

Welcome to MGA!

– MGS SCALE ATTENDEE GUIDE –

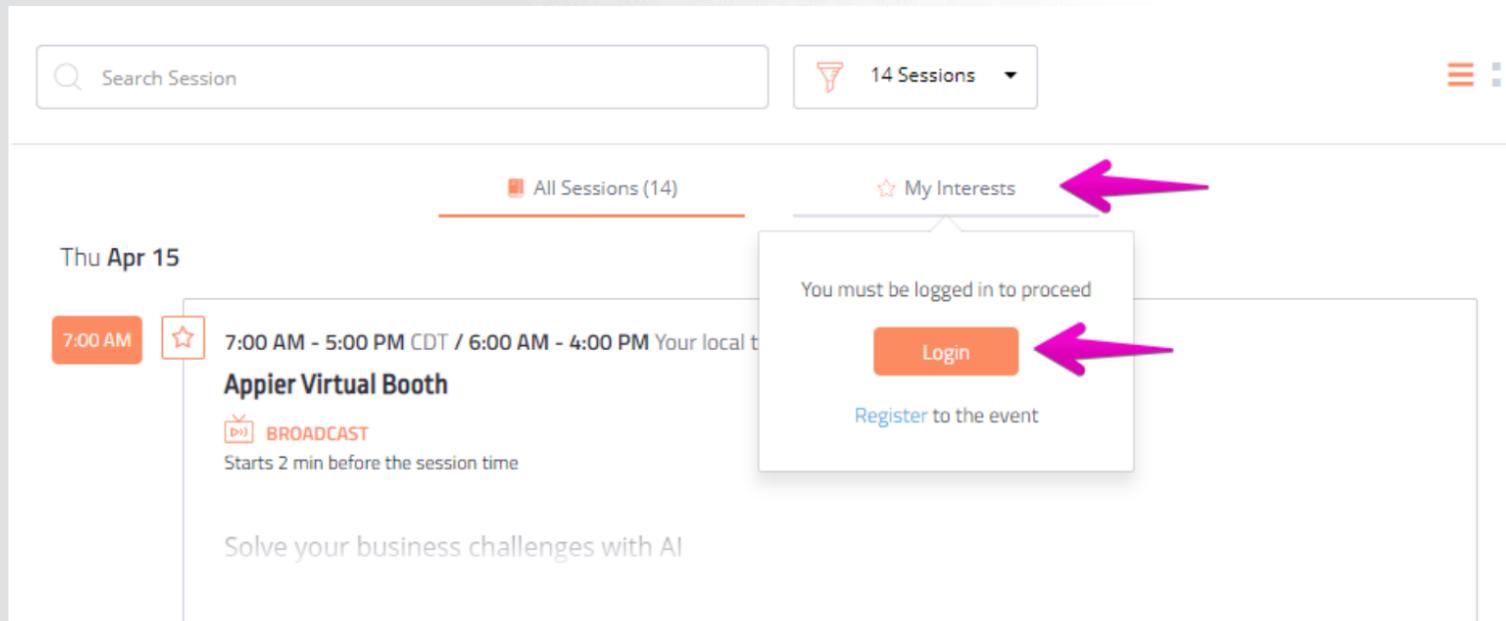
June 17, 2021
Online

Logging Into The Platform.....	Page 3
Using The Agenda.....	Page 4
Attending A Live Session.....	Page 5
Engagement Contest.....	Page 6
Connecting With Sponsors.....	Page 7
MGA Mobile Growth Community.....	Page 8
Watching Content On-Demand.....	Page 9
Leave Your Feedback.....	Page 10

Logging Into The Platform

To log into the event platform, please follow the steps below.

