



event2mobile
mobilizing events



event2mobile is an industry-leading platform that allows event managers, organizers and venue owners to give attendees an unprecedented level of engagement and information through their mobile devices.

event2mobile is used by global media groups as well as private events of Fortune 2000 companies across APAC, Europe and North America.

www.event2mobile.com

CLIENTS



internet world

TFM&A

CommunicAsia

ad:tech



ELSEVIER



Freshfields Bruckhaus Deringer

event2mobile - a product of



WEB SPIDERS

empowering enterprise mobility
www.webspiders.com



event2mobile - Features

Brand event

Exhibitors, participants, seminar search

Conference schedule

Speaker profiles

Floor map

Advanced search

Calendar integration

Local weather/information

Integration with Google Maps

Global ad/app sponsorship spaces

Social media integration

Bookmark/Favorites

News and updates

Additional event information

App store upload service

Support for iOS, Android, BlackBerry, Windows Phone, Mobile Web

iPad support – fully optimized for enhanced real estate

Admin console

Multi-Events capability

Full Design Customization

Resource downloads

Push alerts

Survey module for Track-based and General surveys

Optional Add-on Modules

Real-Time Q&A and Polls

Simplifies audience participation, with polls and more engaging and relevant Q&As

Attendee Social Connect

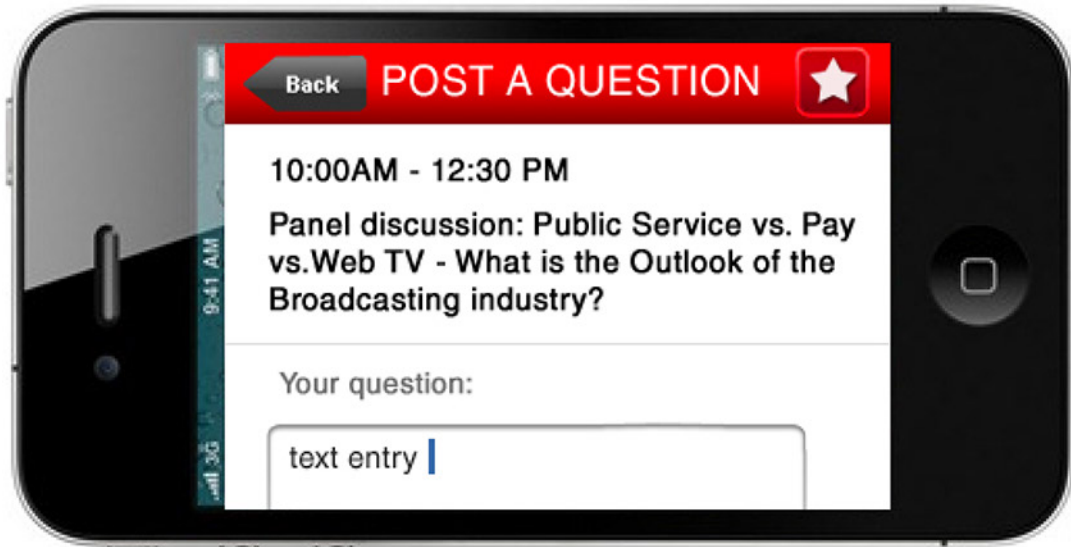
Attendee Profiles (subject to data availability) and Social Messaging in Groups

Exhibitor Lead Generation using QR Codes

Card Exchange and Lead capture through QR Codes; reports to exhibitors on brochure downloads by delegates

