# EVENT BUILDER BY VENUIQ

Create and manage your affordable
event app in any browser

THE READY-TO-GO MANAGEMENT SOLUTION FOR YOUR EVENT

Create powerful native apps for your events. Build a programme of sessions and speakers then customise with your own branding. Enhance your events with tracking, heat mapping, seminars, social, event registration forms and pages, gamification and more.
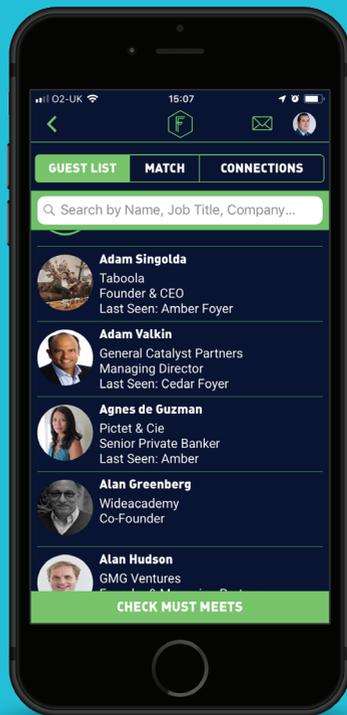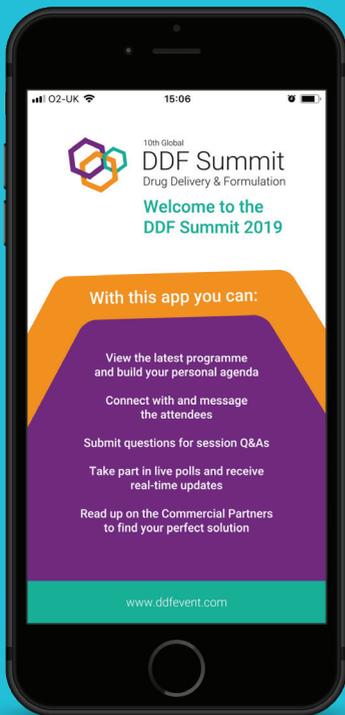
EVENT INFORMATION

Include everything your guests need to know about your event, from what's on to where.

Speaker Profiles
Showcase the talent at your event with profiles that users can share, favourite and use to send messages to the speaker.

Sponsor Profiles
Support and publicise your event sponsors by creating sponsor profiles.

Exhibitor Profiles
Promote the exhibitors at the event in your app with customisable exhibitor pages.

Venue Map
Upload a floorplan of your event to let guests guide themselves.
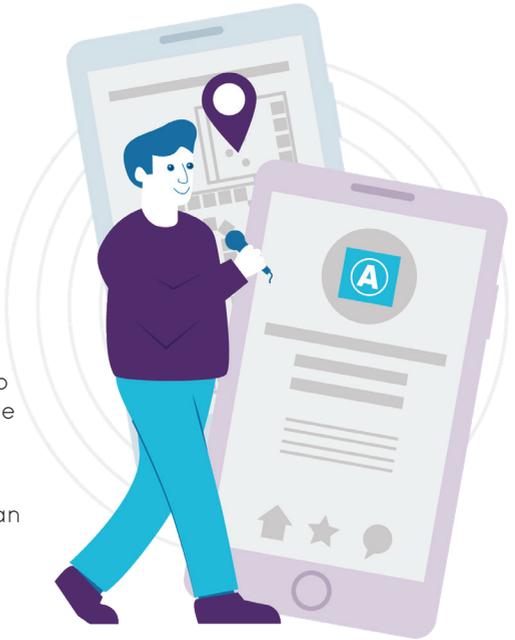
EVENT PROGRAMME

Customise the event to each attendee with personalised calendars, session bookings, and more.

Sessions
Ensure guests know what's happening and where with our powerful event programme tools and features.

Personalised Agenda
Let guests build up a calendar of activities for your event by choosing from your programme of activities.