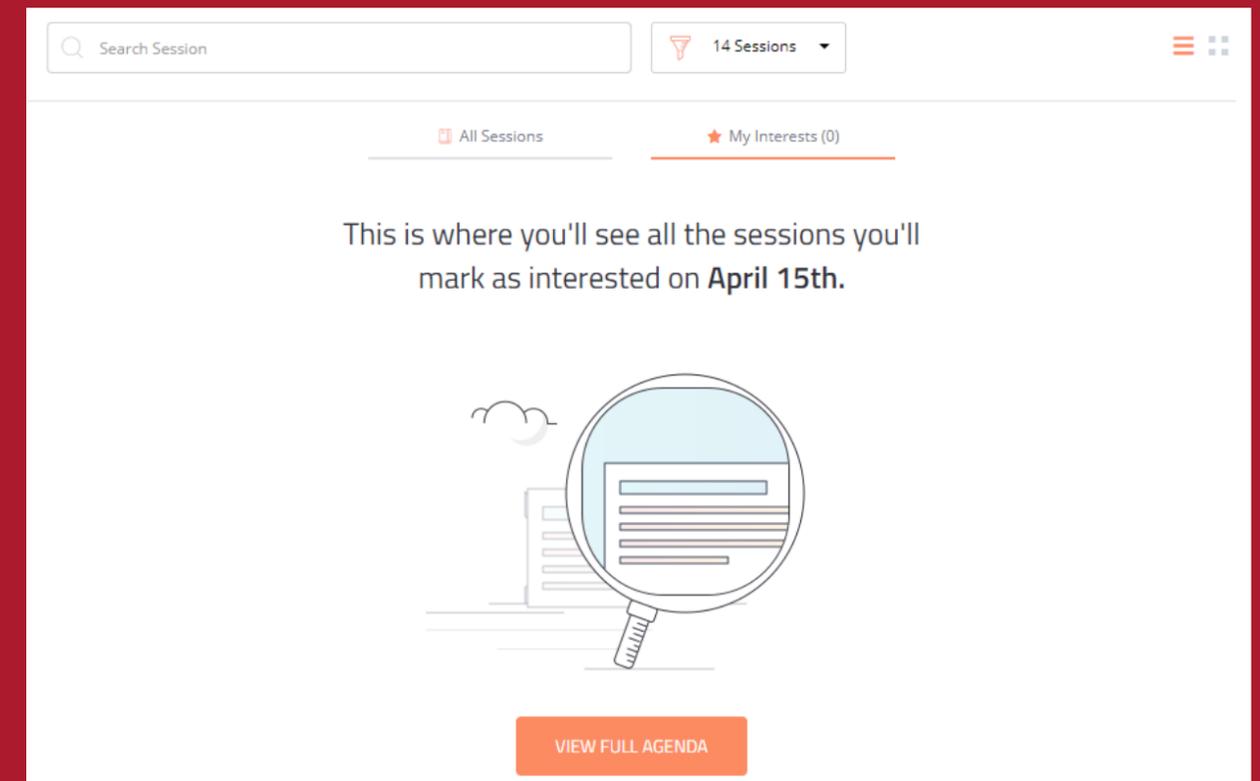
1. Go to <https://www.mobilegrowthassociation.com/platform/scale>
2. Go to the agenda and click “My Interests”. Then click “Login”.



3. Follow the prompts and enter the email you used to register for the show. You will be sent a verification email.
4. Click the button in the registration email and you'll be redirected back to the website fully logged in!

Already Logged In?

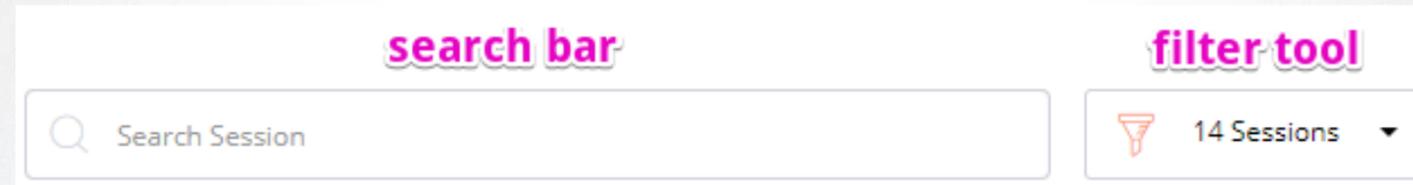
Once you're logged in for the first time, the “My Interests” section will look something like the image below. Any sessions you mark “interest” in will be shown in this pane. **(Learn more about that on the next page!)**



