



TEDxMileHigh increases attendee engagement with Guidebook-powered event app

How the Denver-based TEDx organization sparked new levels of engagement while saving thousands on printing costs



CHALLENGE

TEDxMileHigh sought a mobile solution to increase audience engagement

The Denver-based TEDx organization sought a solution that would encourage connection-building at its events. TEDxMileHigh events relied on printed handouts and materials, and the organization also wanted to reduce dependency on paper.



SOLUTION

Adopt mobile app for TEDxMileHigh: Reset Conference

The organization implemented a mobile app ahead of Reset, promoted the app in the days leading up to the event, and provided attendees with an engaging solution when navigating the event.



RESULTS

Mobile app leads to increased student engagement

Mobile proved to be a powerful tool for TEDxMileHigh to spark conversation and engagement within the community. Moving away from paper materials also lead to increased sustainability and cost savings of over \$7,000.



“The Guidebook app was a powerful tool to advance our mission. It increased community engagement, speaker connections, and partner relationships.”

Jeremy Duhon, Founder and Curator

The Denver-based TEDx organization, TEDxMileHigh, brings audiences together throughout the year to spread big ideas and elevate inspired citizenship in Colorado. A community of thinkers and doers, ideators and creators, activists and enthusiasts, TEDxMileHigh showcases innovative Coloradans who each give the ‘talk of their life’ around the power of ideas.

TEDxMileHigh aims to accelerate innovation and social impact through the power of big ideas and live events. The independent TEDx organization moved to mobile, partnering with Guidebook to create a custom branded app for TEDxMileHigh: Rest, a daylong event on December 1, 2018, featuring a series of talks and performances.

To support the organization’s goals, TEDxMileHigh created an event app to achieve two main objectives. With Guidebook, TEDxMileHigh increased engagement, enabled audiences to build connections with speakers, and strengthened partner relationships, while saving over \$7,000 on printing costs for the TEDxMileHigh: Reset Conference.

By the numbers



1556
Guide Downloads



16,293
Guide Sessions



\$7,000
Saved on Printing

Consolidating communication channels

Leveraging mobile, TEDxMileHigh is changing how attendees experience TEDx events. The organization debuted the app for the TEDxMileHigh: Reset providing attendees with a single touchpoint for the event. Consolidating information, attendees turned to the app for the event schedule, speaker bios, a site map, an engaging chat feed, and more.

TEDxMileHigh hosted a number of smaller events in the week leading up to TEDxMileHigh: Reset, and the team used this opportunity to promote the event app, encouraging its audience to download the app to stay in the know ahead of the main event. In all, over 1,500 members of the audience downloaded the app, enabling organizers to reach a sizable group of the audience with push notification updates on last-minute additions and changes.

Sustainability and sizable cost savings

TEDxMileHigh reduced its carbon footprint by moving to mobile. Changing how they communicate with attendees, TEDxMileHigh leaned on its app to communicate the agenda, on-site activations, and site maps; drastically reducing the organization’s dependency on paper. Rather than handing attendees a paper map, attendees had the power to navigate the event with the app.

Moving to a Guidebook powered app had another benefit – TEDxMileHigh saved over \$7,000 on printing for the first of its events with an app. By leveraging the app, TEDxMileHigh, reduced printing maps, session



brochures, signage, and more. While they still offered a limited amount of paper materials to attendees who preferred, TEDxMileHigh plans to further migrate away from paper to increase their savings. "We expect to see a savings of \$14,000 once we fully migrate to mobile," said Cate Croft, Adventures Director, TEDxMileHigh.

Building connections with an enhanced attendee experience

Moving to mobile had an added benefit – attendees loved it! Moving to mobile enabled TEDxMileHigh to provide more information to attendees and more opportunities for engagement. The information available in the app – speaker bios, background information on activations, and speaking sessions additional detail on session– gave attendees new levels of access to the event's content. Interact, the social feed within Guidebook apps, was the most launched items within the TEDxMileHigh: Reset app. One attendee noted, "I was able to use the app to meet and connect with my favorite speaker!"

Additionally, the app simplified navigating through the event. TEDxMileHigh: Reset spanned three halls of the Colorado Convention Center, and the app enabled audiences to navigate through the halls to find exhibitors, activations. "We found that attendees who downloaded the app were able to navigate the space with ease," said Croft.

During intermissions, TEDxMileHigh had several opportunities for its audience to connect with speakers. With a complicated venue layout and many options for exhibits and activations, it had been a struggle to

communicate so many details clearly. Through the app, they easily communicated those opportunities for connection, increasing engagement.

Utilizing new technology to solve old challenges

With Guidebook, TEDxMileHigh improved its processes by eliminating print deadlines and the stress that comes with dealing with the inevitable post-deadline changes. Rather than scrambling to ensure print-ready materials, the team managed changes as they came, making updates to the app in minutes.

Moving to mobile helped TEDxMileHigh tackle another common challenge for events, how to keep audiences engaged after the event is over? Utilizing Guidebook's push notifications functionality, TEDxMileHigh delivered important updates to attendees' home screens, even if they weren't active in the app. The team especially loved the ability to send out a secret pre-sale link for our next event at the end of the event day, and solicit audition applications using push notifications.

App adoption solved challenges for TEDxMileHigh: Reset attendees, too. Following Reset, TEDxMileHigh received one of their highest net promoter scores! Post-event surveys showed attendees found the app a highly user-friendly and helpful when navigating the many event details and venue.

TEDx MileHigh

TEDx

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com.

Guidebook

Guidebook empowers individuals and businesses to create beautiful, feature-rich, custom mobile applications - without any coding. More than 100,000 organizations, including industry-leading brands such as Coca Cola, Amazon, YouTube, Google, and Samsung, and the world's top universities have selected Guidebook as their mobile application platform of choice. Guidebook helps companies and organizations of any size extend their brand, connect with employees, engage with audiences in real-time, and delight users as they discover a trove of valuable information. Guidebook-powered apps have been downloaded more than 14 million times in over 75 countries. Based in San Francisco, Guidebook is a private, venture-backed, award-winning company with offices in the U.S., Europe, and Asia.

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