Event Managers & Place Owners Krowd User Guide

The Krowd turns your Wi-Fi access point into a local social Intranet; in effect creating a piece of the Internet that can only be accessed by visitors to your premise or event. Delegates and visitors/customers can only gain access to this Intranet by physically visiting your event or premise and being authorized by you to access your Wi-Fi Internet access point.

The Krowd delivers a social engagement platform for your Intranet, its members are the people who are there or have been there in the past and re-visit by reconnecting to your Intranet remotely in the Krowd. This way every premise/event Krowd is made up of real people with a real world connection to your place or event. No bots!

Free Use

The Krowd is free to use for your premise visitors or event delegates. You can use the app for free too, at your events or on your premises. However busy event managers and location owners often need time-efficient automated services and the ability to add location/event specific value into their local Krowd (Intranet); the paid for services enables this automation and added service value.

Requirements

There are only two requirements to use The Krowd. The event location has Wi-Fi and the delegate has an iPhone/iPad or Android phone/tablet. The Krowd uses Wi-Fi to group your delegates into the same live conversation and Intranet space, so if the Wi-Fi is password protected then you can limit who can join your event/place conversation. It is worth checking that event venue Wi-Fi does not have an onerous (asks for lots of personal data or rights to track location) registration process as this may put users off and is likely to have compliance problems with the GDPR (General Data Protection Regulation) & future PECR (Privacy of Electronic Communications Regulation) in Europe. Note that once you have connected to a place via its Wi-Fi in the Krowd users can use via their 3G/4G data connection and still engage with your local Krowd.

Privacy Assurance

Unlike social platforms like Facebook The Krowd does not profile or location track your visitors or delegates. See our privacy policy. So your business can safely use our digital

tools to add value to your event or premise without compromising extremely valuable customer/delegate data – we never know who your customers are and will never seek to find out. For those offering services in the EU we are the first GDPR ready social and event platform, built by design to go beyond compliance to assure you and your customers/delegates of their privacy when using the Krowd.

Krowd Promotion

We consider every premise owner and event manager as a partner (even if you are only using the free version of the app) and wish to assist your promotion of our Krowd Intranet service; the following tools and guidelines will be of use, but we are always hearing new ways to use the Krowd, if you have an idea login using your Krowd account at www.krowdnet.com and post your ideas in the forum or vote up other peoples ideas you like.

Resources

If you did not spot them already we have a range of resources to help you at the bottom of the pricing page here http://thekrowdapp.com/pricing.html
Don't forget our FAQs for end users and place/event managers:
http://thekrowdapp.com/faq.html
http://thekrowdapp.com/tools_faq.html

Krowd Orchestration

The Krowd is designed to be somewhat user driven, however both the users and event managers want the same benefits:

1. Enhanced discovery of who is here that shares my interests
2. Engagement in real-time with what's happening right here right now

To enhance these two primary objectives we suggest that event managers and venue owners orchestrate some aspects of their local Krowd use.

First by suggesting #'s users should use (see user FAQ) to make themselves more discoverable in the context of your event or venue. Event managers should select approximately 20 or so # words that delineate the different types of delegates they expect to attend their event and promote those #'s words to delegates prior to an event. Venue owners should do the same by automating messages into their local Krowd's suggest #'s to use.

Second, especially at events or venues may want to think about the different discussion threads they want to separate in the Krowdfeed, and predefine discussion thread names to use on the day. For event these may be promoted pre-event as the various seminar rooms/themes, for event owners these maybe thread names for those seeking sales assistance, guidance for service provision etc, again promoted in scheduled posts into the local Krowd.

Krowd Promotion for Event Managers

Promotion of the app on the day of the event is adequate (there is almost no setup time for delegates), however consistent promotion of the use of the app before the event maximizes adoption, use and thus networking effect. The more people we help connect at events the more successful delegates will consider the event.

