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# GAMIFICATION AS A BUILT-IN FEATURE OF THE ASSOCIATION EVENT APP

*A Practical Guide for Associations*

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## Purpose of This Guide

This guide explains how gamification works as a native feature within an association event app and how associations can use it to drive engagement, learning, sponsor value, and measurable participation at conferences and meetings.

Gamification is not a standalone activity—it is embedded directly into the event app experience, making participation seamless for attendees and easy to manage for staff.

## 1. What App-Based Gamification Means for Associations

App-based gamification allows associations to reward attendee actions that already happen inside the event app—such as attending sessions, completing evaluations, or visiting exhibitor booths.

Because the feature lives inside the event app:

- Attendees do not need separate tools or instructions
- Participation is tracked automatically
- Engagement data is available in real time

This ensures gamification supports the event instead of adding complexity.



## 2. Why Gamification Works Best Inside the Event App

When gamification is part of the event app, associations benefit from:

- Higher app adoption and daily usage
- Clear visibility into attendee behavior
- Reduced manual tracking for staff
- A consistent experience across sessions, exhibits, and content



Attendees interact naturally through the app they are already using for schedules, maps, and updates.

## 3. Common App-Based Gamification Actions

Associations typically enable gamification for actions that align with event goals:

### Engagement & Learning

- Checking into sessions via QR codes
- Downloading session materials from the app
- Completing session or speaker evaluations
- Participating in quizzes or polls

### Exhibitor & Sponsor Interaction

- Scanning QR codes at exhibitor booths
- Completing sponsor-led challenges
- Visiting featured sponsor pages in the app

### Community Participation

- Uploading photos to the event gallery
- Posting or reacting in event discussions
- Completing daily participation challenges

Each action earns points automatically inside the app.

## 4. How the Gamification Feature Works in the Event App

The gamification feature typically includes:

- **Point-Based Tracking:** Each action is assigned a point value
- **Leaderboards:** Attendees see rankings in real time
- **Progress Visibility:** Participants track their own activity
- **Reward Management:** Associations define prizes or drawings



All participation is recorded through the app, reducing errors and manual work.

## 5. Benefits for Association Teams

Using gamification as an event app feature helps associations:

- Increase engagement with app content
- Improve session feedback completion rates
- Drive consistent exhibitor traffic
- Provide sponsors with measurable visibility
- Gather actionable engagement data



These insights support both event reporting and future planning.

## 6. Benefits for Attendees

From the attendee perspective, app-based gamification:

- Makes participation intuitive and easy
- Encourages exploration of sessions and exhibits
- Rewards engagement without disrupting learning
- Creates a more interactive event experience



Even first-time or one-day attendees can participate meaningfully.

## 7. Supporting Multi-Day and Short-Term Attendees

To ensure inclusivity, associations often configure the gamification feature to:

- Run daily challenges or competitions
- Reset or segment leaderboards by day
- Offer daily prize drawings

This allows all attendees to engage, regardless of attendance length.

## 8. Best Practices for Using the Gamification Feature

To maximize success, associations should:

- Clearly explain how the feature works before the event
- Keep point rules simple and visible in the app
- Align game actions with real engagement goals
- Promote leaderboards during the event
- Encourage speakers and exhibitors to reference it



Gamification should feel like a natural extension of the event app—not an obligation.

## 9. Measuring Success Through the Event App

Most associations track success using app-based metrics such as:

- Active users and engagement rates
- Session attendance and evaluation completion
- Exhibitor interaction levels
- Sponsor participation outcomes

Because gamification is built into the app, these metrics are easy to access and report.

### Final Takeaway

When gamification is a built-in feature of the event app, it becomes a powerful engagement layer—not an extra task. Associations gain better data, sponsors gain visibility, and attendees enjoy a more interactive and rewarding experience.

The key is simplicity, alignment, and thoughtful configuration.