MEA Mobile Event App
by plazz AG

Welcome
To the plazz AG Showcase

Hybrid Event App Platform

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Live Stream

Video Conferencing

MEA
LIVE - VIRTUAL - HYBRID
Mobile Event App
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MOBILE EVENT APP PRODUCT PRESENTATION

The app for modern event organization

Including attendee management, interaction & networking features and more.
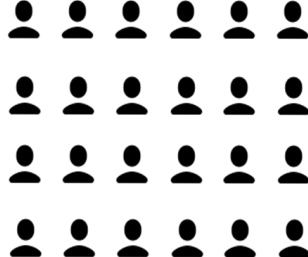
ABOUT PLAZZ AG

> Over 250 B2B customers
>> RV with 14 DAX companies
>> e.g. Volkswagen, Infineon, Deutsche Telekom & SAP

> Agile development since 2010
>> High standards for UI/UX
>> Flexible & cost effective
>> DSGVO compliant

> Climate neutral & ISO certified

With the Mobile Event App and its product family, plazz AG develops holistically integrated SaaS solutions for any kind of **events (live, hybrid and virtual)** and communities such as **employee applications**.
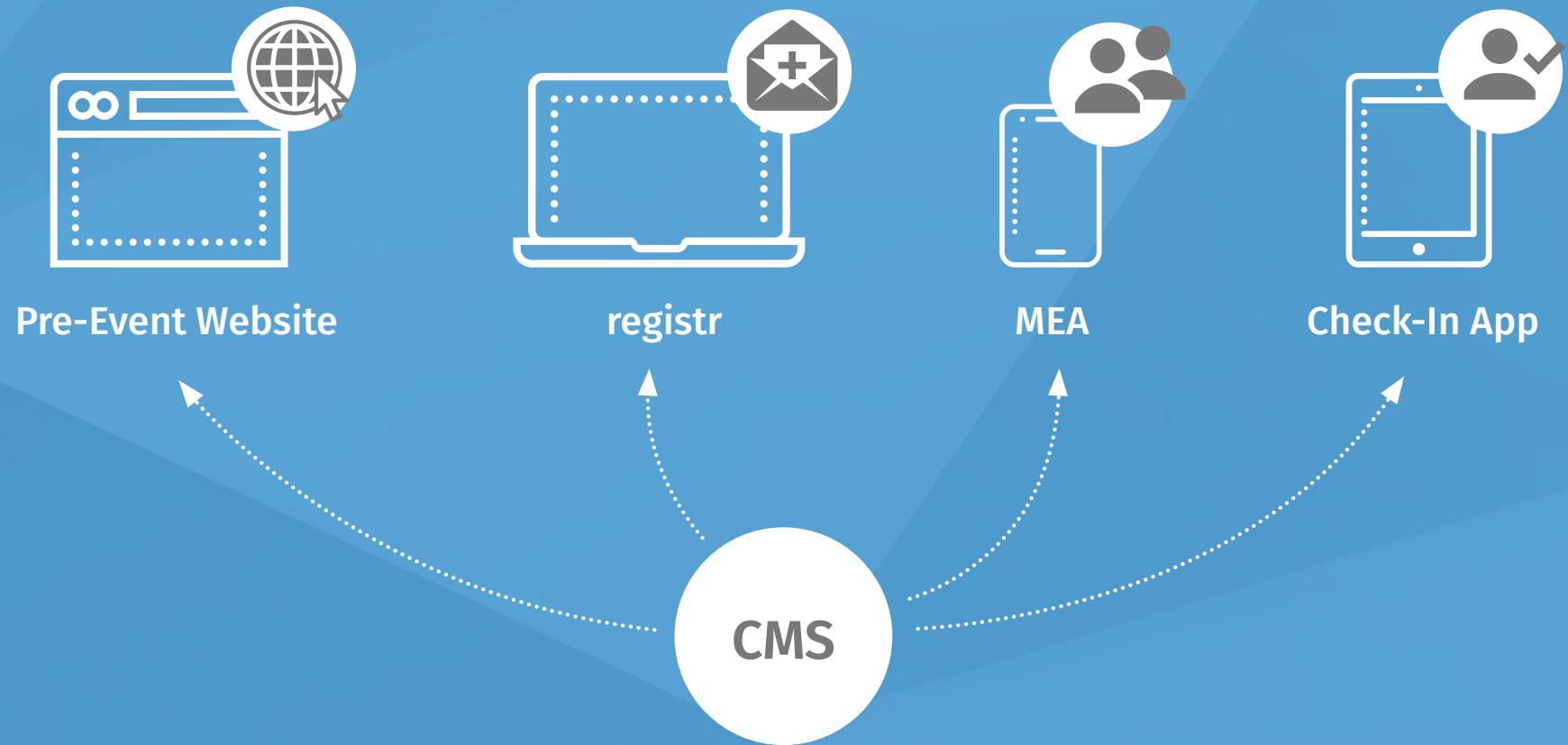
TÜVRheinland®
ZERTIFIZIERT