Calendar Sync
Synchronise personalised events with a calendar.
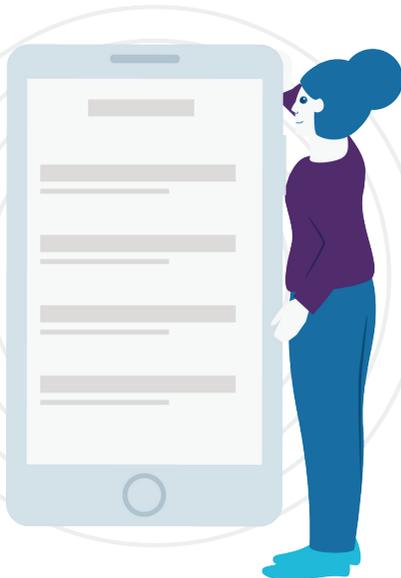
EVENT INTERACTIVITY

Take your event to the next level with awesome interactive options built into your app.

Networking
Guests can use the app to find contacts, develop new relationships and even arrange to meet at your event.

Q&A and Polling
Ask questions of key speakers from within the app or create a poll for guests to vote on.

Social
Add your hashtags and key words to follow and display a social media feed within the app.

Games
Create a scavenger hunt to entertain guests and promote specific points of interest.
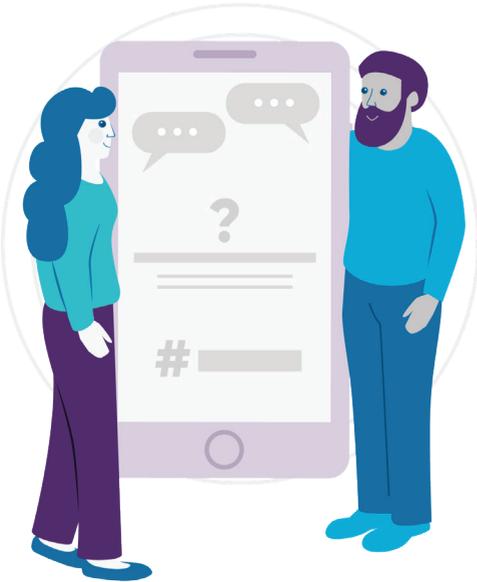
CASE STUDY: TIAFT VIA CLEARWATER EVENTS

Clearwater Events became a VenuIQ agency partner in late 2018. They were keen to use our technology in mobile apps and Bluetooth tracking as a part of the value proposition they could bring to their clients, including The International Association for Forensic Toxicologists (TIAFT).

We developed an app that flexed to the complex academic and social programme that TIAFT had on offer. In addition, our abstract & ePoster platform linked with Clearwater's presentation screens to give users an easy and seamless presentation option.

Key Numbers:
500+ app Users | Almost 2,000 chat dialogues
75%+ Adoption Rate | 280 Abstracts with respective ePosters
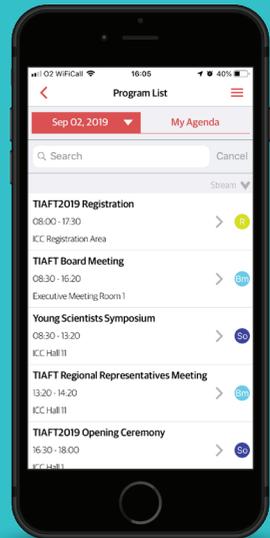
FOCUS ON: Event App Gamification

Adding games to your event is an excellent added engagement tool. Games can include quizzes and treasure or scavenger hunts.

Gamification incentivises your event attendees and makes them an active part of your event, meeting or conference.

You can use games to encourage exploration of a venue, promote key exhibitor stands, meet new people, break the ice by forming teams, or set tasks to encourage learning. Games create an extra level of appeal to your event by breaking up the day and adding another must-do part. And it doesn't hurt if you add prizes to appeal to those who love winning things.

