AGENDAPOP™
THE POPULAR EVENT APP

Organizer's Guide
App Development Timeline

Thank you for selecting AgendaPop for your event. Refer to this timeline for developing your app. Staying committed to this schedule as well as our workflow will ensure a smooth process. We strongly recommend that you **print this page** and check off the items as you complete them.

8+ weeks out

- ☐ **Enroll immediately in the Apple Developer Program**
- ☐ **Provide App Label and Description (one paragraph)** *(label should be 12-13 characters max)*
- ☐ **Produce complete set of app icons and launch screen images** *(see "Graphic Requirements" sheet)*
- ☐ **Select menu header color** *(see "Customization Options" sheet for details)*

6-8 weeks out

- ☐ **Solicit ad images from sponsors, upload to AgendaPop Dropbox** *(see "Ad Sponsorships" sheet for details)*
  - ☐ Full-screen ads - must have all 3 sizes!   ☐ Banner ads (horizontal 640 x 100)
- ☐ **Connect AgendaPop with registration provider** *(if applicable)*
- ☐ **Submit gamification rules and point values** *(if applicable; see "Gamification: sheet)*

- ☐ **Get started on the Excel templates / upload to Dropbox**
- ☐ **Program information (sessions with speakers)**
  - ☐ Session titles & times   ☐ Posters (authors, text)
  - ☐ Session descriptions   ☐ Presentations/slides
  - ☐ Speaker bios/headshots   ☐ Room locations

- ☐ **Attendee / delegate information**
  - ☐ First names and last names   ☐ Emails
  - ☐ Job titles & organizations   ☐ Credentials (e.g. PhD, MD)

- ☐ **Exhibitor/sponsor information**
  - ☐ Company names   ☐ Logos
  - ☐ Website URLs   ☐ Booth locations
  - ☐ Company details   ☐ Contact info (email/#)

- ☐ **Events/Activities (no speakers)**
  - ☐ Event names / times
  - ☐ Room locations
  - ☐ Track names

4 weeks out

- ☐ **Surveys / Evaluations**
  - ☐ Session questions   ☐ General survey
  - ☐ Open-ended   ☐ CEU Codes?
  - ☐ Live Polls: Reach out to speakers / get questions
- ☐ **Announcements / Push notifications**
  - ☐ Pre-populate (advance scheduling)
- ☐ **Activity Feed and/or Public/Private group chats**
- ☐ **Create Twitter default tweet/hashtag** *(see "Customization Options" sheet for details)*

- ☐ **Common items**
  - ☐ WiFi info   ☐ Venue floor plan
  - ☐ Social media links   ☐ Exhibit floor plan

  Tip: Make your PDFs easy to read. Use at least 18 point type for text, and 24-30 point type for headings.

- ☐ **Optional items**
  - ☐ Local attractions   ☐ Welcome message
  - ☐ Nearby restaurants   ☐ Food allergy info
- ☐ **Confirm order of items on Home / Tracks menus**

2 weeks out

- ☐ **Test the app with your team and AgendaPop to ensure accuracy and quality control**
- ☐ **Promote availability of the app to attendees / Distribute mobile app guide with download instructions**
  Tip: Maximize attendee adoption by publicizing app prior to event via website, registration confirmation and e-mail reminders

4.5B