Management System
ISO/IEC 27001:2013

www.tuv.com
ID 9000019256

Carbon neutral
Company
ClimatePartner.com/17799-2206-1001

PLAZZ

2 Offices
Erfurt **&**
Munich

50+
Employees

>1000
SUCCESSFUL EVENTS
Domestic
Abroad

Pre-Event Website   **registr**   **MEA**   **Check-In App**

CMS

The plazz AG Product Suite

This product presentation will mainly focus on the **Mobile Event App** and its features. Aside from our event app we also offer a broad range of powerful accompanying solutions.

On our **Pre-Event Website** your participants can find out more about your upcoming agenda, location and other useful information before the event has even started.

In connection to this website, our attendee registration solution, **registr,** can also be integrated. People interested in your event will be able to sign up and also get access to the event app, if it's already live.

On-site our **Check-in App** will take care of a fast and uncomplicated admission process. Furthermore, our live badge print via app will equip your attendees with an individual event badge right away.

ENABLE DIGITALIZATION

The Mobile Event App is the perfect companion app for your event. As a **content and communication platform** it focuses all relevant content for your attendees and distributes it in an appealing and modern look.

Our building blocks system provides you with a **flexible and easy** solution which will enable you to quickly react to changes while still offering a uniform and clear system structure.

Our maxim "**Mobile First**" also takes advantage of the fact, that a smartphone is the most important device, if not the most important possession of a person and thus is perfect to reach every attendee.

