BoomerangCast

MOBILE VOTING with BOOMERANGCAST

Best Practices For

COMMUNITY EVENTS

✓ **Fun and interactive way to engage your audience**
✓ **Grow your presence on social media**
✓ **Draw larger crowds to your events**

The Right way to do Mobile Voting

1 **LEADING UP TO YOUR EVENT**

Early Awareness

✓ **Inform contestants of voting**
✓ **Inform attendees of voting**
✓ **Encourage pre-event app downloads**

2 **DURING YOUR EVENT**

Announcements & Rewards

✓ **Signage encourages voting/promoting**
✓ **Announcements during the event**
✓ **Self promoting contestants**

3 **AFTER YOUR EVENT**

Awards & Recognition

✓ **Announce winners**
✓ **Announce sponsors**
✓ **Promote the "Best of.." online**

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1

LEADING UP TO YOUR EVENT

Encourage people to arrive at the event with the Boomerangcast app already downloaded

Your audience is more likely to vote if they already have the BoomerangCast app before getting to your event. Encourage people in the community to download the app and get them excited about voting in the days and weeks leading up to your event.

Step 1: Tell the community to come and vote!

✓ Use your event website, social media accounts, emails, and handouts to inform people of voting at your event. Use the "Vote with Boomerangcast" image available in the Resources section of the events page to post on your social media pages.

✓ Ask us about setting up a "Channel" for your event to make Boomerangcast the app for your attendees to use during the event. We can keep a live link to your website within the app during the event for quick access for your audience to important event information like site maps, schedule of events, or any other you want them to have at their fingertips.

✓ Tell your community to download the BOOMERANGCAST app from their app store *ahead of time* to participate. Tell them why they are voting, when to vote, and when winners will be announced.

✓ If your attendees have the app on their phone already, they are more likely to vote, *and promote your event across social media*. Encourage downloads of the app by offering discount tickets, free drinks, etc that people can get when they come to event and show they have the app on their phone.

Also, be sure to include instructions on how to get the app from the App Store (search for "BOOMERANGCAST" or use our QR code for direct access. We can provide links to the app store, a QR code for the app, and Boomerangcast signage for your website, signage, and handouts.

Step 2: Tell contestants about voting, get them excited, and ask them to leverage their network!

✓ Inform contestants about voting at your event with the Boomerangcast app and that there will be a winner(s) for each category with potential trophies, prizes, & announcements.

✓ Encourage contestants to get friends & family to attend, and vote for them, and promote your event using the Boomerangcast app.

2

DURING YOUR EVENT

Encourage your audience to VOTE during the event. Give them quick access to everything-your-event with a *Boomerangcast Channel* at your event location!

Build awareness around voting during the event with signage and announcements telling the audience to VOTE and promote your event through social media from the Boomerangcast app. Tell them HOW to vote, WHEN to vote, and ANNOUNCE winners.

Step 1: Create signage and handouts to encourage voting!

Event signage and handouts may include information on the voting categories, when to vote, downloading instructions including a QR code for the Boomerangcast app. If your event has a #hashtag, include it on signage encouraging people to VOTE using Boomerangcast and share on social media using your event #hashtag.

- ✓ Entrance Signs – promote voting participation, with signage at the entrances to your event. If using a Boomerangcast Channel for your event, inform attendees that all event information is accessible through the Boomerangcast app at their fingertips.
- ✓ Offer discounts on tickets, a free "pour", or other incentives if attendees show the app on their phone. Having the app is the first step in participating in your event, recognizing your voting sponsors, and sharing your event over social media!
- ✓ Voting Areas – place signs where people are likely to vote. Use larger banners on and around stages and smaller signs at "pouring stations."
- ✓ Rewards – offer incentives to encourage voting and sharing on social media. Reward voters who share with your #hashtag on social media.

Step 2: Verbally ask your audience to vote now!

Verbally announcing and asking your audience to vote builds a level of excitement and personality that signage alone cannot replicate. The key to participation is repetition and encouraging your audience to vote.

- ✓ Encourage PERFORMERS and CONTESTANTS to promote themselves to voters using a microphone on stage or at their event stall/location.
- ✓ If voting is open throughout the day, remind your audience to vote regularly
- ✓ If voting is open during/after a performance, make sure to dedicate time for the audience to vote. Announce "NOW" is the time to vote and give them time to do so.

☑ I VOTED!

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3
AFTER YOUR EVENT

Announce the winners of audience voting and post it online for everyone to see

Announce the winners, preferably during the event, so the audience can see their votes mattered!

Handout prizes to winners, such as ribbons or certificates, and announce winners in press releases. Winners should leave the event "honored" and able to display their prize or award at their place of business and across their online presence.

Step 1: "The winner of the people's choice awards is…

Use an awards ceremony to recognize the winners so your audience gets to see the winners. If possible hand out prizes or other awards to winners and provide them something to post/share across their online presence such as an image or logo specifying the award with your event's name. Have fun with the awards using catchy and cool names like "People's Favorite Band", "Best Darn Beer Award", "Most Stunning Performance as Voted by the People", etc.

Step 2: Recognize Sponsors

Give a special thanks to all sponsors supporting the vote. If a dedicated business sponsored the entire vote, include the sponsor's name in the award title such as "Jimmy J's Steakhouse Best Band." Let the audience know about any special deals from the sponsor that may be available in the "Deals Wallet" within the Boomerangcast app and encourage them to use the sponsor when in need of the goods or services your sponsor(s) provides.

Step 3: Celebrate the winners after the event!

✓ Honor winners after the event by posting their accomplishments to your event website, Facebook, Twitter, and other social sites.

✓ Encourage the contestants and winners to post their particiation and victory on their own social media sites and/or in their place of business.

✓ Provide the contestants a digital award with your event's name to help promote your next event when shared through your contestant and winner social presence. Create a digital "participant" badge and a "winners" badge.

✓ Issue press releases so local media can pick up the story creating further awareness around your event and recognizing winners.

And the Winner is…

Reach out to support@boomerangcast.com with any questions or comments!

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Additional TIPS:

✓ **Sponsors & Advertisers** – remember MAXIMIZING VOTING maximizes VALUE for your sponsors and advertisers.

✓ **Signage & Collateral** – check out the RESOURCES section on our community and conference page *(link below)* for Boomerangcast signage collateral for your websites, handouts, and banners for your event including:

- • **Boomerangcast logos**: small, large, transparent, and white background logos to use in your event or conference collateral.
- • **QR Code**: direct QR code image for your website, handouts and banners that takes people directly to the download page for the Boomerangcast mobile app.
- • **App store logos**: logos letting people know they can get the Boomerangcast app from the Apple App Store and the Google Play Store.
- • **Download instructions**: links to the app stores along with a sample instruction to search for the Boomerangcast app which can be used in your event or conference collateral.

http://www.boomerangcast.com/events-and-conferences.html

Download Instructions

Sample "Search & Download" Instructions:
Vote with the free BOOMERANGCAST mobile app! To download the app, go to your app store and search for "BOOMERANGCAST"

APPLE STORE – direct link to the Apple App Store for the Boomerangcast App
https://itunes.apple.com/us/app/boomerangcast/id987047983?mt=8

GOOGLE PLAY – direct link to the Google Play Store for the Boomerangcast App
https://play.google.com/store/apps/details?id=com.boomerangcast&hl=en

ONELINK – direct link to the appropriate app store. Clicking on this link from an iphone will direct to the Apple App Store. Clicking on this link from an Android device will direct to the Google Play Store.
http://onelink.to/myp4nb

QR code image files are on the events and conferences website