



Getting Started Guide

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Event Information

Go to **Setup > Edit Event Info**

This is where you can edit the **event name**, **location** and **times**. You can also add a link to your **website**, and set the **visibility** of your event in the app's event list.

Don't forget to add your **Twitter hash tag** to bring Tweets about your event into the **Event Feed**.

Add a **description** about the event and also add the **email address** you would like your app invitations sent from.

When you have filled in all the required fields, click on **Save Changes** at the bottom of the screen.

We suggest adding all event information five weeks prior to your event.

[Click here for more information on Setting Up Your Event](#)

Image Assets

Go to **Setup > Image Assets > Event Icon & Poster**

You will need to add an **Event Icon** and **Event Poster**. The **Event Icon** is the image that appears in the list of events in the app. The **Event Poster** is what users will see when they first log in to the app.

The dimensions for the **Event Icon** are 120 x 120 pixels and for the **Event Poster** 640 x 744 pixels.

The maximum allowed file size is 1MB, and supported file types are: PNG, JPG, and JPEG. Images are required to be in a RGB colour space to display correctly in our apps. CMYK images will be automatically converted, however this can result in a slight colour shift. To avoid this consider converting CMYK images to RGB before uploading.

To add these images, click on **Select Image** and navigate to the location of your image on your computer, then click **Open**. Once you have added your images, click on **Save Changes** at the bottom of the screen.

[Click here for more information about Graphics](#)

Go to **Setup > Image Assets > Event Feed Banners**

You can add banners for your event and your sponsors. These will display within the content of your **Event Feed**. It's a great way to add value to your sponsorship packages.

Click on **Add New Banner**. Enter the **URL** that relates to the banner image you are adding. Click on **Select Image**, navigate to the location of your image on your computer, then click **Open**. After you have loaded your image, click on **Create Banner**.

[Click here for more information about Event Feed Banners](#)

It's a good idea to have all of your graphics finalized and loaded five weeks prior to your event.

Links & Documents

Go to **Setup > Links & Documents**

This is where you can provide links to websites and upload documents for the app users. To add links, select **Links**. Type in the link **name** EG: ShowGizmo then add the URL EG: <https://www.showgizmo.com>

To add documents, select **Documents**. Give the document a **name**, add a **synopsis** if you would like to provide more information about the document. Click on **Select File**, navigate to the location of your document on your computer, then click **Open**.

Click on **Upload** at the bottom of the screen when you are done.

[Click here for more information about Links & Documents](#)

App Settings

Go to **Setup > App Settings > Access Control**

This is where you can change the way users can access your event app.

Visibility

By default, events are displayed in the app's event list to ensure it's easy for attendees to join. If this setting is disabled, attendees will need to sign into an existing account or know the event's access code to join. Events are not shown in the event list until they are published.

Access Control

There are three levels of access you can set for your event.

1. Open access – this means that anyone can join the event once it has been published
2. Access code – you can create an access code and only people with this code or an existing registration to the event can join
3. Closed access – only people who have been pre-registered to the event can join

Reports & Lists in the Dashboard

You can control who has access to view people and reports in the Dashboard.

Event Participant Visibility in Apps

You can control which event participants are visible in the People view within the app. Only those you select here will be visible to your event participants.

Messaging

Choose whether you would like to allow **Public and Private Messaging** within the app.

Don't forget to click on **Update Event** once you have made your changes!

[Click here for more information about Access Control](#)

App Designer

Go to **Setup > App Settings > App Designer**

This is where you can customise features within the app. You can:

- Add new menu items
- Rename menu items
- Change the order of menu items
- Remove items from the menu
- Change the background and foreground colors

- Customise what is displayed in the toolbar
- Change the icon of a menu item
- Add a URL to the main menu

[Click here for more information about using App Designer to customise your app](#)

App Features

Go to **Setup > App Settings > Features**

Here you can enable or disable the following features in the app:

- Meeting requests
- Exhibitor categories
- Speaker ratings
- Session evaluations
- Read-only event feed
- Set event survey ratings range to 1-10
- Enable user information

User Information

This will appear in the main menu of the app. You can use this feature in one of three ways.

1. Display a URL, for example a link to your Live Poll results
2. Create an eTicket for each attendee
3. Add a unique document for each attendee EG: a travel itinerary

By default, this is set to option one. If you would like to use one of the other options, please contact support@showgizmo.com

Once you have made your selections, click on **Update Event** at the bottom of the screen.

[Click here for more information about Customising App Features](#)

Production Staff

You don't have to do all the data entry yourself. You can add as many Production Staff as you like to assist with your data entry!