Real-Time Q&A and Polls

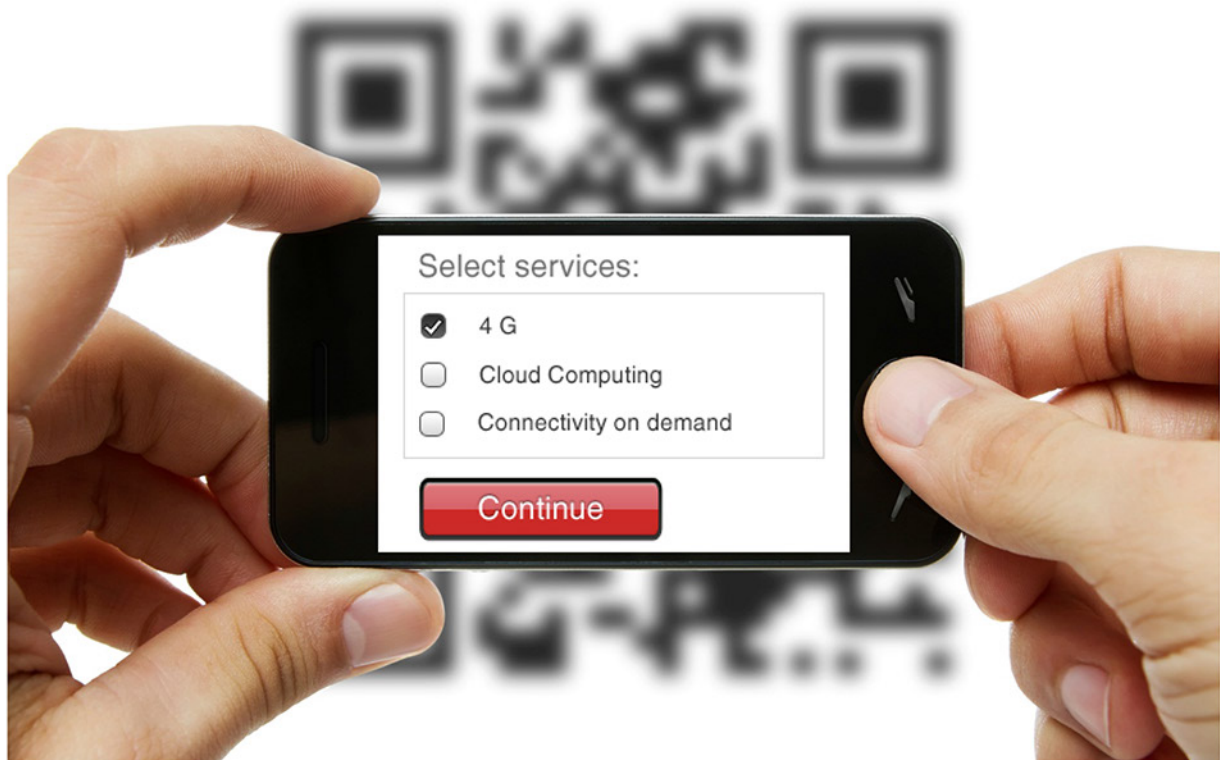
Simplifies audience participation, with polls and more engaging and relevant Q&As



Features	Presenter	Conference
Ask and Vote for Questions	✓	✓
Projector Screen	✓	✓
No. of Event Passcodes	Unlimited	Unlimited
Rooming (Multiple Sessions per Passcode)	—	Unlimited
SMS support	—	✓
Administrative Panel (Filter Questions)	—	✓
Moderator Screen	—	✓
Export Questions	—	PDF and Excel
Widget on Website	—	✓
Commenting	✓	✓
Social Sign-in	✓	✓
Starter Kit	✓	✓
Duration	One Day	One Day
Setup Fee	FREE	FREE
Price for First Event-day	FREE	PAID
Price for Subsequent Event-days	FREE	PAID
On-Site Technical Support (Optional)	PAID	PAID

Exhibitor Lead Generation using QR Codes

Card Exchange and Lead capture through QR Codes; reports to exhibitors on brochure downloads by delegates



In most exhibitions and trade shows, visitors exchange business cards, get some brochures and the exhibitor promises to be in touch. Sometimes this flow works, but often it doesn't.

The **ELG (Exhibitor Lead Generation)** module automates this process by allowing instant exchange of digital contact data through the QR code.

The exhibitor selects from a pre-uploaded list of services, and an email is sent to the visitor instantly with relevant brochures and video.

At the end of the day the exhibitor gets a report of all the leads captured and the event organiser gets to measure how many leads were generated at the event!