❯ Available for Android, iOS & as a Web-App

❯ Large portfolio of over 40 features

❯ Reduced cost due to higher efficiency

❯ GDPR compliant, safe and intuitive

❯ Made, Managed & Hosted in Germany

❯ Over hundreds of satisfied customers
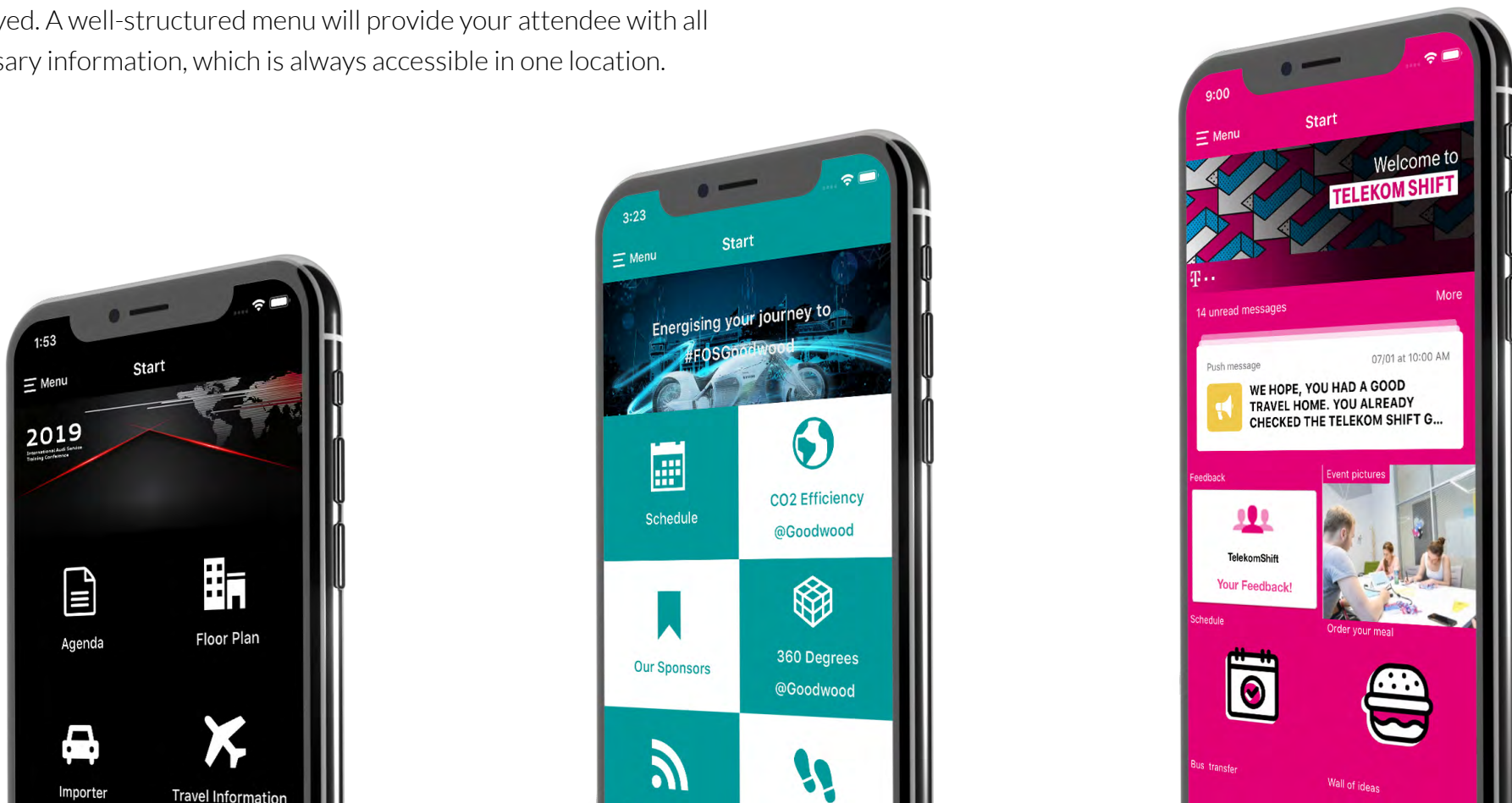
❯ 14 DAX-listed corporations as clients

INDIVIDUALIZATION & CUSTOMIZATION

Individualization of your app begins with integrating your corporate identity into the **start screen** and **app icon** of your application.

The **app frontpage** is an interactive and personalized starting point of the event app experience. Here you will find all important information regarding agenda, location or any other topic.

Within the **app menu** content can be summarized and clearly displayed. A well-structured menu will provide your attendee with all necessary information, which is always accessible in one location.