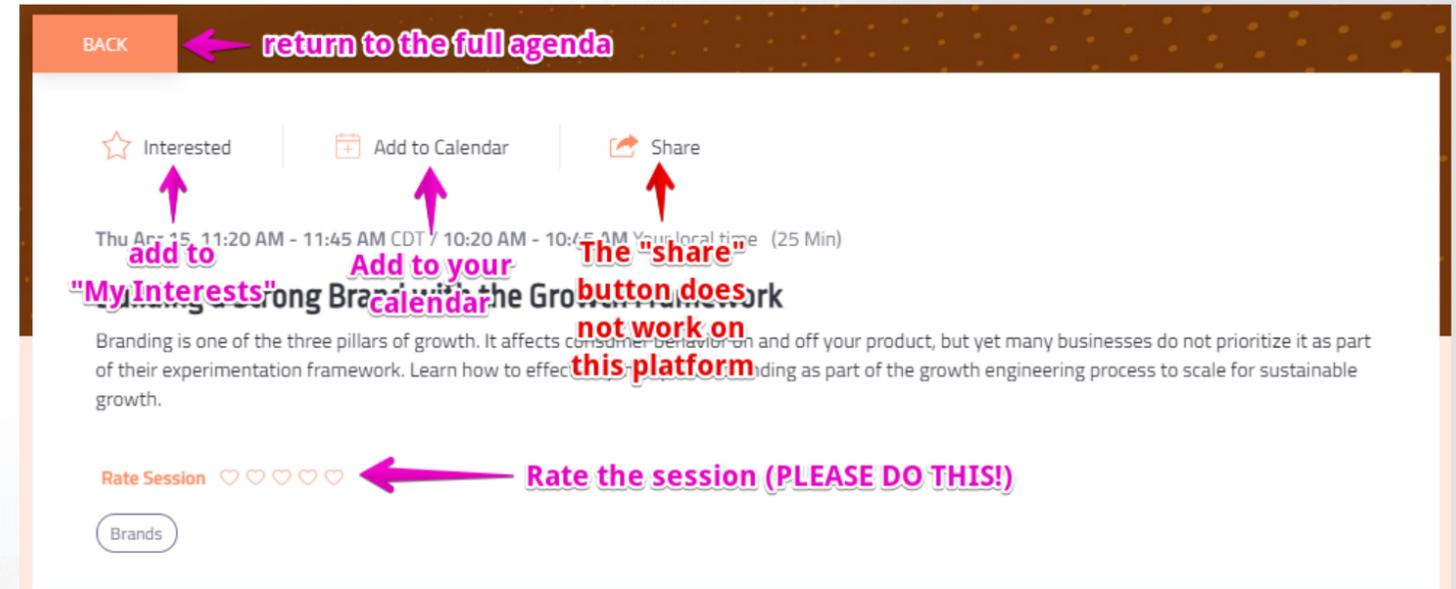
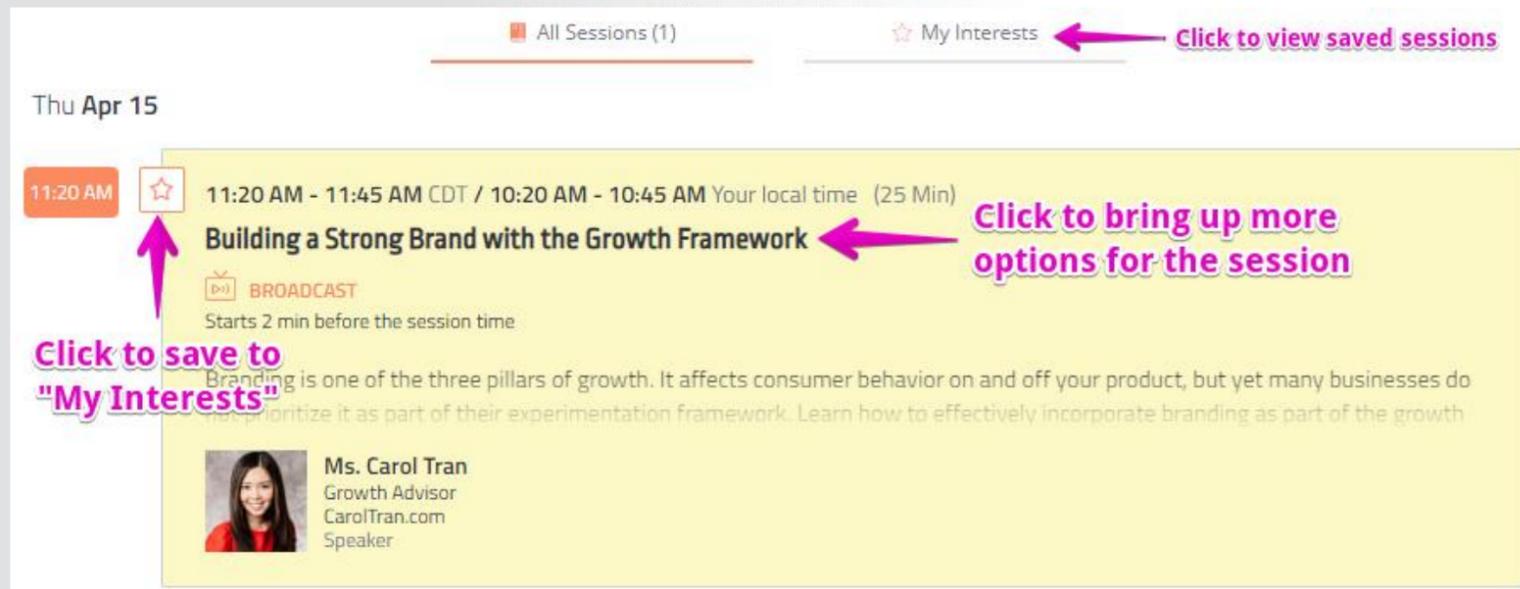
Using The Agenda

