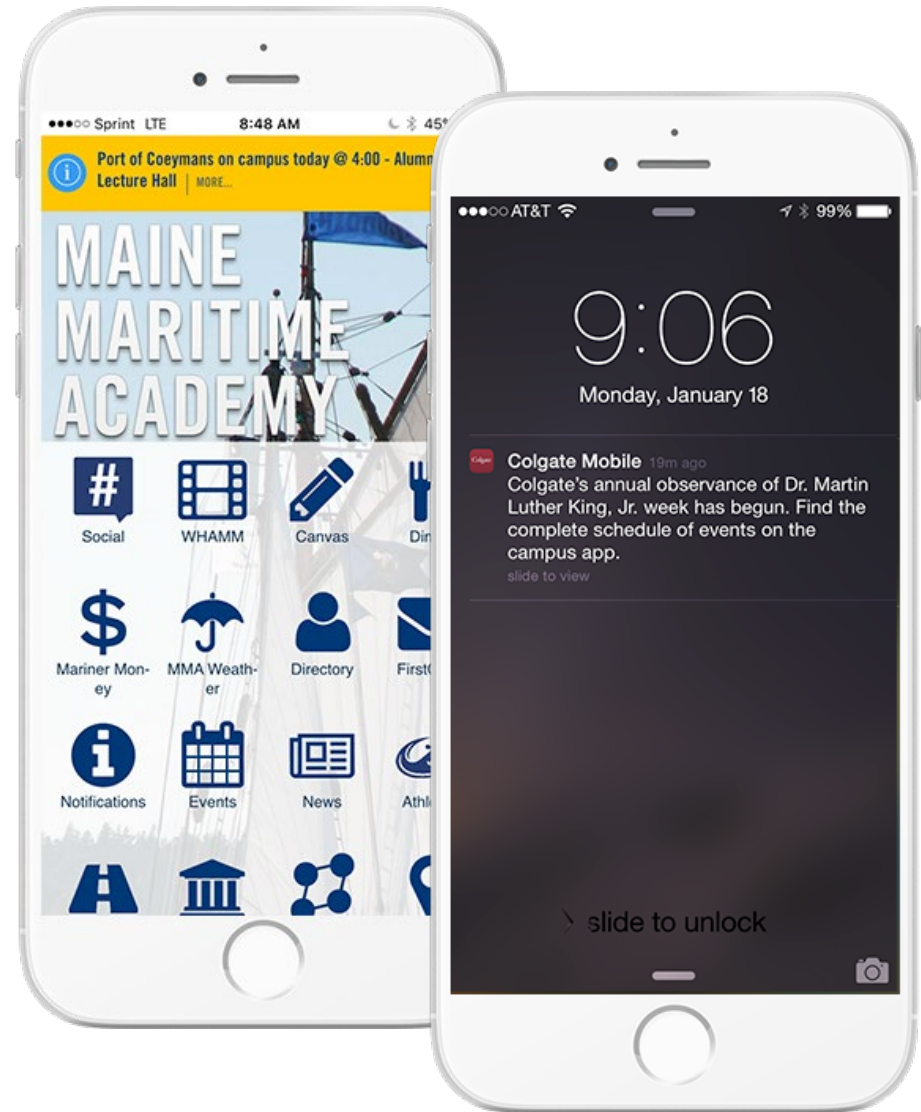
Attendees can even bookmark specific locations, giving them a quick reference to the locations that matter most to them.





