THE „DIGITAL ONLY" OR VIRTUAL EVENT

Mobile Event App by plazz AG

For years now, increasing digitization has been providing ways and means for companies to **optimize** and completely redesign **their processes and structures**.

Unfortunately, this changeover has been slow. Current developments are now revealing **unique opportunities**. Take advantage of this exceptional situation to fully exploit the technological potential of the digital age.

Our contribution to this is the rapid implementation of a **„digital-only"** event, a virtual conference or even a **virtual experience hub**.

The Mobile Event App offers access to a closed user group, as well as free registration via app or also guest access.

The advantage over traditional providers is the **high mobility** of the app and the branded environment of an **own corporate app**, as well as the variety of features. Examples are exhibitor lists, quizzes, individual pages, as well as the start page and the menu structure.

5 Top Arguments for „Digital-Only"

Fast Implementation

> No planning of locations or catering

Save Cost

> Elimination of print media and other cost factors

Greater Coverage

> Reach all participants directly via the app

Flexibility For Participants & Organizers

> Independence from developments & incidents

Hybrid Events

> Real and digital events combined into one

STRUCTURE AND DESIGN OPTIONS

Introduce your digital event with a personal video gree-ting from the host or presenter. You can record this via smartphone and post it as a clip in the app.

We have tested the integration of Microsoft Team Meeting Broadcasts. This means that classic webinars or broadcasts can be made available in the app both live and afterwards as on-demand recordings. The prerequisite is that the Microsoft Teams App is installed in addition to the Event App.
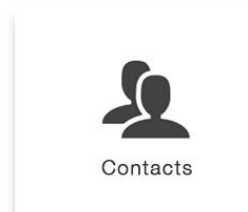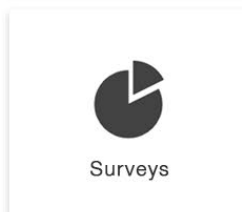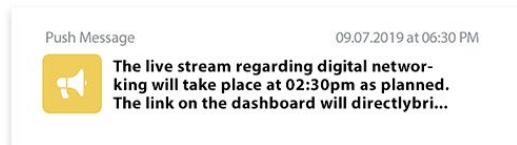
Via agenda and push messages, attention is drawn to the respective live broadcasts or on demand clips. In addi-tion, news, PDF documents, images or video clips can be displayed in the app.

Generate your custom pages on a wide variety of topics and always offer your participants the right content using our group logic.
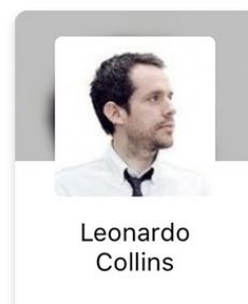
With these many features, every user is able to be exten-sively informed without ever having to enter an event location.

Interactions take place in the form of surveys or feed-back posts. The whole virtual event is moderated and orchestrated by targeted push messages and content feeds. This is how you navigate your participants through the app and their digital event.

Exhibitor profiles, sponsors and partners are also displayed in the app. In the exhibitor profile, the profiles of the stand personnel are linked so that you can easily get in touch with them directly via chat.

INFORMATION & INTERACTION

Communication is the key element of a digital event. The agenda serves as a **virtual guide** through the app.

Every participant is immediately informed and receives important information at the same time. **Complex agendas** can be designed clearly and appealingly by using categories, for example.

With push messages and news, you can continue to provide the **virtual audience** directly with information about upcoming streams and content or changes.

Via Custom Pages you can create **highly individualized** appearances of different topics and always distribute the appropriate content.

Examples

› Digital agenda with videos or streams

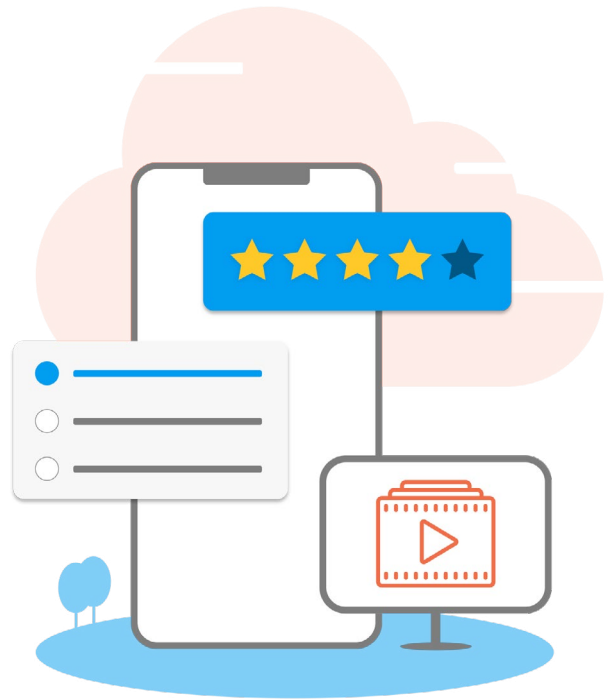› Agenda detail with live streams, additional information and various interaction elements

LIVE STREAMS & VIDEOS

Dynamic content, such as **live streams** or **webcasts**, liven up your digital event. After a stream has ended, its recording can be stored to allow access even to latecomers.

