Product presentation of the Mobile Event App

ABOUT PLAZZ AG

> Over 250 B2B customers

  > RV with 14 DAX companies

  > e.g. Volkswagen, Infineon, Deutsche Telekom & SAP

> Agile development since 2010

  > High demands on UI/UX

  > Flexible & cost-effective

> DSGVO-compliant

> ISO + TISAX certified

With the Mobile Event App and its product family, plazz AG develops holistically integrated SaaS solutions for all types 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

MADE & HOSTED IN GERMANY

TiSAX®

2 Standorte
E r f u r t &
München

50+
Mitarbeiter

>1000

BEGLEITETE EVENTS
I n l a n d
A u s l a n d

CONVINCED CUSTOMER BASE

Automotive	Industry / Pharma / Trade	Finance & Insurance	Services	Government / Universities	PCOs / Agencies	Associations & Clubs
VW	Pfizer	Allianz	FRESENIUS MEDICAL CARE	Bundesministerium für Bildung und Forschung	ig	DLR Deutsches Zentrum für Luft- und Raumfahrt
Audi	Merck	ERGO	TÜVNORD	giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	BCD meetings & events	VDI
Porsche	Daiichi-Sankyo	GENERALI	Rödl & Partner	SIGS DATACOM FACHINFORMATIONEN FÜR IT-PROFESSIONALS	facts and fiction	BME
DAIMLER TRUCK	infineon	Gen Re	Roland Berger	Frankfurt School of Finance & Management German Excellence. Global Relevance.	TAILORMADE EMOTIONAL BRAND XPERIENCE	STIFTUNG MERCATOR
Mercedes-Benz	WÜRTH IT	DEUTSCHE BÖRSE GROUP	Hapag-Lloyd	HRW HOCHSCHULE RUHR WEST UNIVERSITY OF APPLIED SCIENCES	act³	DAAD
BOSCH	LIDL	Finanzgruppe	DSAG	hhu Heinrich Heine Universität Düsseldorf	BETTER DAY.	ENGAGEMENT GLOBAL Service für Entwicklungsinitiativen
SCHAEFFLER	Bahlsen	VERSICHERUNGS KAMMER BAYERN	SPOBIS HOME OF SPORTS BUSINESS	RWTHAACHEN UNIVERSITY	ottomisu	BVOU

ENABLE DIGITALIZATION

The mobile event app is the perfect companion for any of your events. As a **content and communication platform**, it bundles all relevant content for participants and displays it in an appealing and state-of-the-art form.

The modular principle provides you with a **flexible and simply structured** solution that reacts quickly to changes but still forms a standardized system.

With the 'Mobile First' maxim, you also make use of the fact that a smartphone has now become a person's most important device, if not their most important possession, and is therefore ideal for reaching every participant.

> Available for Android, iOS & web app

> Wide range of over 40 features

> Reduced costs thanks to increased efficiency

> GDPR-compliant, secure, convenient & intuitive

> Made, managed & hosted in Germany

> Hundreds of satisfied customers already

> Including 14 DAX companies

INDIVIDUALITY & CUSTOMISATION

The customisation of your app begins with the integration of your own **corporate identity** in the start screen and in the app icon of the application. The general colour scheme of the MEA can also be adapted to your CI.

The **app home screen** is the interactive and personalised starting point of the event app experience. All important, time and location-dependent information can be found there.

The **app menu** can be used to summarise and clearly display content. This means that the participant has all available information at their fingertips.

> High degree of customisation of the app

> Custom fonts (only with custom app + subject to charge)