# Push Notifications and Banner Messages

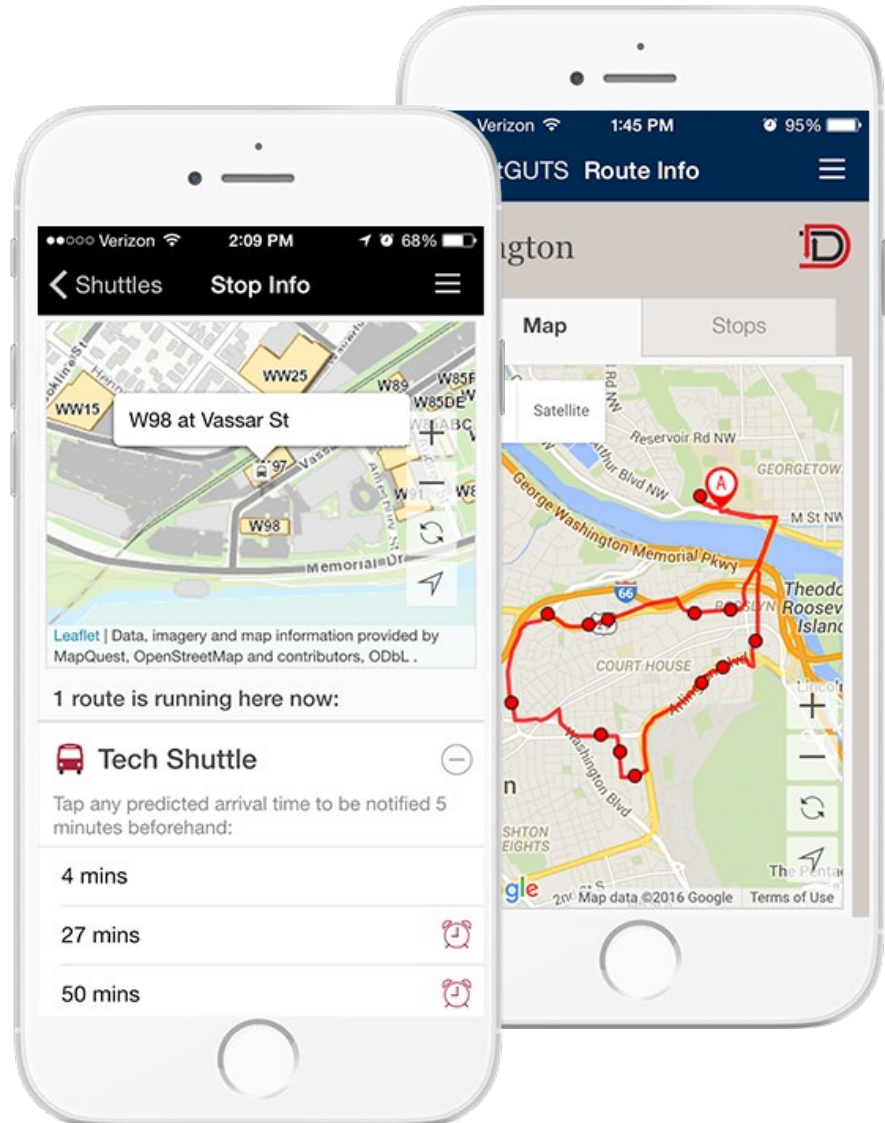
Messaging keeps everyone up-to-date and excited. Send Push Notifications or use in-app Banner Messages preceding scheduled events as a heads up that they're beginning shortly, or in case of a schedule or location change. When users tap on the notification, it can link to more information, a schedule, or a map.