In addition to live content, you can also import already prepared videos, images or slide shows. These enhance your virtual event and contribute to the **digital flair** of your event.

Easily provide **dynamic and static content** on demand and benefit from the technological achievementsof the digital age.
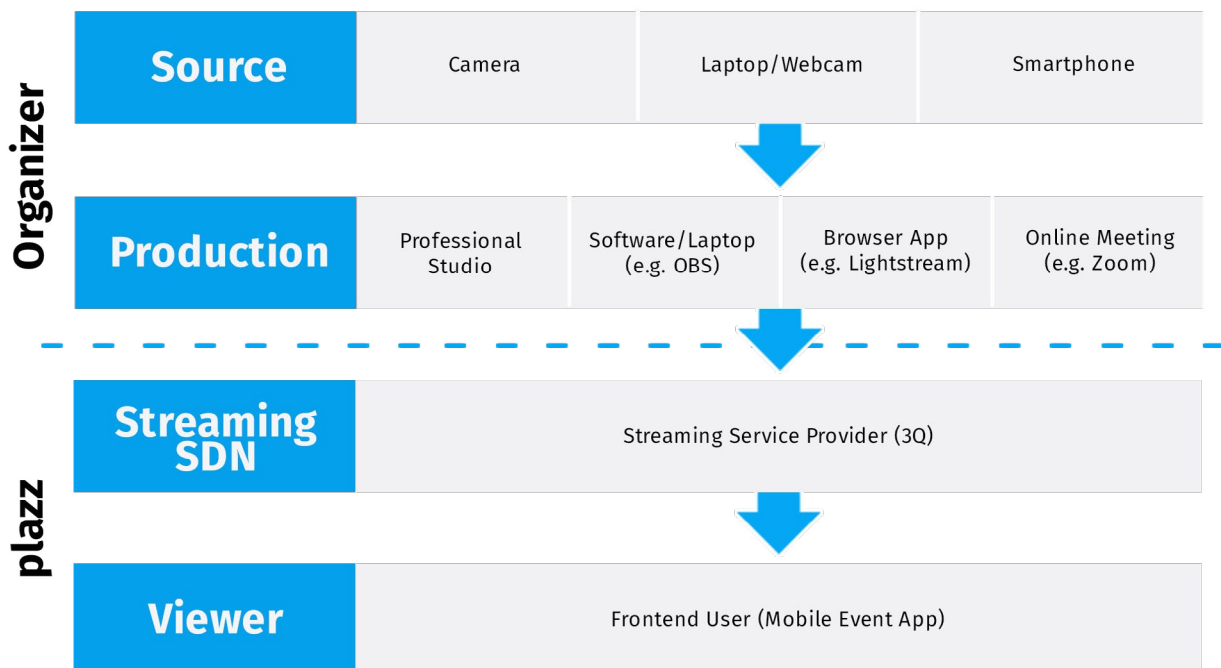
▷ Examples

> Live lectures, podcasts
> Reporting, greetings and clips

LIVE STREAMING WITHIN THE APP

The live stream option in the Mobile Event App allows you to **integrate a video signal** to your lectures, workshops and other online sessions. Everything directly in your app!

You do not want to distribute your stream over a public video platform? With our streaming solution you can be sure that **only event app users** you have selected can access the stream at any given moment.

Organizer	Source	Camera	Laptop/Webcam		Smartphone
	Production	Professional Studio	Software/Laptop (e.g. OBS)	Browser App (e.g. Lightstream)	Online Meeting (e.g. Zoom)
plazz	Streaming SDN	Streaming Service Provider (3Q)			
	Viewer	Frontend User (Mobile Event App)			

WALL OF IDEAS

The Wall of Ideas is a **virtual bulletin board**. Participants can post contributions there as text or pictures. They can also use the opportunity to comment on existing contributions and give them a like.