Once logged into the platform, use all the tools the agenda has to offer you to make the most of the event!

Use the search and filter tools to focus in on the content you're interested in. You can enter keywords, speaker names, companies, or really anything you want into the search bar to find relevant hits. The filter tool will allow you to filter by time range or track.



You can click the star on a session listing to save it to "My Interests" – which can always be accessed at the top of the agenda. You can also click the session title to access more session options or view the session (if it is currently live or on-demand). **We highly encourage you to rate the sessions and leave feedback!**



Need help? Contact support@mobilegrowthassociation.com!

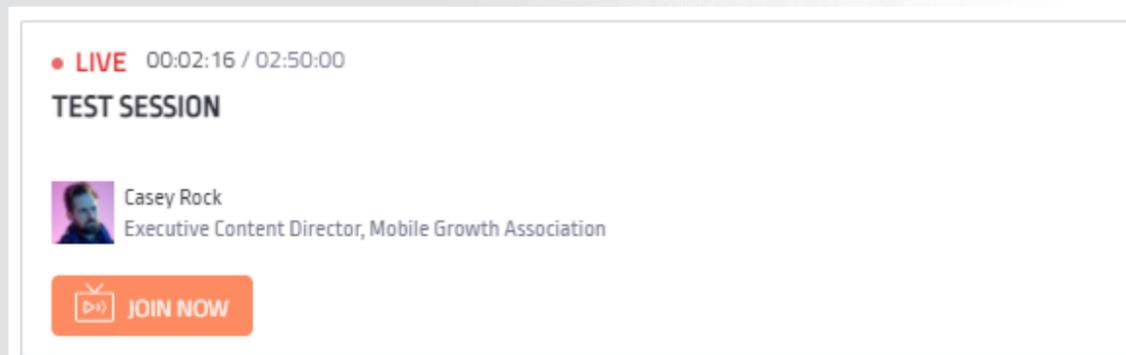
Attending A Live Session

We highly encourage our attendees to attend sessions live to get the most out of our event. This provides them with the opportunity to ask any questions they have directly to our speakers as well as engage with fellow attendees around the session topic. **We also reward those who view the most sessions and ask the most questions (see our Engagement Contest on the next page).**

To watch a session live, simply click the “Join Now” button on the session in the agenda.