The following messages have been effective, used in conjunction with the 'Join the Krowd' logo (http://thekrowdapp.com/events.html) in event promotional emails and social media outreach:

- *Connect with <event/place name> delegates, join The Krowd live conversation*
    - Call to action – download the app
- *The Krowd – simple setup – create a Krowd name, connect to the Wi-Fi, join the live conversation, that's it!*
    - Delegates are resistant to apps that require onerous setup and learning, we have focused on ensuring we are a frictionless as possible for adoption and engagement
    - Subsequent promotion of the FAQ helps prepare users to maximize engagement opportunity and value
- *The Krowd – No tracking, no auto-profiling, just a safe digital engagement app*
    - A common reason people don't download event apps is that they suspect them of being yet another personal data collection tool, assure them this is not the case with The Krowd
- *The Krowd follows Chatham House rules*
    - Some event/place audiences need surety that the use of digital tools won't undermine professional standards by sharing attributable conversations beyond those engaged at the event/place. Advise users not to use real names for their Krowd account to ensure Chatham House rules cannot be broken (for example, through use of screenshots of the Krowd conversation)
- Advise delegates that the event/conference schedule will be announced in The Krowd
    - See Tools & Pricing for access to this automation service
- Advise conference delegates that questions for speakers will be collated from The Krowd
    - Experience has shown that delegates answer each others questions and debates foster around great questions that can then be presented to your speakers/panel, creating greater debate and engagement
    - No more pre-arranged questions – the audience can see they are genuinely locally sourced from the local audience

- Advise exhibitors that they can promote their product/service live in The Krowd
  - Suggest exhibitors set up their Krowd account before the day and put their stand number at the start of their introductory profile so visitors instantly see who exhibitors are in the Krowd
  - Advise exhibitors that spamming will just lead to them being 'ignored' by delegates as the app enables filtering of spam this way

Promotion on Event Day

1. You may print and distribute the delegate flyer (in resources) to delegates upon arrival and use the 'Join The Krowd' icon in event promotional material.
2. We suggest you also ensure that the Wi-Fi Name and password (if any) is distributed at registration on the day and/or is well signed in the venue alongside the Join the Krowd logo to remind them to associate the Wi-Fi with joining your event Krowd.
3. Regular announcements and reminders to download the app will help, especially at the start of conference sessions or during break times at exhibitions. Remind users at conferences it will be used for Q&A support or at exhibitions for discovering people and stands to visit.

If you have multiple conference sessions you should publicise the conversation filters (see the FAQs) for each session, via The Krowd, email and event website.

Krowd Promotion for Place Owners

| Pubs, Clubs & Cafes | Workplaces | Sports & Music Events | College Campuses | Cinema's & Shows | Trains, Planes & Buses | Retail |

The Krowd connects people in a wide variety of places, so this guide is necessarily generic. First make sure your staff join The Krowd (where appropriate) and connect to your Wi-Fi on a daily basis, a primary purpose of the Krowd is to connect people, so customers will expect to be able to contact staff easily. Feel free to suggest all staff create Krowd accounts starting with your company name (they can create personal accounts on the same device as long as they use a different email to register).

Use the 'Join the Krowd' logos on signage alongside your Wi-Fi name and password for your customer/visitor use. People make places, so curate your visitors digitally as well as in real life.

You can:

1. Provide location specific news updates (automated regularly if you purchase the tools)

2. Offer daily or even live discount deals that are visible only to your visitors/customers
3. Broadcast reminders of how things work or can be accessed in this place.

Also if you use big screens around your facility pushing the Krowd feed there (see tools) will encourage visitor/customer participation.

Try not to fill the Krowd feed with sales push activities. Instead encourage engagement, make your premise Krowd a place to be digitally welcomed and engage, getting useful help, guidance and support. Later sales promotion will be much better accepted and responded to when mixed in with this sort of content.

Tools

We have mentioned a few of the tools you can purchase access to for enhancing your local customer and visitor engagement. For details click on the relevant options here.