> Bundling of important content on the start page

> App menu for clear navigation

> App icon & custom pages
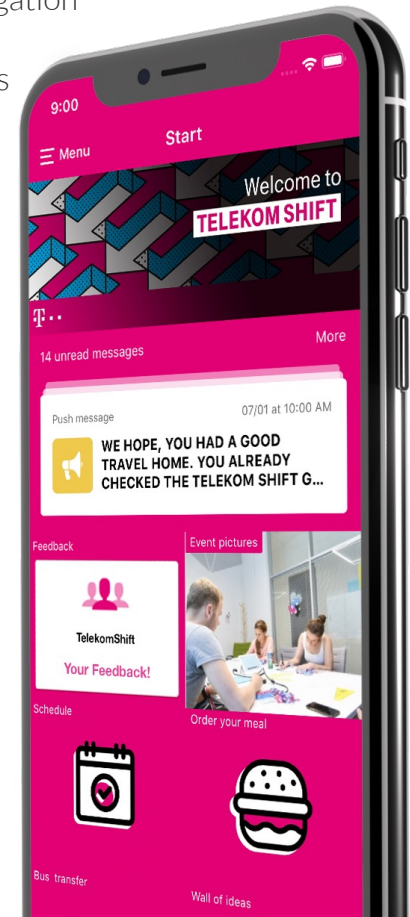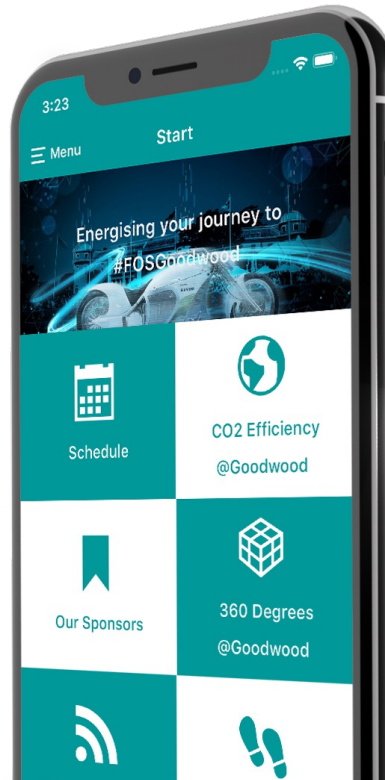
CONTENT MANAGEMENT SYSTEM

The content management system is the heart of the MEA.

With drag & drop functions, tooltips and tutorial videos, for example, the interface forms a user-friendly and intuitive system that can be used to **edit up to 90% of the app**.

The import allows you to integrate a large number of participants. A welcome email can be sent on request, which can also contain the access data for the app if you wish to **regulate access to the app**.

> Extensive import function

> Flexible customisation of content and design

> Immediate adoption of changes

> Export function for various contents
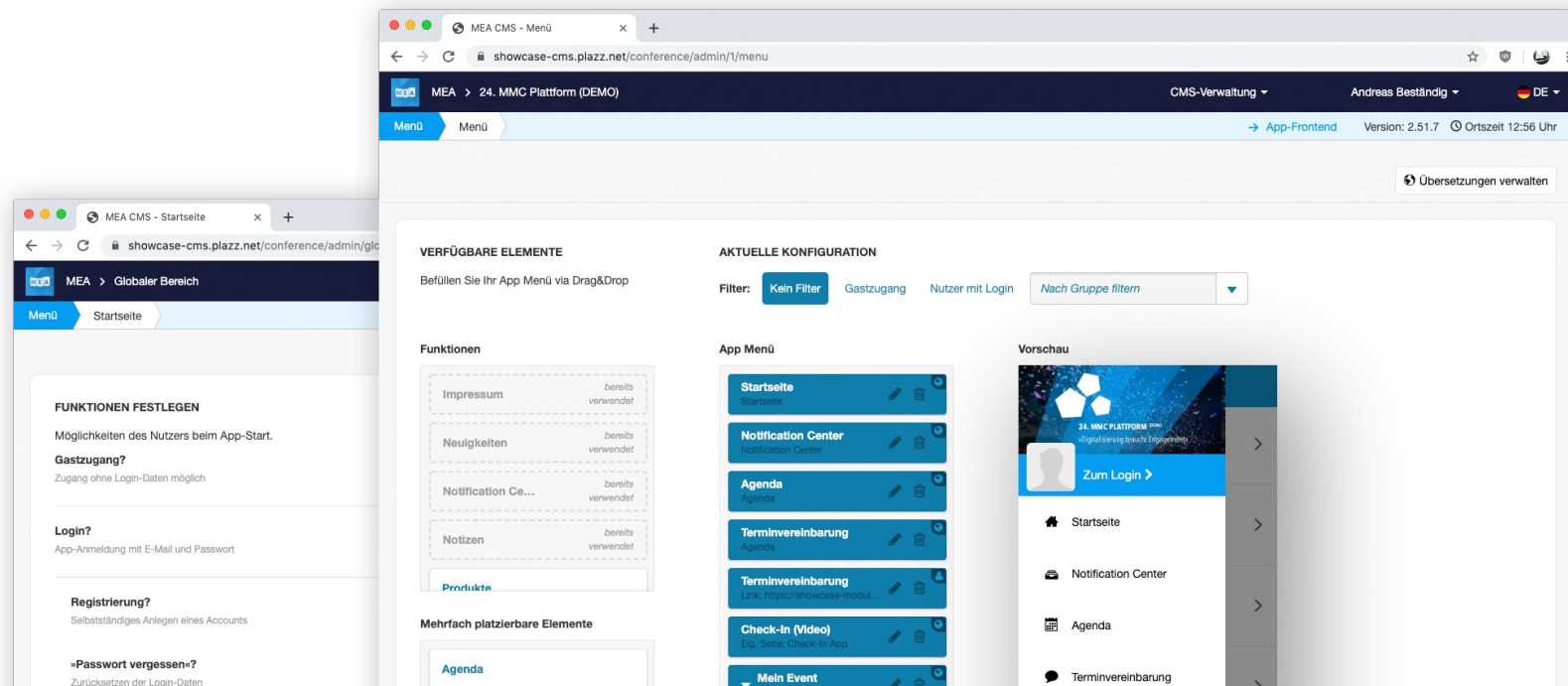
FEATURE UMFANG DER MOBILE EVENT APP