To engage in Q&A, click the “?” icon in the chat pane inside a session and type your question.

What a live session looks like on the agenda

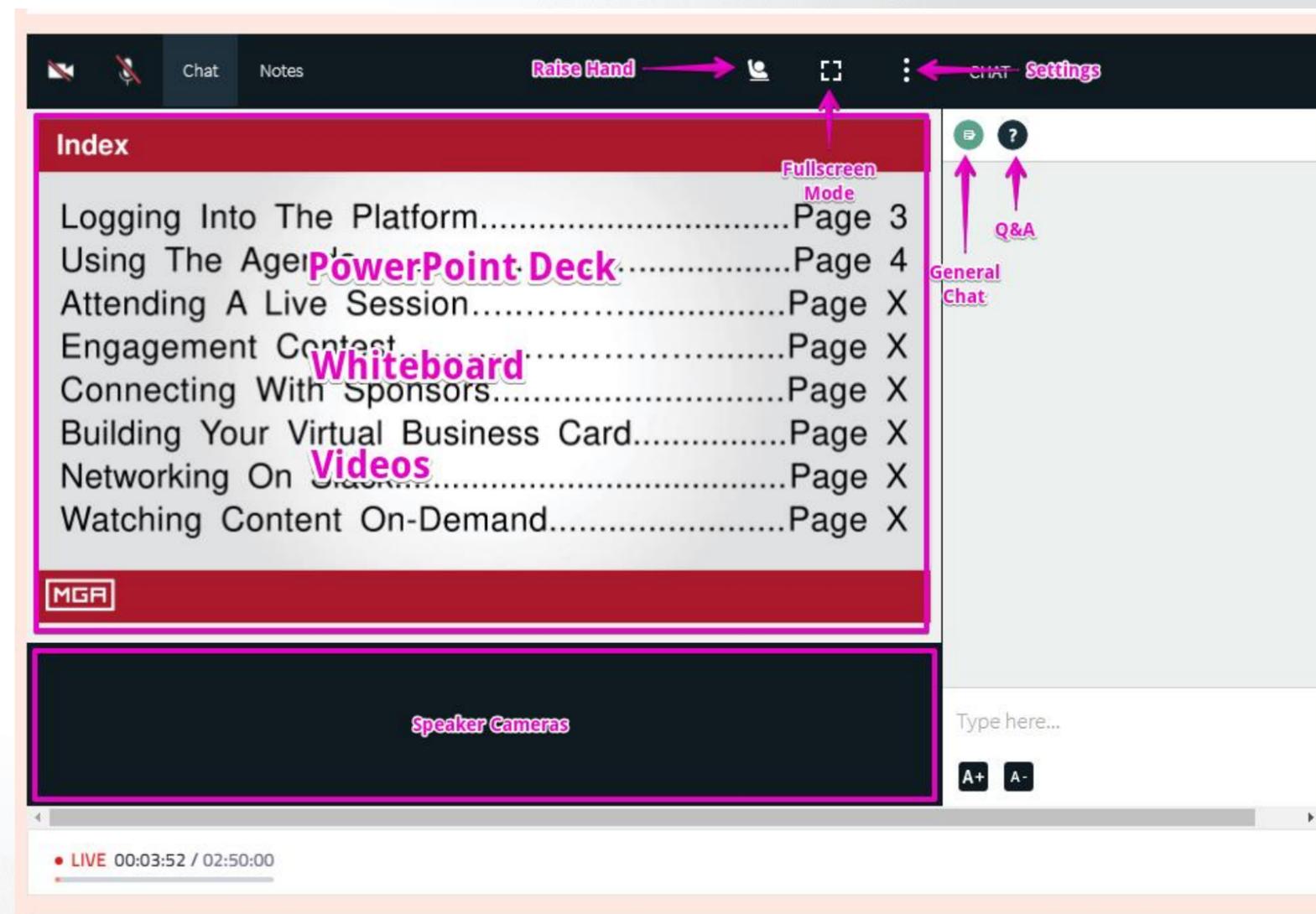


• LIVE 00:02:16 / 02:50:00
TEST SESSION

 Casey Rock
Executive Content Director, Mobile Growth Association

 JOIN NOW

Components of a live session



The screenshot shows a live session interface with several components highlighted by pink arrows and text:

- Index:** A table of contents for the session, including items like "Logging Into The Platform", "Using The Agenda", "Attending A Live Session", "Engagement Contest", "Connecting With Sponsors", "Building Your Virtual Business Card", "Networking On LinkedIn", and "Watching Content On-Demand".
- PowerPoint Deck:** A red box highlights the "Index" section, with a pink arrow pointing to the "Fullscreen Mode" icon in the top right corner.
- Whiteboard:** A red box highlights the "Index" section, with a pink arrow pointing to the "Q&A" icon in the chat pane.
- Videos:** A red box highlights the "Index" section, with a pink arrow pointing to the "General Chat" icon in the chat pane.
- Speaker Cameras:** A red box highlights the "Speaker Cameras" section at the bottom of the interface.

Other visible elements include a top navigation bar with "Chat", "Notes", "Raise Hand", and "Settings" buttons, and a chat pane on the right with a "Type here..." input field and "A+" and "A-" buttons.



Need help? Contact support@mobilegrowthassociation.com!

Engagement Contest

We want to reward those who attend the sessions live and engage with our speakers. To that end, we've built an engagement contest with two categories: The Watcher and The Ponderer. The Watcher category focuses on those who watch the most sessions live. The Ponderer focuses on those who ask the most questions.



The Watcher

- **First Place: \$100 Amazon Gift Card**
- **Second Place: \$50 Amazon Gift Card**
- **Third Place: \$25 Amazon Gift Card**

Watch and learn! These prizes will be awarded to the top three people who watch the most sessions live.

To qualify: At least seven sessions must each be watched 75% or more of the way through - including all sponsor sessions.



The Ponderer

- **First Place: \$100 Amazon Gift Card**
- **Second Place: \$50 Amazon Gift Card**
- **Third Place: \$25 Amazon Gift Card**

Ask those burning questions! These prizes will be awarded to the top three people who ask the most questions throughout the show.

To qualify: At least seven questions must be asked in seven different sessions - including all sponsor sessions.

Connecting With Sponsors

Not only are our sponsors valuable to MGA – they make our shows possible – but they offer products and services that are valuable to you and your company. We've provided two easy ways to connect with them!

Via The Event Platform

Simply go to the [Sponsors section](#) of our event platform and scroll down to the Sponsor Hall. Each sponsor has a virtual booth you can access to talk to them directly, check out their webpage, and more.

Via The Slack Workplace

Each sponsor also has their own Slack channel in our [Slack workspace](#)! Connect with sponsors directly in their channels – including with video calls (at the sponsor's discretion, of course). **Learn more about our Slack workspace on the next page!**

MGA Mobile Growth Community

The core mission of Mobile Growth Association is to help people and companies in the mobile space move forward by providing them with education and networking. The goal of the MGA Mobile Growth Community is the same. This is a place to converse on mobile growth topics, ask questions, seek help, provide answers, and share your own (educational and non-salesy) content. **There are two components to this community: A LinkedIn Group and a Slack workspace.**

LinkedIn Group

Use our LinkedIn group to professionally connect, share insights or shower thoughts, post your own original (and educational) content, ask questions, share job listings, or seek work.

[Join the group here!](#)

Slack Workspace

Go more granular with our Slack workspace. Contribute to topical rooms, chat with people one-on-one, make video calls and much more. Rooms include:

