

cmMobile is COVR's state-of-the-art conference app. Available for iOS as well as for Android devices, it provides all conference information and a range of dynamic services to attendees. A direct link to cmOffice or to other structured information sources keeps its content always in synch.



## CONFERENCE AT HAND



## DYNAMIC & INTERACTIVE



## PERSONALISATION



## NETWORKING & SOCIAL MEDIA



Deliver all conference information right **into the hands of participants**. The advanced functionality creates incentives for candidate-attendees to download the mobile application months before the conference. Already then, the app starts proving its value as a **sales and marketing tool** as well as a way for participants to prepare their attendance.

While all content resides on the mobile device to avoid bandwidth usage while on the move, the application **synchronises its data** when on a broadband connection. This ensures that **latest programme information** is always available to users. Full programme search, note taking and locating exhibitors are just a few of the many features.

Users can build their own **itinerary**, select **people** to meet, **posters** to see and specify their interest profile so that the app can recommend **sessions** to attend or **exhibitors** to visit.

cmMobile offers full **social media integration** such as sharing via e-mail, Facebook and Twitter. **Onsite networking** is facilitated by locating people based on interest and expertise. Not only does social media sharing provide **viral marketing** for your event, it also builds up profile information for database segmentation and personalised offers.



Contact us to put your conference in the palm of your delegates' hands!

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