Benefits of gamifying your event:

- Create a memorable experience for guests
- Increase usage of your event app
- Increase event engagement by all including exhibitors, speakers, and guests
- Incentivise attendees to visit certain exhibitors, attend speaker or workshop sessions and connect with sponsors to help drive traffic to those all-important areas.
- Increase in social postings from exhibitors, attendees and opportunities for you to create a buzz around your event. Use a hashtag to encourage all attendees and exhibitors to join in.
- Surveys and Quizzes in your event app can also test knowledge of the content your speakers provide in their seminars.

CASE STUDY: MARK ALLEN GROUP

The Confex portfolio inside of Mark Allen Group (MAG) targets the Director-level and above in some of the core industries that make up how we live our day-to-day lives!

Their multi-streamed agenda is packed with house-hold names and gives attendees REAL takeaways and contacts to implement greener, more efficient processes internally. Each industry event represents an engaged community with one goal in mind, self-improvement.

Helping to implement these processes is a hand-picked group of solution providers that use the summits to find engaged decision makers in their buying process and actively looking for their services.

The aim

Increase user engagement, improve networking and enhance learning at events.

The team at MAG had used their fair share of app providers in the market, with varying results, but none delivered the engagement or provided the customer support that MAG needed.

The app had to be specific to MAG but transferable across industries including; manufacturing, food safety, packaging, supply chain strategies, drug delivery & formulation and more.

The results

VenuIQ developed a scalable and transferable app template. We focused on MAG's two core event values by sculpting three menu tabs, including; agenda, attendee list, and sponsor list. These three pillars housed all of the core and extra features needed to hit MAG's objective.

Our easy to use dashboard and live link to their delegate registration made for an easy to populate app. The autonomous nature of the app meant the audience could manage their own time at the event with the added bonus of reducing the work for the MAG team.

Minor branding changes kept the app relevant to each event brand, whlist keeping the core capabilites that MAG required.

Key Numbers:

Downloads: 1,525

Users: 1,413

Two Way Dialogues: 2,455

Questions Asked: 384

INVITES & REGISTRATION
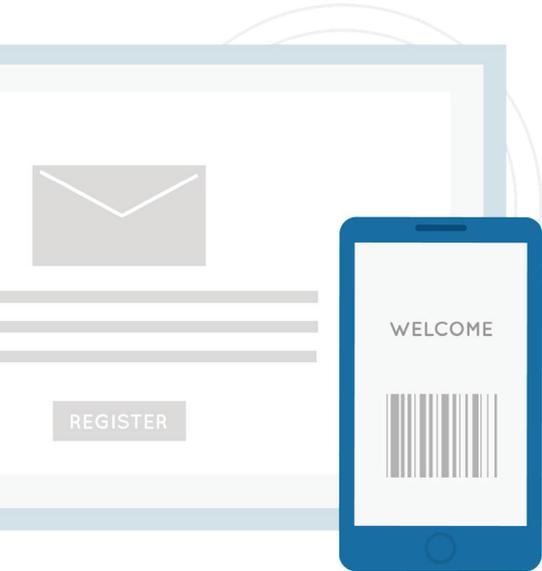
Manage your event registrations and ticketing through the VenuIQ portal so they run smoothly and efficiently.

Registration
Embed a registration form on your website or create a unique microsite for your event.

Forms
Build an online registration form to let guests book their attendance.

Emails
Create customised emails to confirm attendees bookings at your event.

Ticketing
Create digital ticketing for your event and check guests in when they arrive.

FOCUS ON: Automatic check-in

With VenuIQ's check-in system, you can allow your guests to check themselves in to your venue.