# Shuttle Tracking

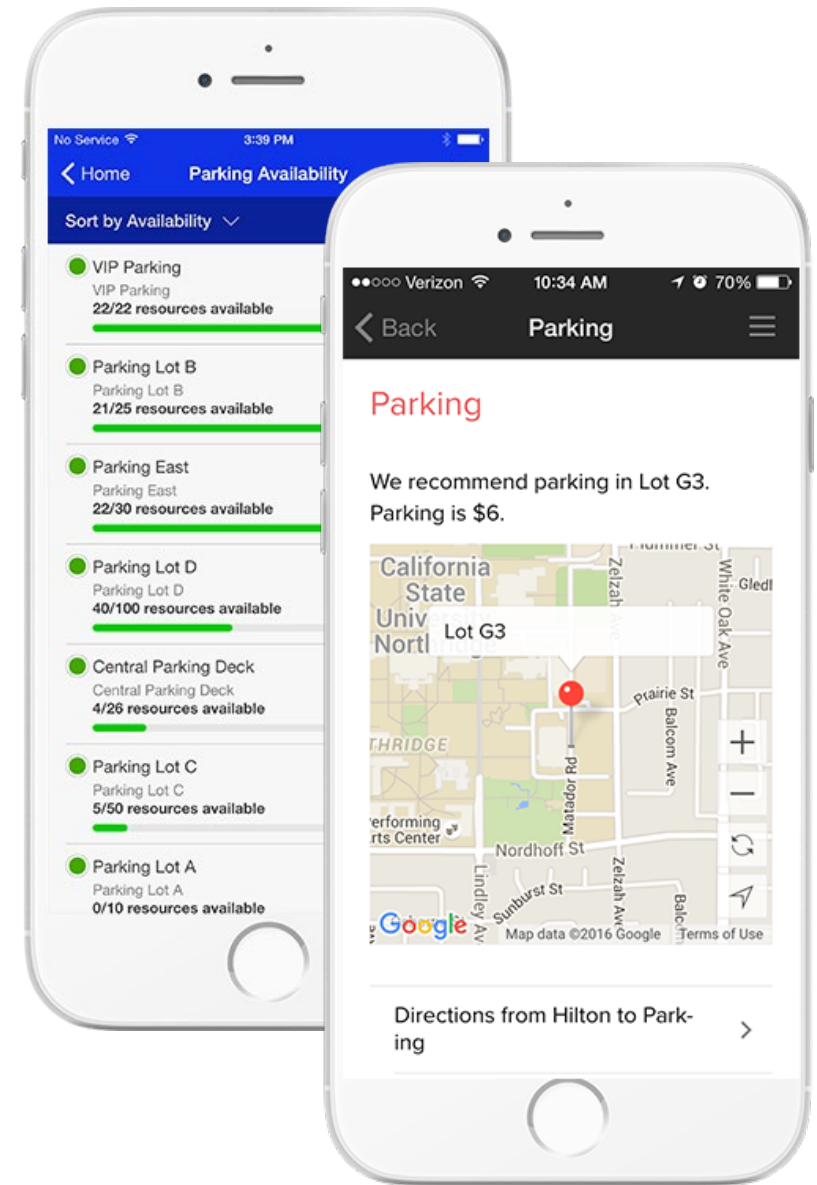
Larger events, or events being held at multiple locations may require shuttle service. If this is the case, include real-time shuttle tracking within the event app.

With the right technology in place, users can even choose to receive a push notification 5 minutes before the shuttle arrives at a particular stop.



# Parking Details

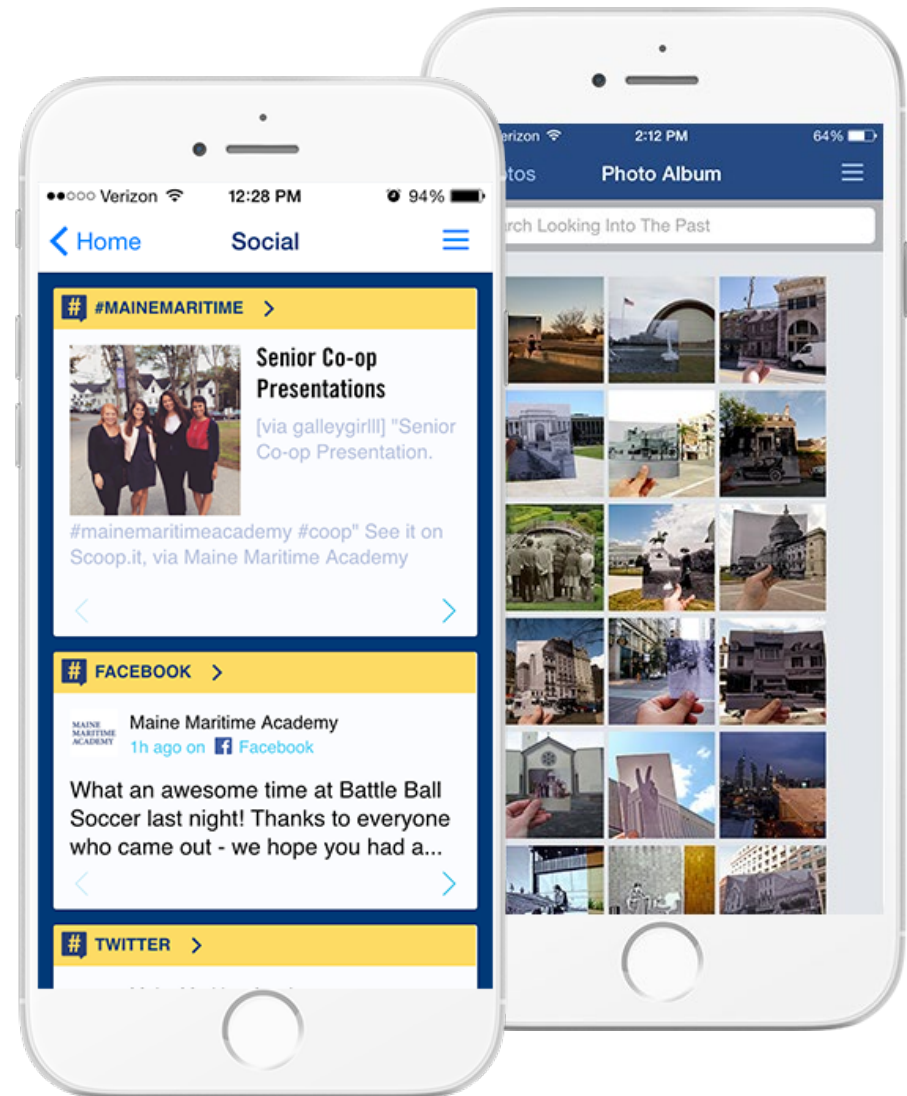
Provide specific directions or even custom maps to the locations where everyone should be parking. Using additional technology, it's even possible to include parking availability information within the app.