#business-development

#deal-making

#growth

#intros-and-chat

#job-board

#live-ops

#marketing

#meet-our-experts

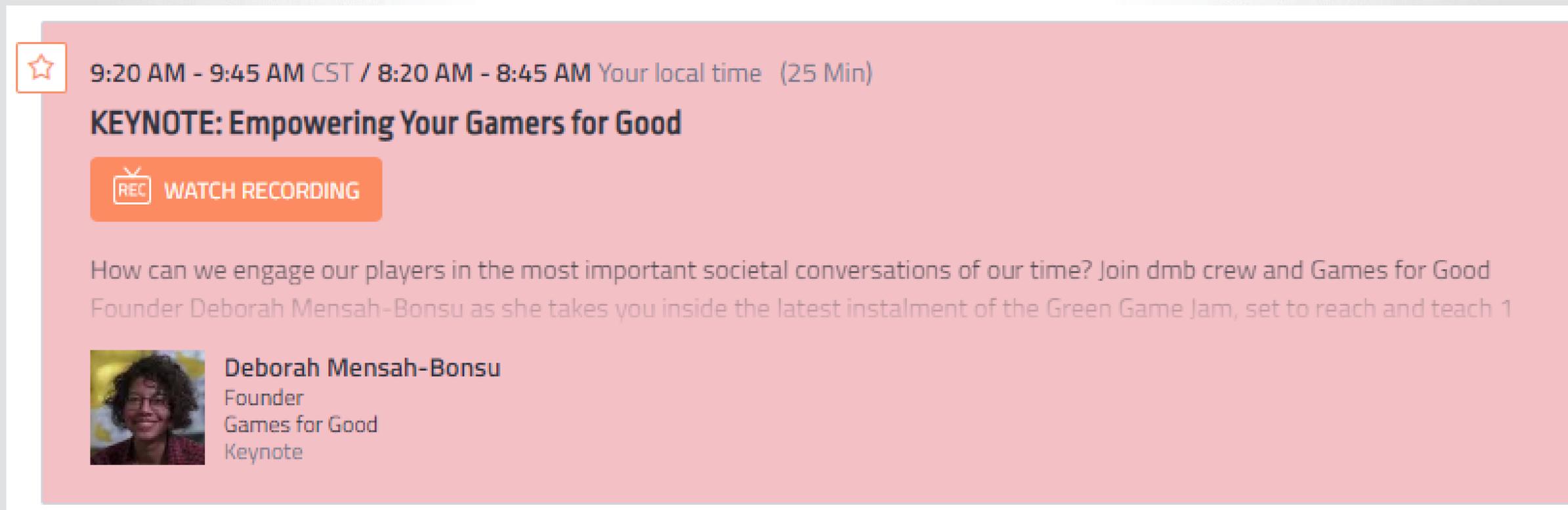
#product

[Join the workspace here!](#)

Watching Content On-Demand

We highly encourage you to attend our event live to take advantage of networking, speaker Q&A, our engagement contest, and more. However, content is available on-demand after the show as well (though we suggest using it more for review than in place of the event itself). To watch a session on-demand, simply go to the agenda and click “Watch Recording” on the session you’d like to view!

Don’t forget to rate the session and leave feedback once you’ve watched it!



The screenshot shows a recording card for a keynote session. At the top left is a star icon. The time is listed as 9:20 AM - 9:45 AM CST / 8:20 AM - 8:45 AM Your local time (25 Min). The title is 'KEYNOTE: Empowering Your Gamers for Good'. Below the title is an orange button with a 'REC' icon and the text 'WATCH RECORDING'. The description reads: 'How can we engage our players in the most important societal conversations of our time? Join dmb crew and Games for Good Founder Deborah Mensah-Bonsu as she takes you inside the latest instalment of the Green Game Jam, set to reach and teach 1'. At the bottom left is a small profile picture of Deborah Mensah-Bonsu, followed by her name and title: 'Deborah Mensah-Bonsu, Founder, Games for Good, Keynote'.

Leave Your Feedback

One of the most important things you can do as an attendee is to leave us feedback. There are a couple of easy ways to do this.

- 1. Rate our sessions.** This takes only a few seconds. You can also leave detailed feedback if you'd like. (See Page 4 for details.)
- 2. Take our Attendee Survey.** This takes 2-4 minutes. Simply click the "Survey" button at the top of the platform page or [click here](#).

Thank you for helping us make our events even better for you!



MOBILE GROWTH
ASSOCIATION

Thank You!

Contact information

Casey Rock
Executive Content Director
casey@mobilegrowthassociation.com