> High level of app individualization

> Custom fonts / app icons & custom pages

> Centralizing of important content on the frontpage

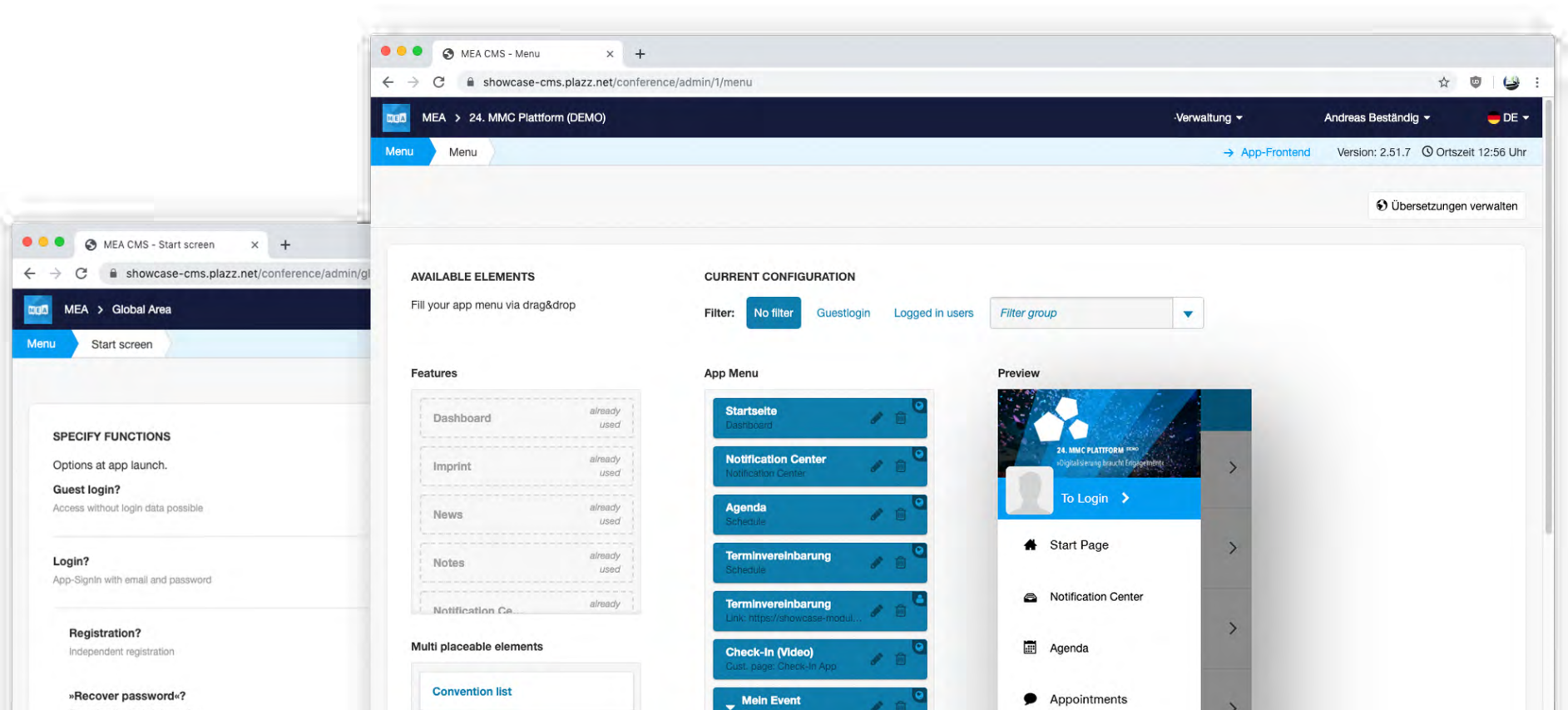> Menu for clear app navigation

CONTENT MANAGEMENT SYSTEM

The **content management system** is the heart of our product suite. With drag & drop functions, tooltips and tutorial videos, our interface offers a user-friendly and intuitive system in which up to **90% of the app** can be customized.

Our import feature enables you to integrate a large number of users. If desired an invitation mail will also be sent, which can contain the app login data for example, if you want to **regulate app access**.