# News, Social and Photos

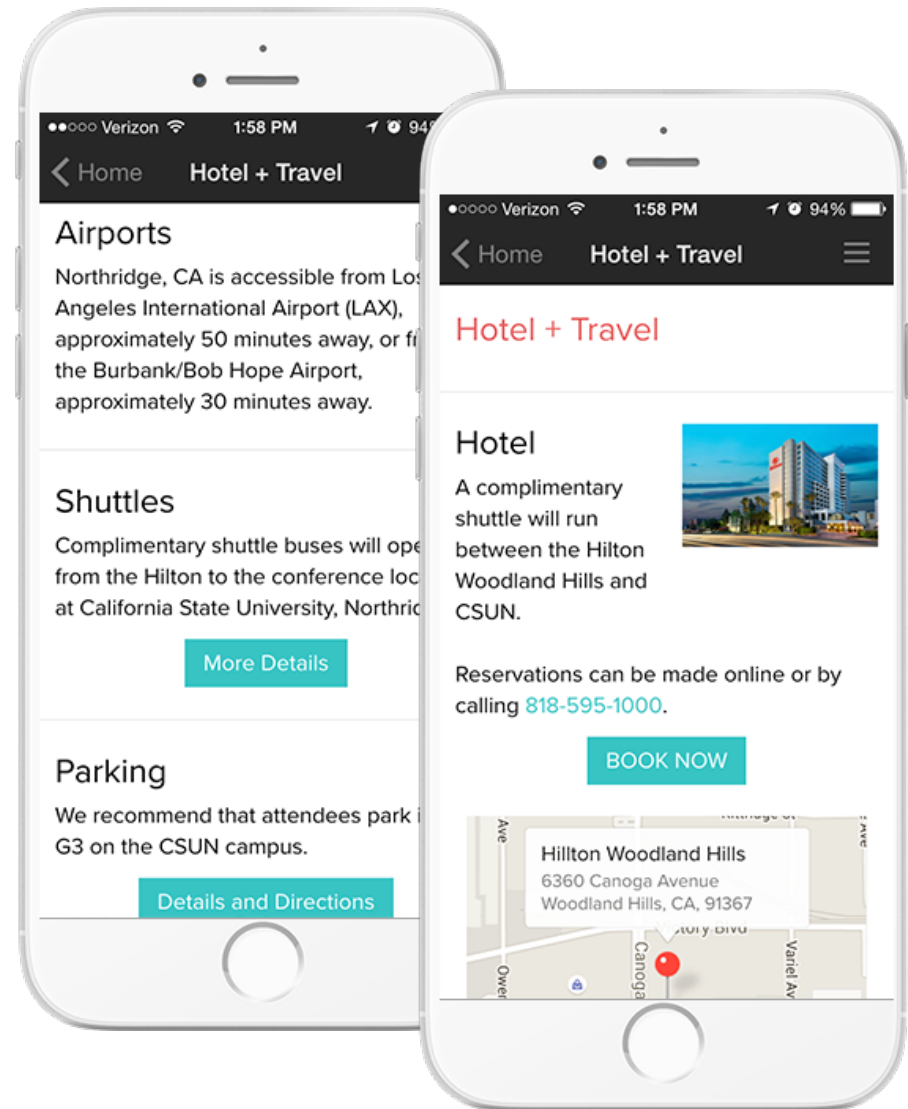
Incorporate existing news, video, social media, or photo feeds into an event app. Use your main campus social feeds, or, establish accounts and hashtags just for the special event or program.



