

A large crowd of people is seen from behind, looking towards a stage area. The scene is illuminated with blue light, and a shower of white confetti is falling from the top. The overall atmosphere is festive and energetic.

BOMA

Festival & Community Apps

BOMA

FESTIVAL & COMMUNITY APPS

Ethical digital applications to engage and enhance audience experiences, offering an independent alternative to dominant social media paradigms, respecting privacy and avoiding third party data harvesting.

Your app, your reputation ... build back better with Boma.

Get in touch

hello@boma.community

boma.community



CONTENTS

App Functions At A Glance	4
Introduction	5
Keep Your Audience & Community Engaged, Year Round	6
Simple Content Management System	7
On Site Live Event Companion	8-9
BOMA Ethics - Your Community, Your App, Your Choice	10
What's In The Pipeline	11
Join Us On A journey	12



Working with BOMA is an amazing, collaborative and fun experience - if we dream it up, they build it in! It's made my job easier in too many ways to count - and being able to reach our audience directly, for free, is an absolute game changer

- Becka Whiteley, Comms Manager,
Shambala Festival

Notifications

Video

CMS

Event Listings

Interactive GPS Map

Community Tokens

Live Event Companion

Engagement Stats

Feedback

Audio

News

Gallery





INTRODUCTION

BOMA has created the first independent, ethical app which welcomes your audience into a common space where they can commune, share and thrive together united by the shared experience of your events.

A state of the art, year round communication and engagement tool.

As well as everything you'd expect from a festival app we now have brand new, year round functionality which enables you to start building a relationship with your community straight away. Our communication and engagement tools are creatively configured specifically to meet your needs and the needs of your community.

Our team care about your audience as much as you do.

Unlike most off the shelf festival apps, we only gather anonymous data about your audience, and only with their consent. Most importantly your audience data belongs to you and you alone.

Your App, Your brand!

We work with you to add your bespoke design to the app.

On-site event companion for the festival and events industries.

Our best-in-class on site event app is ready and waiting for when you press GO on events again.

Your app, your data, your community, your world.

KEEP YOUR AUDIENCE & COMMUNITY ENGAGED, YEAR ROUND.



Unlimited free push notifications

- No more pricey newsletters. No more throwing budget at social media posts in an attempt to reach more than a tiny percentage of your followers. Send unlimited push notifications to your entire app audience, for free.
- Whether it's a ticket warning, line up announcements, or on-site crisis comms, BOMA lets you reach your audience, in real time, free of charge.



Feedback

- The app's private feedback function allows your audience to alert you, via a messaging function, to any issues privately and instantly, meaning complaints or grievances can be dealt with away from public channels.



News & info

- Publish news stories, blogs, updates & info
- Deliver them straight to your audience's phones
- Alert them with a notification.



Video

- Embed, archive and stream all your video content within the app, allowing your audience to dive in, anytime, anywhere.



Audio

- Livestream shows and archive tunes, sets and podcasts through the inbuilt audio player.
- Enjoy seamless, quality playback, even when using the phone for other functions or when it's in your pocket.



Gallery

- Publish your own images or photography and copy, or invite your audience to share their own, creating a visual community notice board.
- Set your own category tags, run campaigns and competitions and build a crowd-sourced scrap book of memories and moments.
- Fully filterable and with various moderation options available, so you can curate what makes the cut.



Engagement stats

- Use our anonymous, aggregated stats to keep tabs on which areas of your app are most popular, allowing you to see what's working and give your audience more of what they want!



Year round events listings

- Alongside the on site events scheduling function, our year round event listings allow you to build and curate a filterable calendar of events, both real world and 'virtual', that you'd like your audience to know about.
- Add descriptions, images, map locations, ticket links and live stream links.
- Invite your team and your audience to upload their own, creating a crowd-sourced calendar of events to keep your community coming together all year round.
- Various moderation options are available.

SIMPLE CONTENT MANAGEMENT SYSTEM

Anyone who's ever been tasked with collating and publishing line ups, running schedules and promo assets for a festival or large event will tell you it's a mammoth task. Our easy to use, intuitive system takes all the hard graft away.



Unlimited users

- Avoid Marketing Manager burn out and share the workload with the full team, empowering your bookers and programmers to upload their line ups, photography, biographies and running times directly.
- All you have to do is proofread, moderate and publish.



Stop workload duplication

- Got an act playing several sets across the weekend? Add them to your system once, and then add each performance in seconds, by selecting as many venues, start and end times as necessary.



Tag your acts

- Make your programme easily filterable by your audience, by adding multiple tags, from music genre to themes, age appropriate guidance etc.