Go to **Setup > Production Staff**

Just type in their **name** and **email address** then click on **Add**. Each person will receive an email inviting them to the Dashboard.

[Click here for more information about adding Production Staff](#)

Schedule

The **Schedule** is one of the features that gets the most attention in the ShowGizmo app! The first thing you need to do is set up some **Tracks** (also referred to as streams) to house the sessions.

A **Track** or Stream is a set of categories to sort your sessions. Set up your **tracks** before adding any **sessions**.

Once you have set up your **Tracks**, it's time to load your **Sessions**. We recommend using the **Import** feature to do this.

We suggest having your program loaded four weeks prior to your event.

[Click here for more information about the Schedule](#)

Import

Go to **Import > Delegates/Speakers/Sponsors/Exhibitors/Attendance Data/Sessions**

Another great feature in ShowGizmo is the **Import** feature. This allows you to quickly and easily load up data relating to the following:

- Attendees
- Speakers
- Exhibitors
- Attendance Data
- Sessions

All you need is a CSV file containing the data you wish to **import** and away you go. If you are using a registration system, you should be able to export all of this data. Each **Import** page provides a downloadable CSV template to make things easy for you. Your CSV file must be correctly formatted, so please ensure you use this template for your imports to ensure there are no errors.

Import Attendees, Speakers & Exhibitors

When importing, you will see an option to **Update existing attendees/exhibitors**. Tick this box if you would like to update any existing registrations from a new file. Click on **Select CSV file**, navigate to the location of your document on your computer, then click **Open**.

Once the file has loaded, click on **Review**, this will take you to a new page showing how many attendees will be imported and also show you if there are any errors in the data. Once you have reviewed this information and are happy to proceed, click on **Confirm Import**.

Don't forget – each import type has a different template, make sure you use the correct template for each import!

Import Attendance Data

If you already know what sessions attendees are going to, you can pre-load their program so they have a personalised schedule within the app.

Import Sessions

Before you can import sessions you must have the following information:

- Session name
- Start time – must be HH:MM, in 24 hour time EG: 17:00
- Start date – must be DD-MM-YY EG: 15-10-16
- End time – must be HH:MM
- End date – must be DD-MM-YY

[Click here for more information about Importing Data](#)

Invitations

Go to **Invitations** > **Attendees/Speakers/Exhibitors**

An awesome feature in the **Dashboard** is the Invitation feature. This allows you to create and send invitations to users and also keep track of who has logged in to the app. You can create separate invitations for:

- Attendees
- Speakers
- Sponsors & Exhibitors

This allows you to customise your invitation text for each group of invitations. You can create your own invitation by typing into the editor and clicking on **Save** at the bottom of the screen.

We've also provided some default invitation text to help you out. Click on **Preview** at the bottom of the screen so see what it looks like. You can also choose to append this default text to your own invitation, just tick the box next to **Append default invitation** text beneath the editor.

You'll see an option at the bottom called **Send Test Invitation**. Click on this and enter your email address, then click on **Deliver**. You will receive an email invitation so you can see what it looks like before you send it out.

When your attendees, speakers and exhibitors are loaded and you are ready to send your invitations, click on **Select Recipients**. On the next page you will see a list of attendees, speakers or exhibitors.

You can either **Select All**, or if this is not your first round invitation, you can select **Not Invited** or **Not Logged in**. Once you have made your selection, click on **Deliver Invitations** at the bottom of the screen and your invitations will be sent. This may take a few minutes to process.

We suggest sending invitations 2-3 weeks before your event.

[Click here for more information about invitations](#)

Print

Participant Badges

Go to **Print > Participant Badges**

ShowGizmo offers a simple name badging solution. Add a banner image that will appear at the top of each name badge. The image should be 480 x 48 pixels for optimum results and no larger than 1mb. Click on **Select Image** and navigate to the location of your image on your computer, then click **Open**.

After you have added your banner image, click on **Generate PDF** at the bottom of the screen and this will generate a file you can print.

If you would like to customise the name badges using another program, click on the **Export Data** tab at the top of the page, then click on **Generate Export**. This will produce a CSV file that you can use to merge the attendee data with another program, or even send this data to a third party to print.

Exhibitor QR Code Posters

Go to **Print > Exhibitor QR Code Posters**

If you have exhibitors at your event, these **posters** are used for **lead capture**. The exhibitor puts up the **poster** at their booth and the attendee scans the QR code using the **Scan** function in ShowGizmo. The exhibitor then becomes a **Favourite** of the attendee and the exhibitor will receive this attendees name and email address via **reports** in the Dashboard.

By default, the poster will be created with a ShowGizmo header. To customise the **poster** to match the brand of your event, we recommend adding a new image that will appear at the top of the poster.