# Travel Info

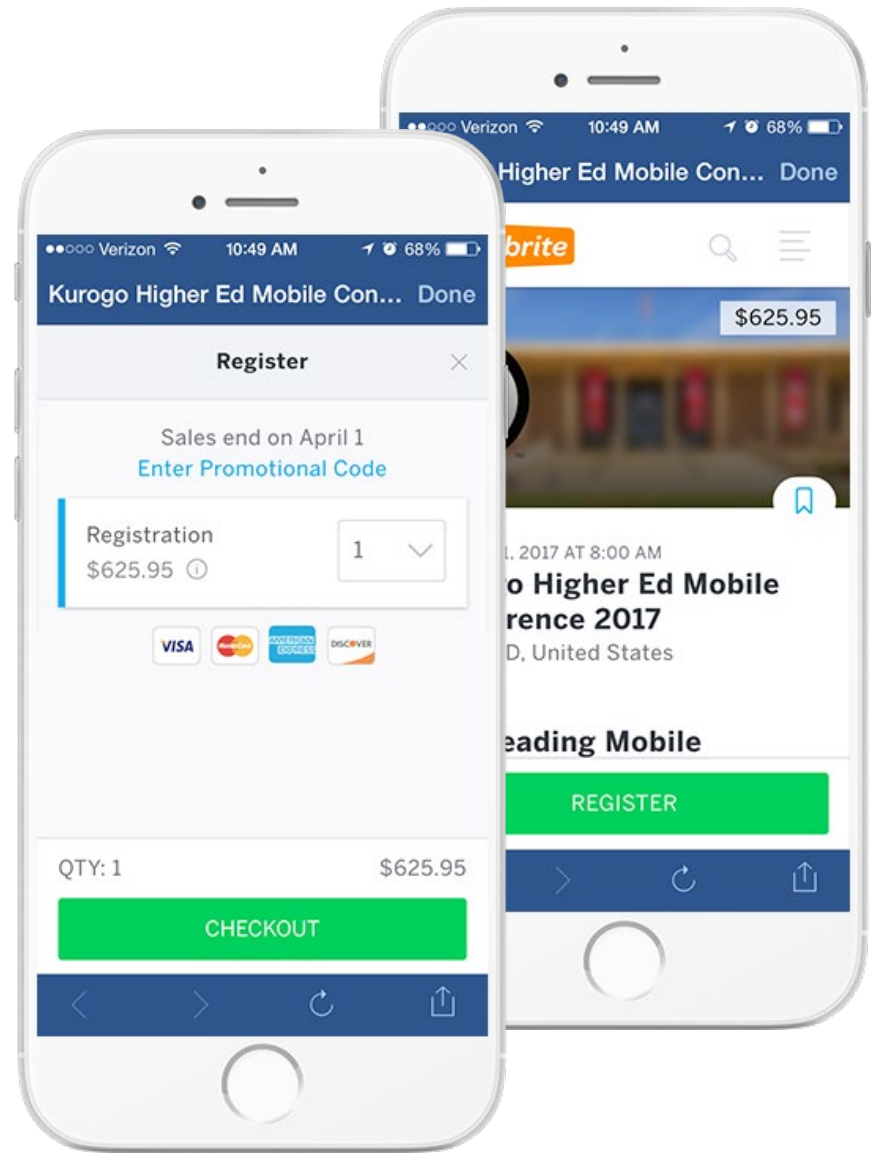
Include travel information such as nearby airports and hotels, hotel room block details, on-campus housing options, and transit suggestions.

Using iframes, it's easy to embed maps, flight trackers, travel booking sites, or outside transit details on screens within your app for a seamless user experience.