› Extensive import function

› Adjustment of content and design

› Immediate adoption of changes

› Export function of various content

FEATURE SET OF THE MOBILE EVENT APP

Information

> Individual Dashboard

> My Planner + now live function

> Speakers presentation

> Exhibitors with detail view

> Exhibitor categories

> Countdown to the event

> Picture galleries

> Integration of videos

> Integration of PDFs

> Individual pages e.g. for competitions or directions

> Multilingualism 7 languages

> Various presentation of sponsors

> Digital business card

Interaction

> Note function

> Interactive POI location map

> QR Code Scanner

> Accessible frontends

> Conferencing button

> Event voting / polls

> Live question asking

> Star rating

> Full text search in the app

> Wall of ideas

> Favorites storage

> Streaming button in agenda detail

Communcation

> Push reminder f. agenda points

> Push messages, manual/scheduled sending

> Session chat

> News messages

> In-app chat function

Administration

> Login & independent registration

> Event registration with code, alternatively via guest access

> Dynamic user profile

> Customized app icon with start screen and app in individual customer CI

> Diverse display of program/agenda

> Account blocking False Logins

> Groupable subscriber list

> Offline mode for IOS/Android

MEA Mobile Event App by plazz AG

INFORMATION

Agenda

The Agenda offers your users a clear overview of all lectures or workshops. It will display, where and when an agenda item will take place and it is also possible filter by days and categories.

> Category- & room filter

> Comprehensive detail page

My Planer

This feature enables your users to create a personalized agenda and will help them to get an overview of all relevant agenda items. Even automated push reminders can be set.

> Create personalized agenda

> Export via e-mail

Booking 👑

Use this feature to set a booking cap for individual agenda items and enable users to reserve a spot for lectures and workshops with limited room.
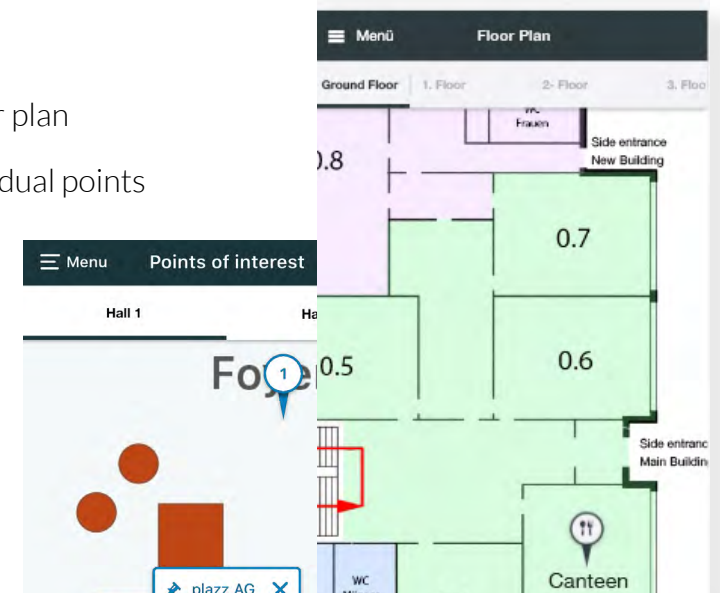
> All bookings at a glance

> Management via the CMS

Location Maps

Uploaded location maps can be added with multiple points of interest to make them interactive. Every point of interest can also be linked with a custom page or an agenda item for additional information.

> Interactive floor plan

> Linking of individual points

INTERACTION

Matchmaking 👑

Help users to find relevant contacts easier and faster with the matchmaking feature. They can assign tags according to what they seek or offer and receive an overview of their best matches.
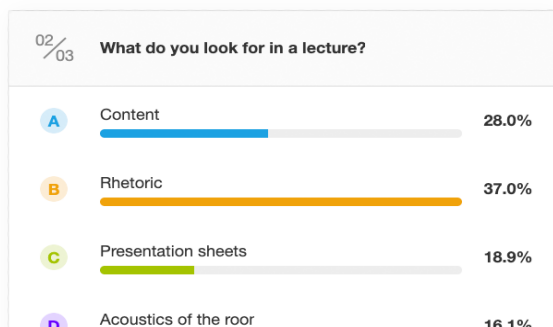
> Users can choose their tags