The image needs to be 760 x 200 pixels and no greater than 1MB.

To add the image, click on **Select Image** and navigate to the location of your image on your computer, then click **Open**. When you are ready to create your posters, click on **Generate PDF** at the bottom of the screen.

[Click here for more information about Printing Badges and Exhibitor QR Code Posters](#)

Notifications

Go to > **Notifications**

When your attendees first download the app, they will be asked to accept or decline **Push Notifications**. This feature allows you to send out **Alerts** to everyone who has chosen to receive them.

You will need to ensure all of your attendees have been loaded into the app *before* you set up any notifications.

To set up **Push Notifications** select **Add a New Notification**. Give the notification a **Title**, schedule the **Delivery Date** and **Time**, enter your **Message** then select the name of the **Sender**. Once you have entered all the information, click on **Create Notification** at the bottom of the screen.

Add as many as you like!

[Click here for more information about Push Notifications](#)

Maps

Go to > **Maps**

You can load some maps into the app, for example a floor plan or an image of a Google map to help attendees find the venue.

The image should be at least 500 x 500 pixels and not larger than 3000 x 3000 pixels.

To add a new map, click on **Add a New Map**. Give your map a **name** EG: Floorplan. Click on **Select Image** and navigate to the location of your image on your computer, then click **Open**. Once your image has loaded, click on **Create Map** at the bottom of the page.

After you have added your map, you may wish to add pins to highlight certain locations. To do this Go to > **Maps** > click on **Options** for the map you wish to add the pins to and select **Edit**. Click on the **Marker**, **Rectangle** or **Freeform** tool and start marking your locations.

[Click here for more information about adding Maps](#)

Evaluations & Live Polling

Event Survey

Go to **Evaluations & Live Polling > Event Survey**

Use the **event survey** to gather audience responses from your event in real time. We recommend a maximum of 10 questions, however you can add as many as you like. Questions are answered by the attendees using a 1-5 rating, text response, yes or no or both rating and text.

To create a survey, click on **Add a New Question**. Type in the **Question**, a **Hint** (not mandatory) and select your **Answer Type** then click on **Save**.

A hint might be: 1.Poor 2.Fair 3.Good 4.Very Good 5.Excellent

Repeat the above steps for each question you would like to add.

Session Evaluations

Go to **Evaluations & Live Polling > Session Evaluations**

This feature works in the same way as the Event Survey feature, except the evaluation applies to sessions rather than the entire event.

To create a Session Evaluation, click on **Add a New Question**. Type in the **Question**, a **Hint** (not mandatory) and select your **Answer Type** then click on **Save**.

Repeat the above steps for each question you would like to add.

Live Polling

Go to **Evaluations & Live Polling > Live Polling**

This is an excellent tool to use to engage your audience and gather instant feedback from users. You can create a **poll** for each session and this can be accessed by users for the duration of the session and 90 minutes after the session ends.

The results are available live and can also be published for all to see. This is done using a unique web link that can be displayed on a presentation screen. You can display the results in a pie chart or a bar graph.

To add a new **Live Poll**, click on **Add a New Poll**. Give the poll a **name**, assign it to a **session**, upload an **image** if you like, then click on **Save**.

After you have created your **Poll**, click on **Options**, then select **Add/Edit Questions** to set up your Poll questions.

[Click here for more information about Evaluations & Live Polling](#)

Event Checklist

Task	Due Date	Completed
Add Event Info		
Upload Image Assets		
Import Attendees		
Import Speakers		
Import Attendance Data		
Import Sessions		
Invite Attendees		
Invite Speakers		
Invite Sponsors		
Print Name Badges		
Print Exhibitor QR Code Posters		
Set up Push Notifications		
Add Maps		
Set up Event Survey		
Set up Session Evaluations		
Set up Live Polls		

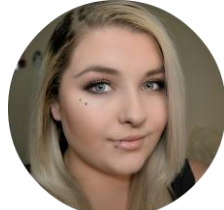
Support

Happy Apping!

Our Customer Success Team will be working with you to ensure your event is engaging, profitable and successful. If you have any questions, please feel free to contact us and one of our team will be in touch promptly.



Dott Nemeth
Head of Production
& Customer
Success



Ashlee Lethlean
Customer Success
Manager



Kait Brudinski
Customer Success
Manager



Amelia Cugley
Project &
Production
Assistant



Will Sullivan
Production
Assistant

Don't forget, we have a comprehensive [Knowledge Library](#) to help you get your event up and running as smoothly as possible. If you need one of the team's direct assistance, please email support@showgizmo.com

Be sure to connect with us to keep up to date with all of our latest news!



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