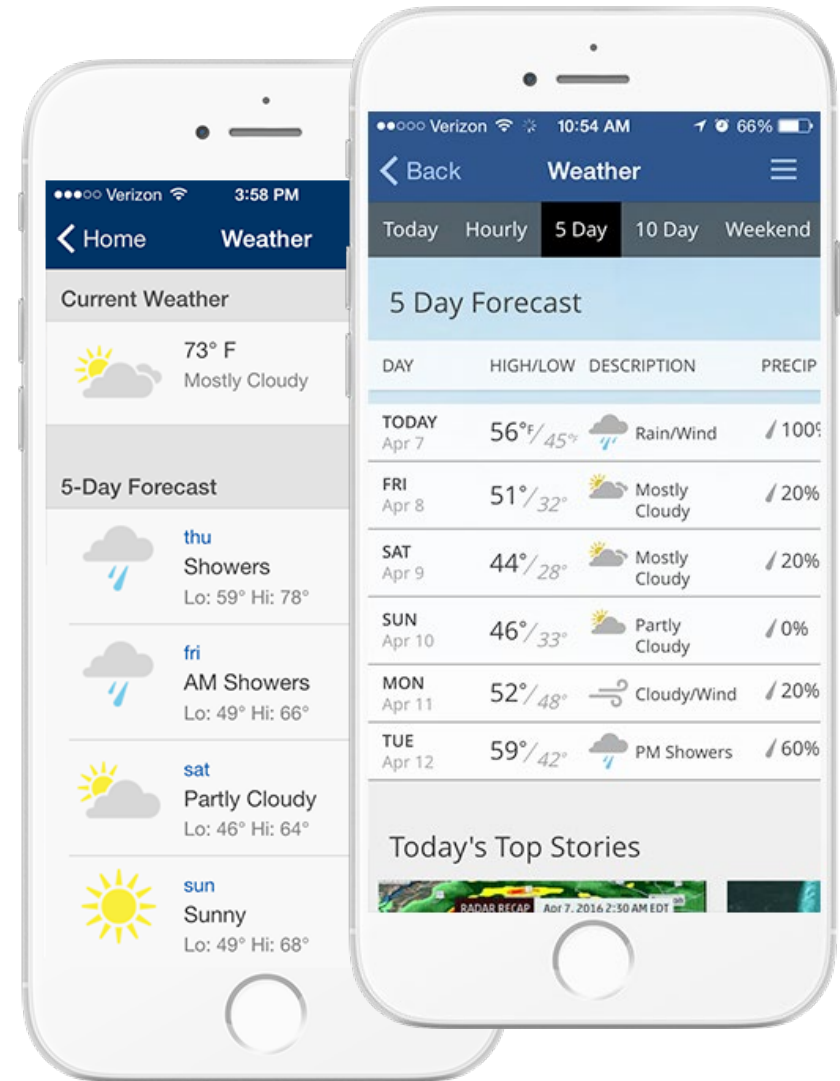
# Collect RSVP's Within the App

Connect with various event management tools, such as Eventbrite or Cvent, and allow people to register using the app itself.