The benefits flow from automatic check-in:

- speed up queues
- operate VIP meet and greet when guests arrive
- automatically notify venue manager when and where visitors are
- ensure guests are using your app and gain additional benefits from that

- promote specific items of the week or event
- upsell opportunities when key guests arrive
- manage flow and capacity in a venue by placing guests in specific areas
- operate membership tiers and benefit from pricing mechanisms

TRACKING

Our industry leading tracking tools will revolutionise your event. Adding memorable features for your guests as well as giving you useful information.
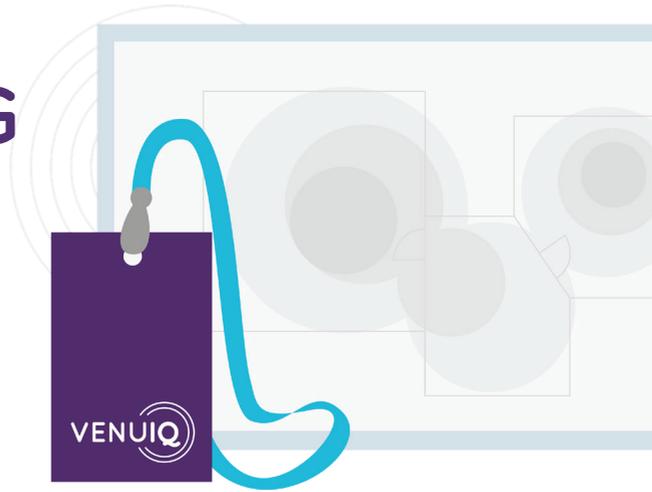
Beacons

Use card beacon badges to enable tracking of guests, automated check-in, and proximity alerts.

Heatmaps

Find out where the traffic at your event is with our graphical heatmap.

Who's Here

Let guests confirm their event attendance and broadcast their availability for meetings on site.

FOCUS ON: Proximity alerts

With VenuIQ's proximity alerts, your app can message people automatically as they move within your venue.

Proximity alerts can be set up to:

- Alert guests to the quickest and smallest queues for food, drinks and bathrooms.

- Manage customer traffic flow so that every asset is operating at a peak level. eg. if the downstairs bar in your theatre is full, alert some guests to use alternative bars.

- Prevent overcrowding situations with accurate numbers of guests in each room.

- Upsell sessions, tours and more to guests if they've lingered in a particular area, room or stand

- Promote specific items of the week or event via the app

- Push relevant information about an exhibitor and/or session when a customer moves near to it.

Discover more

Ocean Depth by Vincent Costa

1936, Acrylic on canvas

The deep blue swirls in this piece are inspired by the ocean Costa grew up next to. It is a theme he returns to time again over his career.
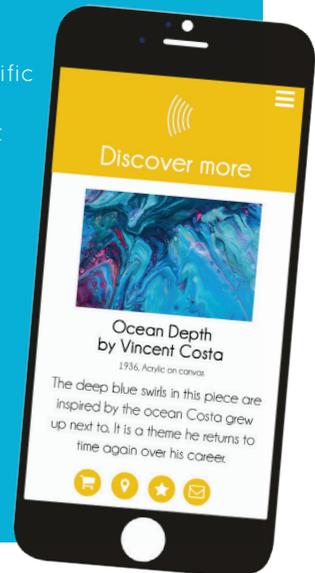
FOCUS ON: Smart Tracking

The VenuIQ beacon is your attendee's digital identity during an event. This small passive wearable device connects to gateway points placed around your venue via Bluetooth, reporting back to a central location via wi-fi. Beacons let event organisers monitor busy venues, track individuals, and accurately measure event attendance.

The VenuIQ beacon enables attendees to check into meetings, sessions and events, network with other guests, trigger action points in specific locations throughout a venue, while also removing the hassle of scanning badges.

The beacon captures valuable data that can be used to personalise the event experience for every attendee.

Why add smart tracking to your event?

- Guests with access to a session can auto check-in and out without the hassle of swiping badges. As an organiser, you'll know exactly how many people attended each individual session.

- With every interaction monitored, attendees can record who they met, the sessions they attended, and what exhibitors they visited.

- Your event attendees data can be used to measure the success of individual sessions, prevent overcrowding, and provide added value to exhibitors and sponsors.