> Management within the CMS

Gamification 👑

The gamification feature motivates to use the app more. Points can be awarded for certain actions and are listed on a listed on a leaderboard.
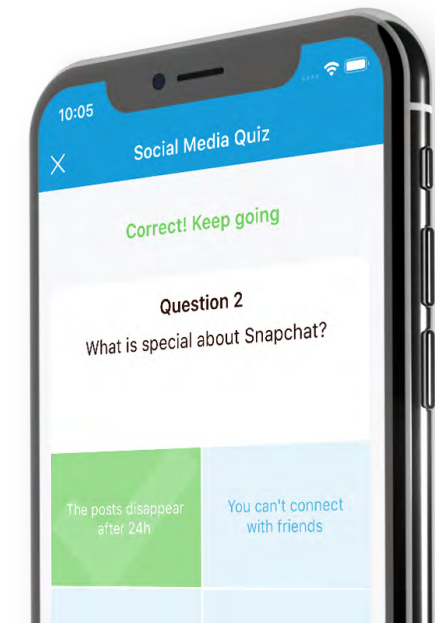
> Award points for specific app actions

> Encourages app usage and increases engagement

Votings

The voting feature allows you to collect your attendee's opinion in real time. Be it for a Q&A round, workshops or general feedback. The results can be evaluated and displayed in a separate view mode.

> Single, multiple choice and free text fields

> Live presentation mode with optional word cloud

Quiz 👑

Give your attendees the chance to test their knowledge about your event or other topics. You can set your own questions and answers and also create multiple quizzes.

> Increased user engagement

> Ideal pairing with our gamification feature

COMMUNICATION

Push Messages

Inform your guests about changes and other news. Messages can for exaxmple contain links to app content and are stored within the Notification Center for later access.
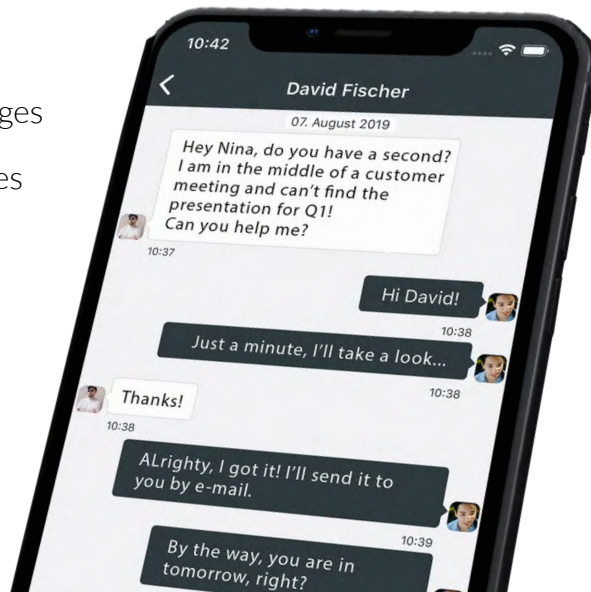
> Immediate distribution to all platforms

> Stored in Notification Center

Chat

Using the in-app chat, attendees can always stay connected with each other. New chats will also be sent via push-message, so they won't go unnoticed.

> Push service for messages

> Chat between attendees

News

Publish news articles and keep your guests always up to date with information about your event or corporation. News will also be sent via push messages and stored within the Notification Center.

> Coupled with push messages

> Highlighting of important news as „sticky"

Wall of Ideas

The Wall of Ideas is a place for your participants to post messages, links or pictures which can be commented on or liked. Relevant posts will be prioritized and can be used for lectures or workshops.