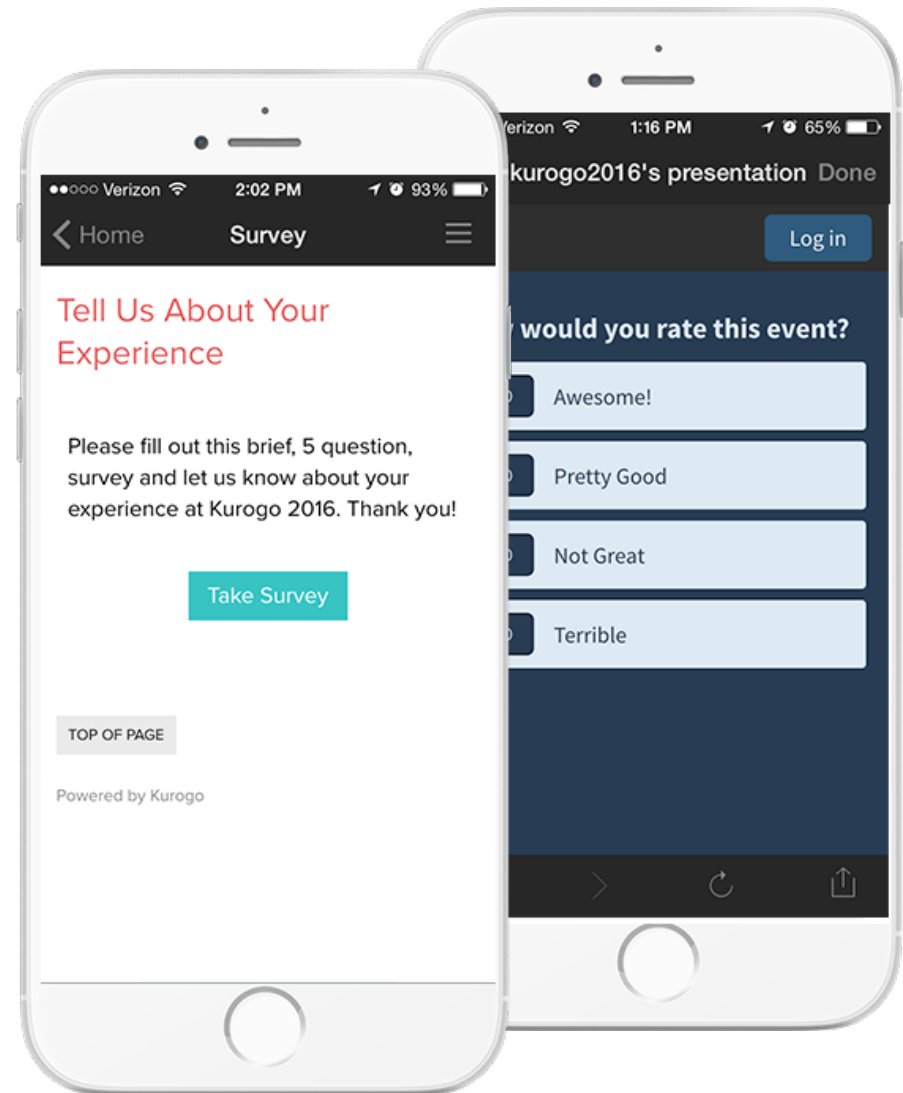
# Weather

If your event is being held outdoors, include a weather forecast module so everyone knows whether to plan on parkas, sweaters, shorts, or rain gear. Additionally, create a “rain plan” module with details on the location and schedule of events in case of inclement weather.



# Seek Feedback

Add surveys or polls to your event app to learn more about your participants, or their take on the event. Feedback forms also provide a quick way for users to send comments on the app or event.





# And what's the step-by-step recipe to put it all together?

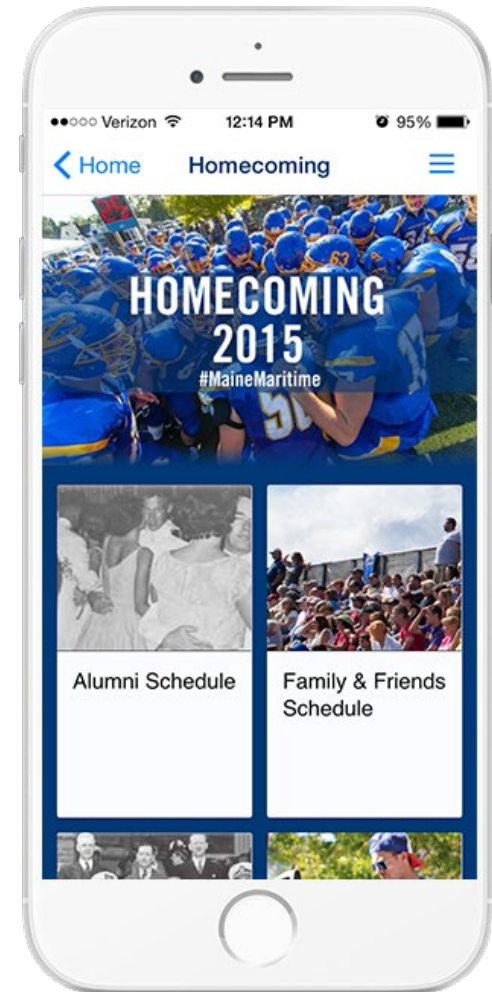
## 1. Establish who will be building the app and delegate permissions

Using no-code tools anyone on campus can take ownership of creating apps for campus events. If your school is already using a campus app assembly platform, coordinate with the team that manages it, likely IT. They'll just need to provide delegated permissions within the system and give a few quick tips of getting started.