Save time

- Our content management system exports from one single source to a variety of applications - be that your app, website or even into design software such as InDesign for a paper programme.
- This ensures consistency of information across all your programming output.



Bulk data import

- Our developers are on hand to integrate your content into a myriad of CMS scenarios.
- If you're happy with your current CMS system, our developers can integrate that into the app too!



ON SITE LIVE EVENT COMPANION

The original foundation of the app, ready and waiting for when you press GO on events again.

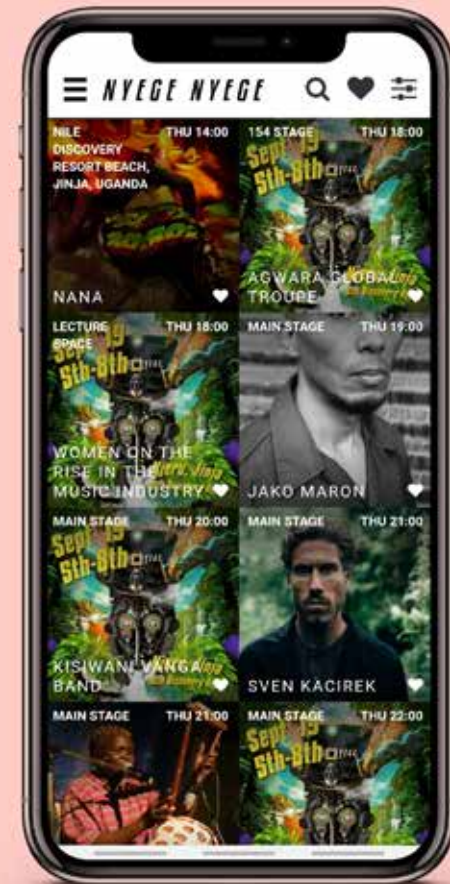
Host your full line up - Upload your entire full line up to the app, complete with act photography, descriptions and even teaser videos. Displayed in two formats - acts in alphabetical order and as a what's on guide, both with filterable options.

Update your line up in real time - Keep your audience abreast of delays or last minute line up changes - or announce a secret act in real time

Clashfinder view - Display your programme content in a timeline view and show users their schedule helping them make those tricky decisions on which act to catch.

Venue listings - Shine a spotlight on each venue through descriptions, photography, GPS locations and their individual line ups.

Favouriting/scheduling - Hearting a listing adds it to a user's personal schedule and reminds them 15 minutes before the act takes to the stage.





ON SITE LIVE EVENT COMPANION CONTINUED

Showcase your Food and Market Traders and Sponsors - Filter by menu item, dietary requirements, price, or whatever else is important to you.

Interactive GPS mapping - Make all venues, traders and key facilities easy for your audience to find using location services of where they are.

Live notifications - Send unlimited notifications to your audience throughout the show, from fun surprises to crisis comms

Live feedback reports - Allow your audience to contact you directly through the app, to report any issues direct, away from your public media channels.

The Community Token functionality also allows you to award infallible, digital badges to audience members who attend your live events. This is stored in the app's 'Token Wallet' feature.

YOUR COMMUNITY, YOUR APP, YOUR CHOICE

BOMA wants to help you build a stronger and more integrated community. This is a platform that can make a real contribution to a better world. That's not marketing fluff - it's the very core of what we do.

Our apps are built to be absolutely free of data harvesting or nefarious algorithms. Unlike most off the shelf festival apps, we do not mine or sell on your audience data.

We respect the privacy of app users and never ask users for personal information - no user registration, social connect or login.

Our cutting edge community token functionality acts as an anonymous personal ID making our apps completely GDPR compliant

Any data collected is anonymous and for your eyes only.



WHAT'S IN THE PIPELINE



Our team are continuously developing new app functionality to provide the best tools for event organisers and their audiences. We have a lot of updates up our sleeves for the future, such as:



Bespoke engagement stats and reporting

- Reporting tailored around what's most important to you.
- Collect anonymous data for the purposes of analytics e.g. reactive crowd management on site, based on event popularity.



Community token functionality

- Our existing token functionality is currently being developed further, for use in ticketing, in app purchasing (such as a merch shop) and a whole world of reward economy opportunities.
- These 'trusted ID' tokens are also being developed to allow you to offer different access or moderation levels for different sections of your community - be it core crew, artists or general public, all through the same app.
- Trusted IDs also enable you to offer discounted products and services for your audience through the app such as printed paper programmes.



In app messaging, forums and comments

- Enabling your audience to find their friends and communicate with each other directly through the app.



Live Stream Video

- Broadcast shows as they happen to your app audience

We are on a journey and we want you to join us. If you've got a bright idea for a new app feature, talk to us, we would love to build it for you!

Get in touch

hello@boma.community

boma.community