> Promotes exchange between users

> Live presentation mode available

PRESENCE VS. VIRTUAL

A major advantage of the MEA application is that the various platforms (**iOS, Android and Web**) and the extensive group structure mean that content can be delivered specifically to your different **groups of people**. This allows you to play out the content specifically for your presence participants and your virtual participants and connect the two groups of people with each other.
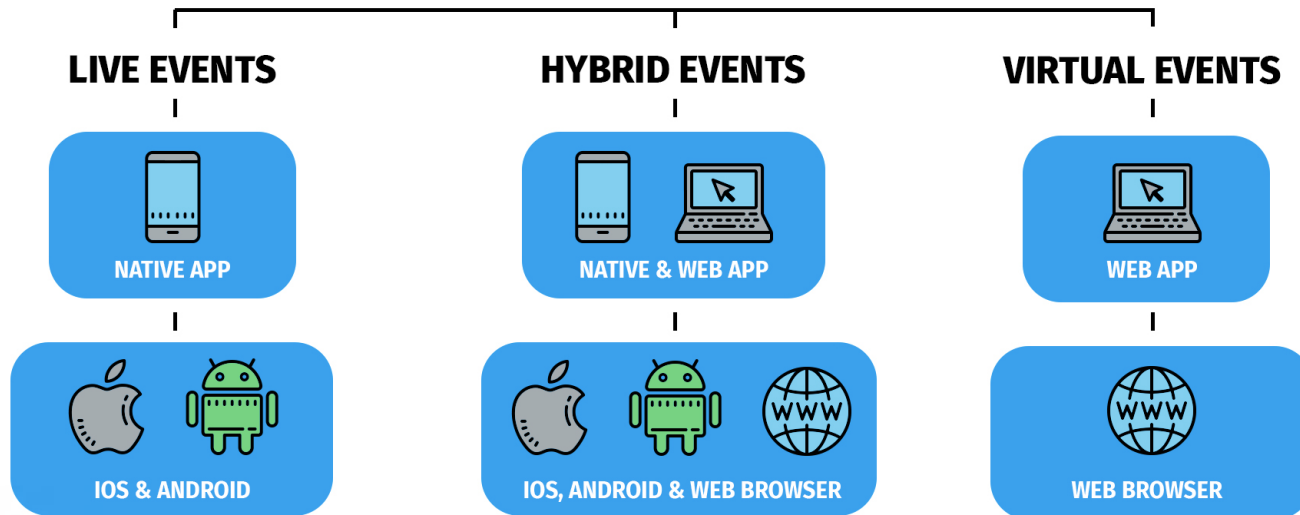
Presence functions:

> Simple usability through native apps for iOS and Android
> QR code for check-in
> Journey descriptions
> Hygiene measures
> Location plan
> Agenda with room overview

Virtual functions:

> Easy usability through the use of a web version
> Live streams
> Virtual breakout sessions
> Virtual networking opportunities
> Digital presentation of exhibitors.

ONE PLATFORM - MULTIPLE USE CASES

LIVE EVENTS

NATIVE APP

IOS & ANDROID

HYBRID EVENTS

NATIVE & WEB APP

IOS, ANDROID & WEB BROWSER

VIRTUAL EVENTS

WEB APP

WEB BROWSER

APP DISTRIBUTION

Container App

The **easiest and simplest solution** to publish your app on iTunes and the Google Playstore is the Container App. Your events will then be displayed within the Mobile Event App.