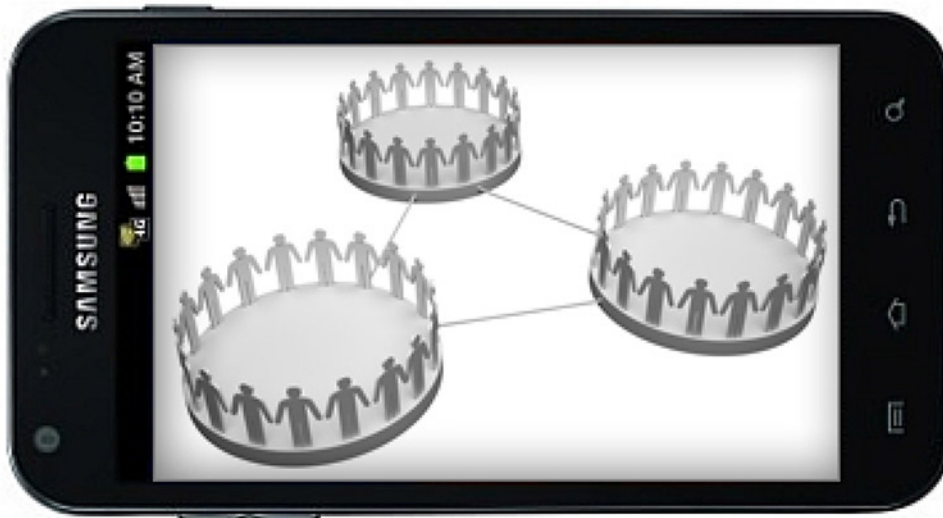
SDK for badge printing with QR codes, QR Code Reader and Card Exchange using QR Codes

QR Code replaces the traditional barcode on the badges and becomes the platform to enable:

- Access authentication through dedicated scanners or smartphone based scanners
- Provides custom info, like seating plan based on QR code data in each badge
- Enables automated data entry for surveys
- Provides the basic platform for including Exhibitor Lead Generation and custom Augmented Reality modules
- Allows attendees to exchange "m-cards" using their mobile devices

Attendee Social Connect

Attendee Profiles (subject to data availability) and Social Messaging in Groups



The Social Connect feature provides the most-sought after objective of any event, i.e., to network and make new connections.

Social Connect features:

1. Check in to an event
2. Create a profile
3. Connect profile with LinkedIn, Facebook and Twitter
4. View all other attendees
5. View brief profile (before connecting)
6. View detailed profile after connecting
7. Connect with other attendees through Event2Mobile social connect, email, messages, LinkedIn, Facebook, Twitter
8. Set up meetings (Send/accept meeting requests)
9. View meetings (Personal event calendar)
10. Check in to a session
11. View all other session attendees
12. Rate and Review a session (post feedback)
13. Create a discussion/forum within an event or a session
14. Add interests (session-wise interest assessment)
15. Add "Can Help" with topics (e.g., mobile development, web development)
16. Social activity meter (Attendees social activity on the app can be measured)
17. Social points (Users may be awarded points as per their social activity)
18. Most Social users (the most active users will be highlighted in the user list as top users)

The Social Connect feature can integrate with existing backend CRM databases and APIs.

Event2mobile for Venues

Features and Benefits for venues offering event2mobile as a solution to event organizers



Features:

1. Offer Event2Mobile as a value added offering to Event Organisers
2. Event2mobile can be closely associated with Wi-Fi offering - Both as Mobile Web and Phone Apps
3. Have a Venue-branded app, where all events get listed. This allows attendees to have one app to view all current and forthcoming events
4. Events can be Open, Private or Paid with payment gateway integration
5. Venue Owner gets a web admin panel to add/modify event data and send push alerts. They can also create Organiser Users who can directly manage their events
6. Venue Owner constantly builds up attendee database on opt-in basis. Visitors and attendees benefit from app re-use rather than downloading a new app for every event
7. Venue Owner benefits from data analytics with overview on how successful events have been, with full visibility

Benefits:

1. Increase visitor analytics
2. Provide value-added differentiator to organisers looking at hiring the venue
3. Promotion of Venue Services and Amenities e.g., Restaurants, Banquet Services, Galleries, Accommodation (for Hotels)
4. Increase Brand value with venue-branded app
5. Added advantage over competitors, by providing extra value to Event Organisers

event2mobile - App Screenshots

