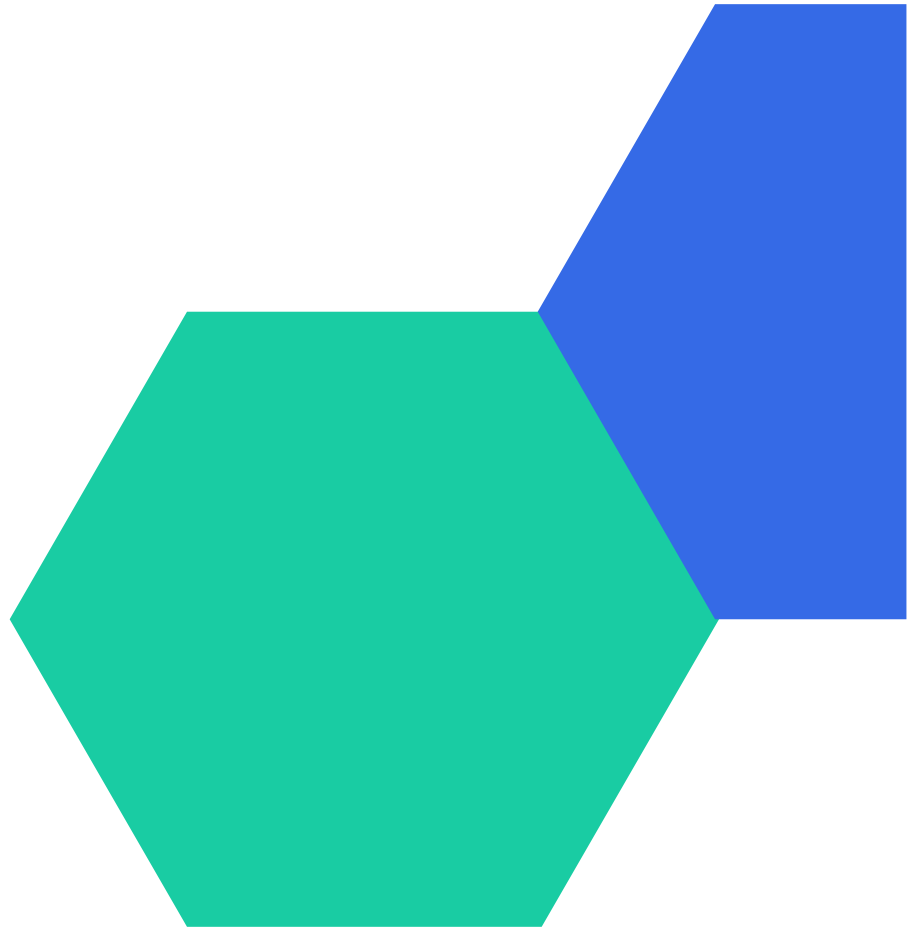


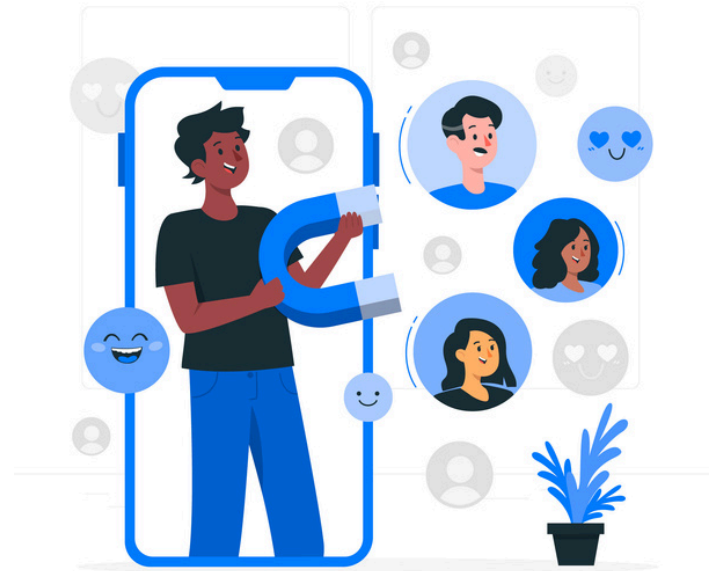
A Guide to Boosting Engagement and Retention



From Event App to a Year-Round Community

Most organizations excel at engaging members during events—but see a significant drop-off in activity after the event concludes. Often, members return to tools like WhatsApp simply because it's what they're used to, not because your app lacks value.

This guide provides practical strategies and ideas for transforming your event app into a thriving, year-round community hub.





