

# Lessons Learned

No need to risk failure if you can guarantee stress-free success with EventPilot

## Conference

SAGES 2013 medical meeting  
Attendees: 2,000  
Abstracts: 1,000+  
Sessions: 350+

## Problem

In-house solution too limited and costly to meet attendee's needs.

## Solution

Professional EventPilot configurable conference app.



## Why BSC Management switched from a homegrown solution to a “Rockstar” app

“I wish I had known just how difficult it was to build our own cross-platform native app,” said Jason C. Levine, VP Information Technology, [BSC Management, Inc.](#) BSC Management is a successful association and meeting management company with vast knowledge and experience in building technical solutions to meet client and attendee needs. After creating a mobile web schedule when smartphones became popular, developing an actual conference app seemed to be a natural next step. The first app was planned for the [Society of American Gastrointestinal and Endoscopic Surgeons \(SAGES\)](#)’ Annual Conference, which is attended by thousands of tech savvy surgeons with high expectations. With 6 months development time, a budget about the same cost as purchasing a professional

app, 2 newly hired full time developers, strong web coding and Flex technology skills, and access to cross-platform development tools that compile apps for different operating systems from one set of basic code, the project looked achievable to be deployed early March 2012

But things went different than planned.

In December, only three months before deployment, it became clear that bringing development in-house was the wrong choice. Writing native apps is much more involved than expected and the time-saving development tools come at a high cost and limited functionality. More development time was required than anticipated, there were unforeseen differences between the native platforms, and the cross-platform tools couldn't

take advantage of all that each native device was capable of. The problems started to accumulate as more knowledge about development for native apps was gathered. Finally, panic set in when Apple rejected the submission as simply a mobile site wrapped in an app. “We were shocked. This was a highly stressful experience and created a lot of inconvenience since we needed to hire an additional external developer and reschedule our existing resources away from other important projects,” said Jason.

Unlike general software development, app distribution via the Apple App Store is subject to Apple’s own approval process with strict design guidelines for developers that are not always explicitly defined. While this helps improve the

overall App Store product quality by creating apps with powerful functionality, it can lead to unexpected rejections. In the case of conferences, it could mean the difference between having and not having an event app.

When the app was finally approved, the conference began with a rocky start with a crashing server and difficulties pushing data updates. About half of the frustrated attendees immediately switched from the app to the mobile web site, which undermined the team’s hard work and effort. BSC Management realized it was best to refocus on their core competency - providing excellent client and attendee experiences - and leave the task of developing a conference app to an app provider. They carefully selected EventPilot for their next SAGES meeting.

## Smart strategy change led to “Rockstar” conference app

EventPilot, published by ATIV Software since the beginning of 2010, is a complete mobile conference solution created by a highly experienced software engineering team, years of feature development, and dedicated quality control.

Choosing the professional app changed the experience for BSC Meetings and allowed them to offer an impressive stress-free mobile solution within budget and with impressive results for the attendees. “The app was the

### Challenges with In-House Development

- Higher time/budget requirements than expected
- Cross-platform development tools too limited
- Inability to take advantage of native features
- Non-intuitive User Interface
- Did not meet expectations
- Created unneeded stress and inconvenience
- Impact on other projects

### Professional EventPilot Conference App Benefits

- ✓ Easy project management
- ✓ Excellent customer service
- ✓ True native app and proven technology
- ✓ Offline capabilities and advanced functionality
- ✓ High performance and intuitive design
- ✓ Clear budget requirements and à-la-carte configuration
- ✓ On-time delivery

rockstar of the conference,” said Jason. “I could not have asked for a better overall experience than the one I had with ATIV and I look forward to working with you all again. Thank you. Thank you. Thank you.”

## Going Pro with EventPilot Offered:

### **No shortcuts - True Native**

---

EventPilot code is written directly in the native operating system's development environment, which gives the app access to all the power of the native functionality of the device, navigation features, and performance.