## 2. Make a plan

Spend a little time planning how you want your app to look and behave. Here are a few key questions you'll want to consider:

- Will the app be incorporated into an existing campus app or will it exist as a standalone app in the app stores?
- Will the app have the same look and feel as your campus app or does this event have special branding you want to use?
- How many elements, or pieces of information, will your app





have? Based on this, start thinking about how you want to organize your navigation.

- How many different screens of information do you anticipate? How will users move between them?

### 3. Gather the components

Decide which of the above event app ingredients are important to include in the app for your specific event, then pull them together—including copy, images, calendar and transit feeds, hashtags, and social handles. Creating your event app is easy if your ingredients are ready to go. But don't worry, its easy to add or change these components even after the app is built, and without requiring resubmission to the app store.

### 4. Build the app

It's time to get your hands dirty and actually build out your app. Using no-code, rapid mobile app development tools you can easily mix and match building blocks to create awesome apps for any events. Build out multiple screens of information, integrate with existing data feeds, enhance your app with rich-media, and establish the look and navigation that will most engage your end users. Have fun with it!

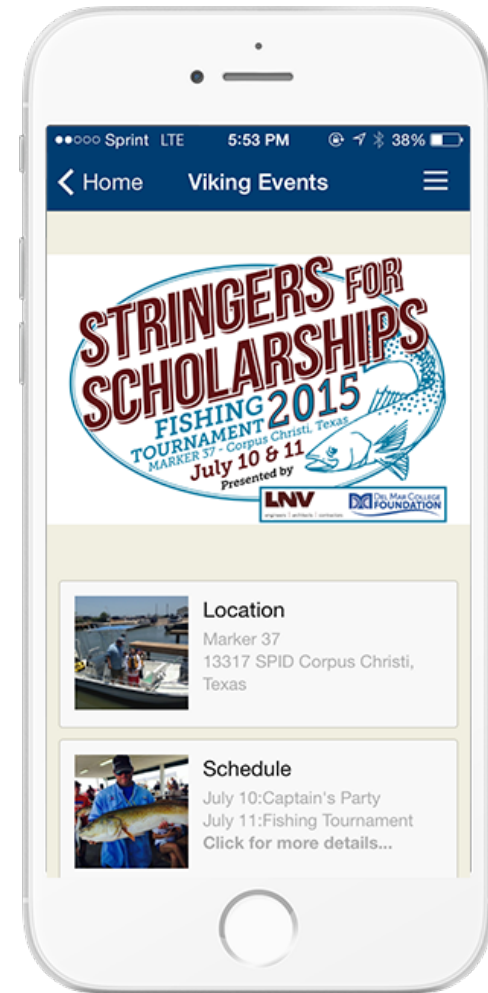
## 5. Market your app

Now that you've got a great event app make sure all of your event attendees are aware of it.

- Promote it on your website.
- Send a Push Notification and post a Banner Message in your main campus app pointing to the new event.
- Use your various social channels to announce it.
- Use postcards, handouts, or posters during the event. Add a QR code for quick and easy downloads.
- If your event has TV screens or slides, add a shortened link that directs users to download.

## 6. Keep it fresh

Remember, whatever you build can easily be updated in real-time, without requiring any resubmission to the app stores, so be sure to keep all of your event details fresh and current. Keep your app alive after the event to continue to engage attendees with relevant messages, videos and slide content. By doing so, both you and your attendees will be ahead of the game for next year.



# Summary

In the past, mobile projects could be cumbersome and time consuming and it was virtually impossible for non-technical staff to quickly create apps for the many different events on their campus. Today, using no-code app development platforms it's easy for anyone on campus to quickly create mobile apps for any campus event, ensuring that students stay engaged and on the path to success.



## ABOUT MODO LABS

Modo Labs' Kurogo Mobile Campus powers the mobile presence of a broad and growing range of institutions, from top universities to Fortune 500 companies. The platform enables organizations to quickly create powerful multi-site and multi-role apps that work seamlessly with any data source on any device. And best of all, non-technical staff can create powerful and beautiful apps that enhance the user experience and increase user engagement in ways previously only possible by hiring expensive mobile consultants and developers. Hundreds of universities and organizations in more than 30 countries use solutions from Modo Labs to deliver rich mobile websites and native apps. Modo Labs is headquartered in Cambridge, MA. Interested parties can learn more about Modo Labs at [www.modolabs.com](http://www.modolabs.com).