

# Sample Program | Conference/Meeting

## Description

Engagement Period: 2 weeks  
 Avg. Monthly users: 75

### Program:

Two Challenges are included. A “challenge” is an engagement, typically one week or less, where users compete to win the most points, and the winners are awarded at the end of the Challenge. This Sample Program consists of one “In-Event” Challenge for 2 days (i.e., occurs during the event) and one “Post-Event” Challenge for the week that follows. Add another 6 weeks for development, setup and reporting, totaling 2 months for the project. This Sample Program includes 38 individual deliveries of content. These deliveries are micro-interactions, mostly in the form of quiz questions (“Qs”) – incentivized, measured and gamified. The content is aimed to **engage attendees of the conference/meeting so that the event is energized and socially fun, while also measuring awareness levels of the information distributed in the event.**

### Price Options

**DIY:**

**\$1,137**

**PREMIUM:**

from **\$4,402** to **\$19,755**



*I used Ringorang to promote and educate on [our services] at a national conference. It was easy to configure. Ringorang was very responsive to my needs throughout the development process, and I got some great feedback and data from the conference attendees.*

**Elliot Crowe**, Program Manager, CLEAResult



## Scope

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### (1) In-Event Challenge

- 2 days of user engagement – Live Qs delivered over 2 weekdays
- 12 Questions delivered (avg 6/day)
- Basic Incentives Package\*:
  - Give away 1 x \$10 giftcard each day, awarded at random
  - \$45 combined value in giftcards to top three on leaderboard
  - 1 x \$100 value sweepstakes awarded after the Challenge ends

### (2) Post-Event Challenge

- 7 days of user engagement -- 5 weekdays of Live Qs (Mon – Fri), 2 weekend days of [Solo Mode](#) (where users can catch up on unplayed Qs).
- 15 Questions delivered (avg 3/weekday)
- Basic Incentives Package\*:
  - Give away 1 x \$10 giftcard each day, awarded at random
  - \$45 combined value in giftcards to top three on leaderboard
  - 1 x \$100 value sweepstakes awarded after the Challenge ends

**2 months total project period:** 5 weeks development/setup + 2 weeks user engagement + 1 week reporting and recommendations.

*\*Basic Incentives Package is assumed for a DIY program. Premium Incentive Packages increase the volume and value of prizes and are assumed in the range of Premium package prices.*

## Value

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**Target Goal:** Lead Generation

Pre-Event challenge:

- Drive enrollment
- Capture interest and data
- Generate buzz
- Build awareness

Post-Event challenge(s):

- Assess takeaways
- Collect feedback
- Reinforce awareness
- Keep connected between events

In-Event challenge:

- Mobilize activity with fun
- Drive transactions
- Incentivize inquiry / generate leads
- Socialize awareness

### Engagement Value:

27 questions

7 in-app notifications

4 emails

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38 engagements with each of **75 users** over 2 weeks

## Pricing Options

	DIY	Premium (range)	
User Fees*	\$402	\$402	\$402 <i>*50% discount for Events</i>
Services	\$375	\$3,450	\$17,613
Incentives/Prizing	\$360	\$650	\$1,740
	<b>\$1,137</b>	from <b>\$4,502</b> to <b>\$19,755</b>	

\*The differences in pricing include variations in hourly rate of service provider, number of hours of services provided in strategy, integration, writing, enrollment marketing, program management and reporting/analytics, as well as the value and volume of prizing/incentives. [Connect with your Ringorang Rep](#) to learn more, or [Generate an Estimate](#).

## Who Buys This?

- Event Hosts
- Sponsors

Use Ringorang to...

- Cut above the clutter of traditional sponsorship
- Get into attendee's pockets and engage them in real time!
- Make the experience fun and also informative
- Showcase your cutting-edge mobile communication capability
- Capture data and inquiries from your targets

## Recommendations

**Hot tip!** **If you're an event host**, sell sponsorships with Ringorang, where a sponsor can have significantly more interactions, and more *measurably*, with this customizable engagement app. **If you're a sponsor or vendor**, why pay for the same old sponsorship package? Offer to the event host that you will be the game

sponsor for \$0 in exchange for developing and running a mobile engagement experience that informs attendees about the show and its subject matter.

- **Put your brand and messaging in attendees pockets.** Because you'll customize the Ringorang app for the event, you can have your company splashed all over it.
- **The host provides the marketing** to all attendees and gets the reputation of having brought the fun to the event; the attendees have a memorable experience; and you get better exposure and generate more interest and inquiries with a fraction of your normal staffing. Win-win-win.
- **Set up a table or go-to person for prize redemption,** and watch the smiles as your targeted people flock to you.
- **Achieve economies and better marketing** simultaneously by giving away your branded products and services instead of buying prizing/incentives to give away.
- **Reduce your staff and your attendance fees** significantly by letting the app do the lead generation work for you, capturing not only the users' attention but important data on what they know and don't know about you.