

MICE

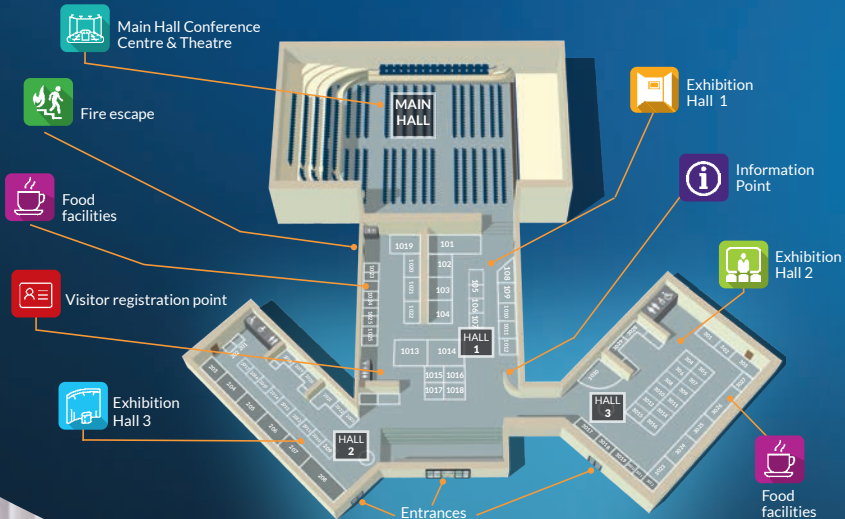
INCREASE COMPETITIVE ADVANTAGE AND BRAND AWARENESS.
CONNECT WITH DELEGATES AND BUILD LOYALTY.



HELPING THE MICE INDUSTRY BRING IT ALL TOGETHER

CONNECT WITH DELEGATES THROUGHOUT YOUR EVENT

CUSTOM BRANDED WITH YOUR LOGO AND COLOURS



HOW POPGUIDE WORKS

- Concept to delivery in 8 weeks.
- Full-service package, no setup costs.
- No charge for custom branded contents.
- Multi-language capability to your specification.
- Application based so no hardware required.
- Easy download for every delegate.
- 24/7 virtual support and maintenance.
- Simple back-of-house controls for easy updates.

YOUR BRAND. THEIR EXPERIENCE.

ORGANISER BENEFITS

- Cost-effectively connect with participants throughout your event.
- Your venues are navigable as 'Home' on city map.
- Improve participation by harnessing delegate smartphones.
- Schedules, meetings and floorplans always in visitors' pockets.
- Geo-tag your main venue, secondary venues and your sponsors.
- Get rich data on participants' behaviour and activity trends.
- Keep delegates connected with your brand after the event.
- Drive UGC via links to social media and review platforms.

DELEGATE BENEFITS

- Confidently navigate the event, its venues and host city.
- Easy to use with information in chosen language.
- Plot your hotel and other locations with drop-pins.
- Offline navigation so no roaming charges or 4G blackspots.
- Suggested free time points of interest and itineraries.
- App contents complement user 'contacts' and 'diary' functions.
- Permanent take home audio and rich contents as souvenir.



“ *Your visitors or participants will relish the extra attention you provide.* ”

IT'S SIMPLE!

STEP 1



Scan your QR code to download 'POPGuide' and install your chosen contents.

STEP 2



You are ready to go! Enjoy unlimited self-guided sightseeing and personalised experiences.



THE SMART SOLUTION FOR THE MICE SECTOR & DELEGATES