### **Proven Technology and High Performance**

---

EventPilot has been implemented successfully for a wide variety of conferences and meetings since 2010. With a specialization in medical and scientific conferences, the app is designed for high performance for massive datasets of over 10,000 sessions and offline searchable research abstracts. ATIV's dedicated quality assurance testing, proof releases, and pre-event testing ensures the best experience for attendees.

### **Easy Project Management and Exceptional Customer Service**

---

Following a streamlined process, the dedicated project manager from ATIV handles the entire process from initial data validation, app configuration, all the way to app release. ATIV's

experts manage every aspect of the complicated OS development setup and submission process to ensure Apple App Store acceptance.

### **Smart Data Updates**

---

Data updates are a key component for conference apps and EventPilot is developed to correctly update the program information under the most adverse Wi-Fi circumstances without preventing the attendee from using the app during data updates or requiring extra steps for users to receive the latest data. BSC Management took advantage of their core skills in database management to ensure an easy and smooth content import into the EventPilot CMS.

### **Offline Capabilities**

---

Unlike apps that rely heavily on HTML 5 or web-based content, EventPilot works when Wi-Fi doesn't. Attendees can continue searching all content, adding sessions to their schedule, or taking and saving notes.

### **Advanced Functionality**

---

The EventPilot conference app offers more than mobile access to the event program.

The powerful visual scheduling features and integrated note taking help attendees stay organized and make the most of their conference experience. For organizers, the app offers peace of mind with easy data updates, powerful configuration options, and advertisement opportunities to generate revenue.

*"BEST. MEETING.  
APP. EVER"*

### **Intuitive Navigation**

---

EventPilot's navigation options are unmatched in the industry and help attendees quickly find their way through complex and massive conference programs. Native tabs allow attendees to instantly jump between different app features, color-coding and visual scheduling ensure maximum efficiency, while sophisticated boolean search helps users find exactly what they are looking for – all without an internet connection.

## Success with EventPilot

The most consistent piece of feedback received was ‘BEST. MEETING. APP. EVER’”, in short, it was awesome and everyone loved it,” said Jason.

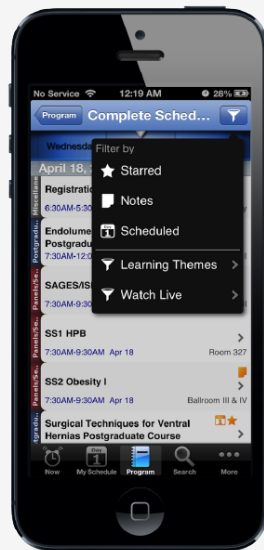
Conference apps have become a core strategic component of many events. Attendees not only expect mobile access to the program and personal schedule, but

apps have also become a tool that helps them to focus so they can make the most of your event.

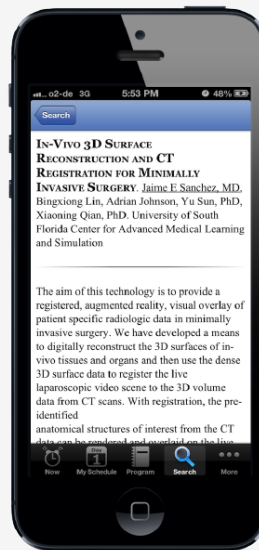
## Proven and Robust Mobile Event Technology



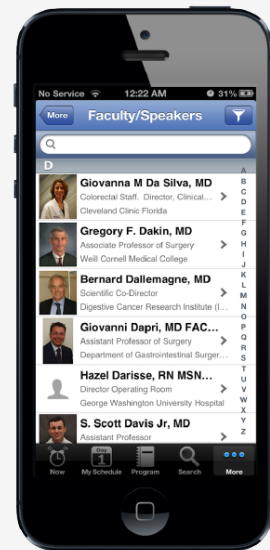
Color-coded personal schedule with custom timeblocks



Session filter options by schedule/star/note and custom metatags



Over 1,000 offline searchable scientific abstract



Speaker list with detail view and associated sessions

ATIV Software  
[info@ativsoftware.com](mailto:info@ativsoftware.com)