  - Event participants can exchange contact information quickly and easily. When combined with our sophisticated in-app AI match-making facility which suggests useful contacts, attendees can ensure they make the most of networking opportunities.
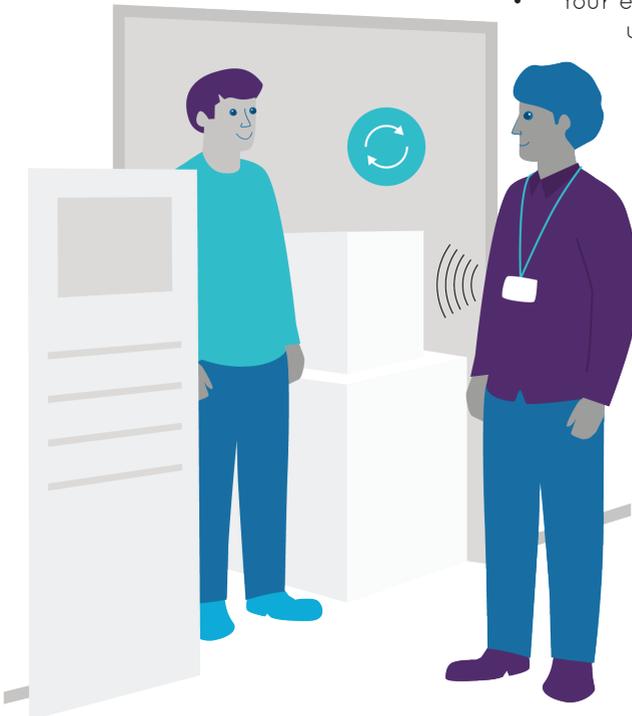
AMAZING MANAGEMENT & CUSTOMISATION OPTIONS

Our backend tools allow you to manage your app with ease and customise the look to your brand. Plus if you need a totally bespoke design we can help with that too.

Push Notifications
Push out messages to your event app users alerting them to next events or upcoming activities.

Document Library
Store documents relating to your event and allow guests to read or download them.

Analytics
Add reporting facilities to analyse the information coming from your attendees.

Branded App
Add a logo, splash screen and background image to our standard event app.

Bespoke Design
Create an event app and online portal in your own unique design – including custom features.

FEATURE PACKAGES DESIGNED TO GIVE YOU ULTIMATE FLEXIBILITY

Our range of packages give you control of how much you spend, how much support you need and the number of features required for your app.

Whether you need a fully custom, feature rich app or something simple in a hurry there's a package for you.

Starter

Simple brochure style app perfect for a single event, conference or exhibition.

- Quick and Easy
- Speaker, Sponsor and Exhibitor Profiles
- Personalised Agenda
- Session Info, Ratings and Scheduler
- Branded Design
- iOS and Android
- Venue Map
- Online Management Portal and Reports
- Invite Management

Out of The Box

Includes all of Starter plus social, chat, Q&A, notifications, polling and gamification to increase engagement at your event.

- Attendee Profiles
- In-app chat
- Social Media Feed
- Personal Agenda
- Calendar Sync
- Agenda Streams
- Q&As, Polling and Surveys
- Push Notifications
- Secure Storage
- Attendee Categories
- Document Library

Made to Measure

Boost Starter and OOTB packages with optional extra features such as additional support services, card beacons, ticketing and analytics.

- Live Bluetooth Tracking
- Card Beacon Badges
- Ticketing and Delegate Check-in
- Heat Mapping and Analytics
- On-site Support
- Bespoke Design
- AI Matchmaking
- Live links to External Software

EVENT BUILDER BY

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ENTERPRISE BUILDER BY

VENUIQ

Top of the line app solutions for enterprises. Our experienced designers and developers create a bespoke app for your business which you manage in your own portal. Corporate directory, chat, internal events, press releases, and more at your fingertips.

MEMBERSHIP BUILDER BY

VENUIQ

Industry leading solutions for membership based organisations. Run your application process, membership directory, news services, internal chat, social feeds and more. Give your organisation a branded boost with an always on mobile app solution.

venu-iq.com