This makes the Wall of Ideas a **meeting point for all participants**. You can also assign different groups, thus creating exchange platforms for specific groups of people.
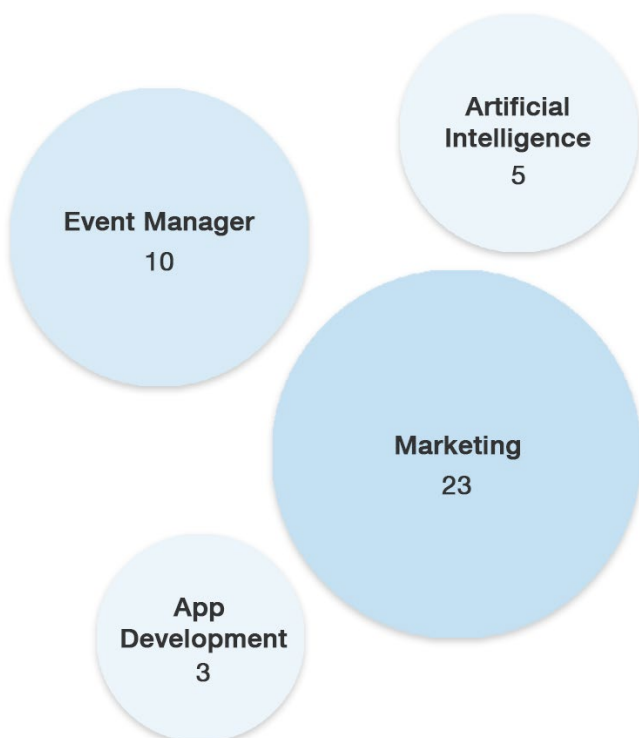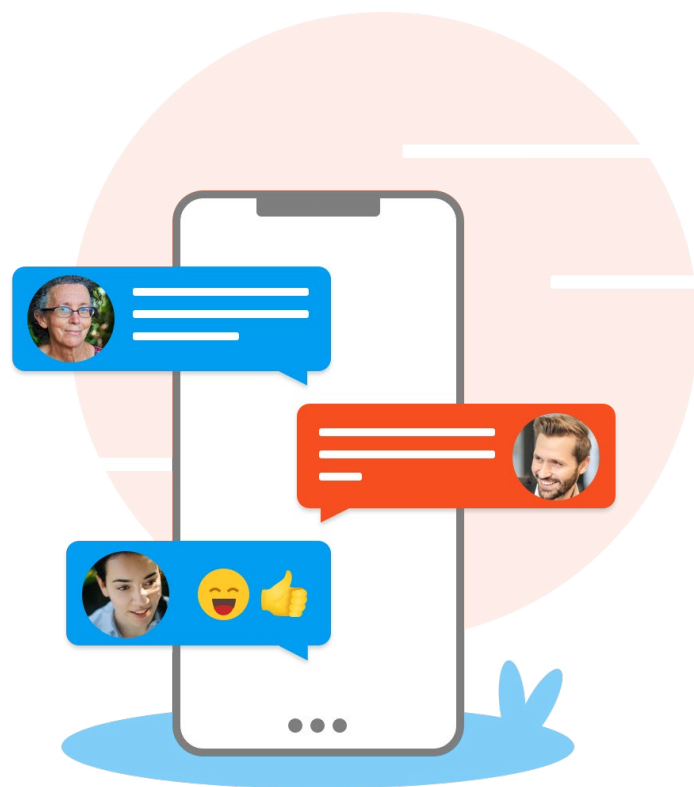
Enable discussion groups on a wide variety of topics or create a brainstorming board to generate **ideas and feedback**.

The Wall of Ideas offers you a wide range of different applications. Find exactly the right type for your event and audience.

Examples

> Presentation of results & subsequent feedback
> Q&A before/during/after streams

MATCHMAKING

Even if physical contact is missing, you can enable your participants to find each other online.

Via matchmaking, users assign tags to each other and the system digitally displays matching partners.

Use this function to find experts or contact persons and to further promote the **collaboration** among each other.

Once networked, people can either **communicate via chat** or exchange contact data such as e-mail address or their profile from social networks.

Artificial Intelligence 5

Event Manager 10

Marketing 23

App Development 3

CONTACT

Use the full potential of the digital age and realize a virtual event via the **Mobile Event App**!

As a long-standing expert in the digital industry and partner of **14 DAX-listed corporations**, we work hard to inspire our customers with innovative and technologically sophisticated solutions.

Are you interested in the implementation of a **virtual event** or would you like to know how this could be realized in your situation? No problem!

We gladly offer you advice on how to realize and **successfully implement** your communication goals within the framework of a virtual event.

Contact us and digitize your events!

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