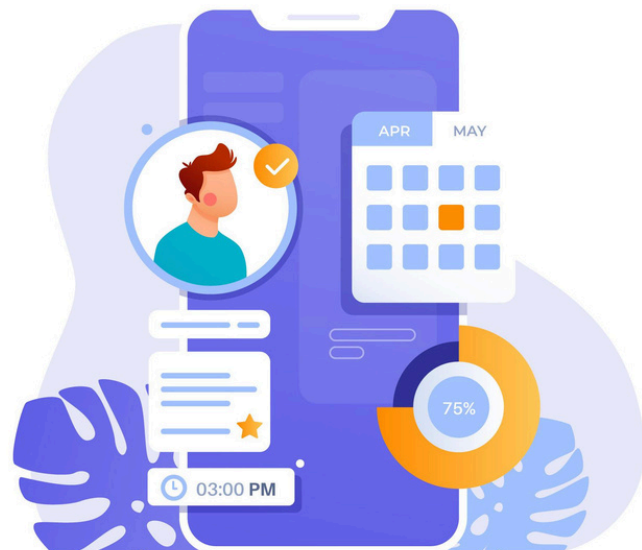
Reposition the App for Year-Round Value

- **Post-Event Campaigns:**

- Create a recap hub inside the app with recordings, photos, and slides
- Use push notifications to personalize and invite users back to revisit the content allowing for post-event engagement opportunities
- Share exclusive post-event content only available in the app
- Add discussions and links to WhatsApp groups that redirect users back to the app

- **Reintroduce Key Features:**

- Create short walkthrough videos on community features
- Highlight key tools with banners, in-app carousels, or tutorials





Inspire Ongoing Engagement with a Repeatable Content Cycle

- Week 1: Member Spotlight – Humanize the community
- Week 2: Quick Quiz or Poll – Encourage easy participation and foster engagement for future development
- Week 3: Throwback Photo or Challenge – Drive nostalgia and sharing
- Week 4: Resource Drop (PDF, checklist) – Add long-term value
- Week 5-8: Repeat





Activate Micro-Communities

- First-Time Attendees
- Special Interest Topics (e.g. Advocacy, Innovation)
- Regional or Chapter-Based Groups
- Past Event Alumni Channels
- Bonus Ideas:
 - Host a quarterly 'Ask Me Anything'
 - Theme your months
 - Encourage user-shared content

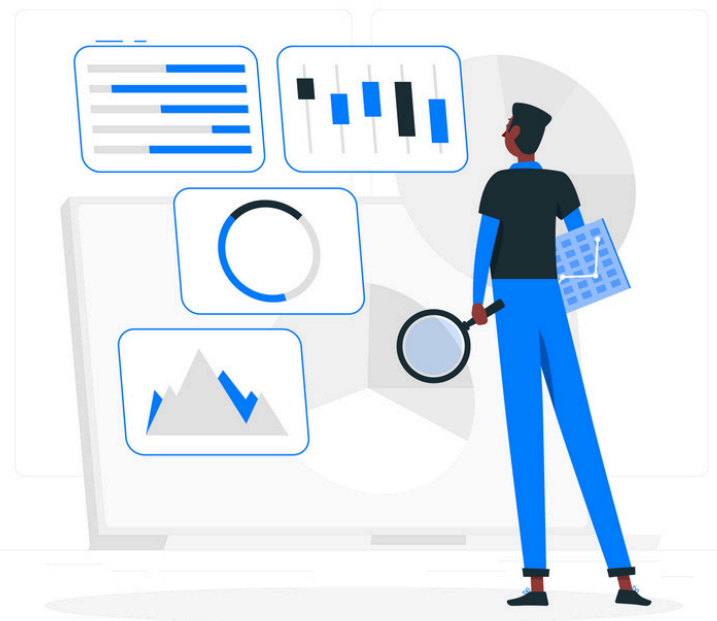


Empower Members as Leaders

- Ambassadors: Badges, visibility, featured member spots
- Moderators: Weekly post suggestions and prompt toolkits
- Super Users: Early access to app features and recognition

Track the Right Metrics (and Report Back)

- App Opens (example: +20% within 30 days post-event)
- 30-Day Retention (example: +15% over 6 months)
- Community Posts (example: 1+ user-generated post per week)



Give Staff and Members the Tools They Need

- Pre-written messages for WhatsApp, emails, newsletters
- Slide decks for community onboarding
- Monthly content calendars
- QR code posters and shareable banners

Bonus Strategies

- Gamify the Experience: Badges, points for engagement
- Offer Exclusive Content: Post-event recordings, educational content, discounts, industry news or professional development tools
- Leverage Push Notifications Wisely: Tips, highlights, reminders
- Monetize the Community: Sponsor-supported features
- Build a Role Around Engagement: Appoint a community manager



The Bottom Line

- Members may default to WhatsApp, so highlight what your app offers:
- Security
- Consistent brand experience customized to the professional community
- Moderation and privacy controls
- Organized discussions
- Long-term value

With the right rhythm, strategy, and support, your app can shift from a once-a-year utility to a daily destination.