Your attendees can unlock your event in our app with a corresponding code. Your **individual branding** will then take effect.
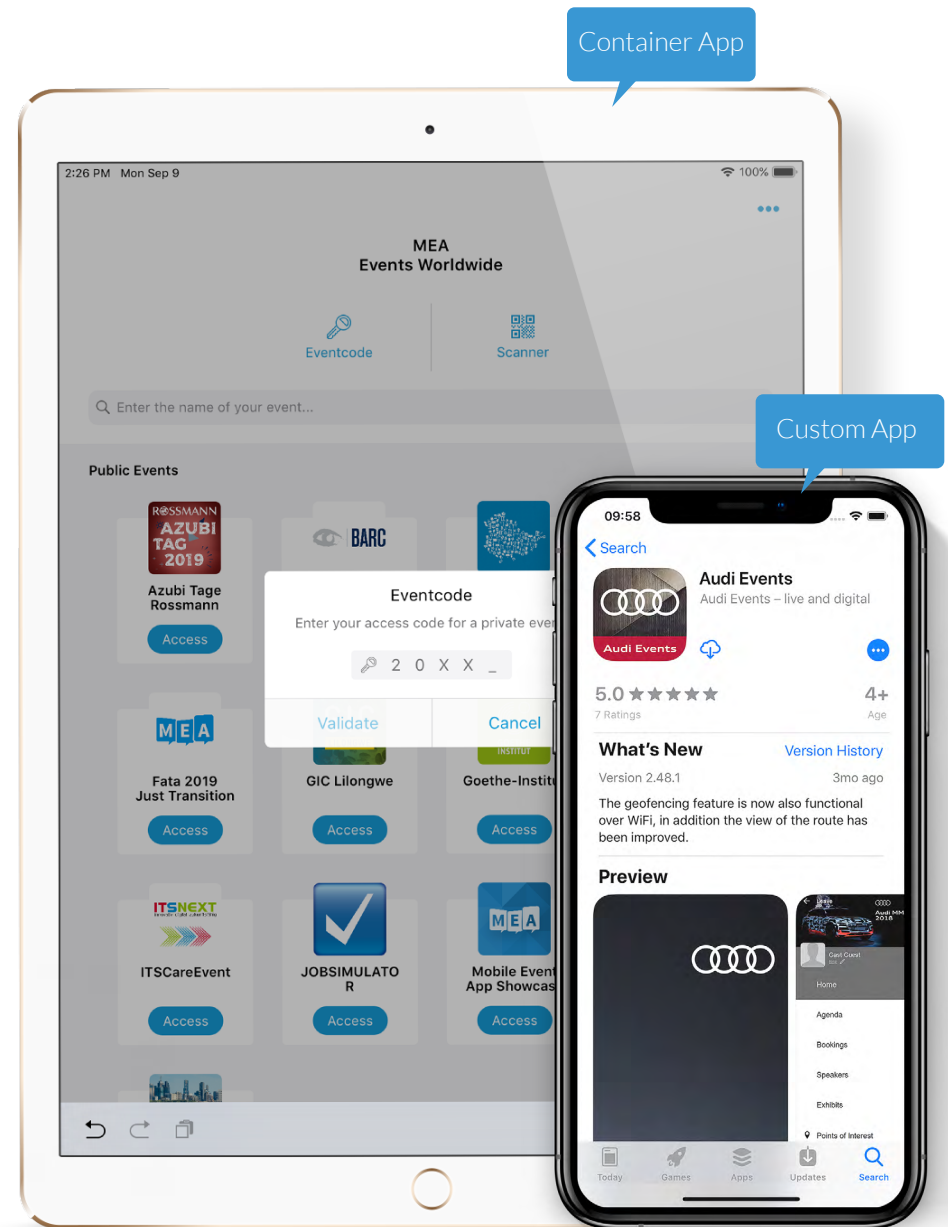
- ❯ Download from official app stores
- ❯ Suitable for short-term projects
- ❯ No lengthy submit process for app stores

Custom App

For an **individual branding** from start to finish your app can also be published via your own corporate developer accounts.

The submission process requires a developer account for each app store. Our support team will assist you, if you need any help.

- ❯ Full control over published app
- ❯ Corporate app icon and in-store description
- ❯ Easy app access for your participants

DATA SECURITY & PRIVACY

Through our many years of cooperation with **14 DAX corporations** and numerous institutions, **IT security and data protection** is our top priority.

In addition to our own **ISO 27001 certification**, we also use an ISO 27001 certified data center with server location in Germany for hosting. We had our **TISAX assessment** renewed in 2021 and regularly perform **penetration tests**.

There is **no data transfer to third parties** and transfer to third countries is also excluded. There is a **strict separation of mandates**, as well as exclusively German law.

All tools are **developed in-house** and can be **managed worldwide** via a single content management system. The application is completely developed in-house in Germany by an independent team.

The BSI guideline on **cryptographic procedures** forms the basis for our crypto concept. Automatic deletion of user data can take place after an individually defined period of time.

In addition, we pay close attention to the issue of **sustainability** and are certified climate-neutral by ClimatePartner.

Secure
Data Encryption

Strict
GDPR Compliance

Anonymized
UserData

Development and Server
(Optional On-Premise)
in Germany

CONTACT US!

Did our feature portfolio pique your interest?
Boost **communication and interaction** on your events to new levels, with the Mobile Event App and inspire your participants.

Digitalize your events and **create unique and unforgettable** experiences for every person involved.

Contact us for your personalized quote.

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