Information

- Customized Dashboard
- My Planner + now live function
- Speakers view
- Exhibitors with detail view
- Exhibitor categories
- Countdown to the event
- Picture galleries
- Integration of videos
- Integration of PDFs
- individual pages e.g. for raffles 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

Communication

- Push reminder for agenda items
- Push messages, manual/scheduled sending
- Session chat
- News messages
- In-app chat function

Administration

- Login & independent registration
- Event registration with code, alternatively 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 participant list
- Offline mode for IOS/Android

= Premium Feature

Agenda

The agenda gives the user an overview of the current programme. Here they can find all lectures, the corresponding room and time details and can switch between days and categories.
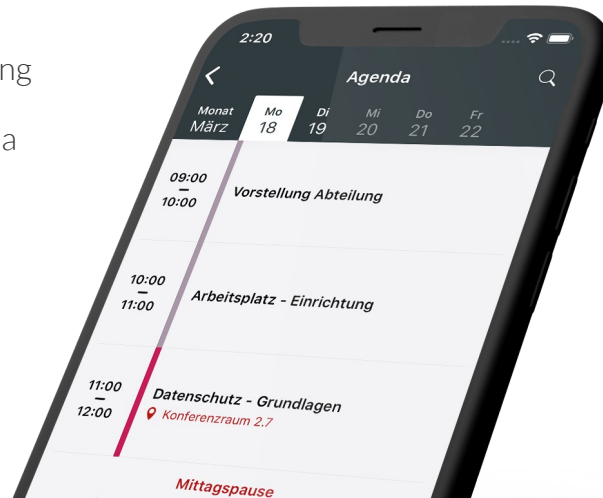
> Category & room filtering

> Extensive presentation details

My Planner

This feature allows users to create their own personal programme. It also helps to maintain an overview of the points that are relevant to them. Even push reminders can be automated.

> Category & room filtering

> Create your own agenda

> Export as e-mail

Bookings

Use the booking feature to set a quota for selected agenda items and give users the chance to register for limited lectures, workshops and the like.
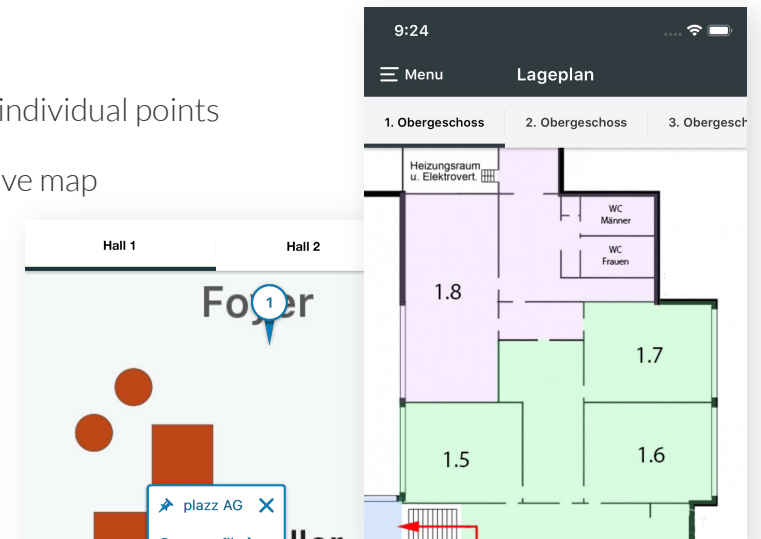
> Bookings at a glance

> Administration in the CMS

Floor Plans

You can store several interactive maps within the app using points of interest. Each point on the maps can also contain a link with additional information.

> Links to individual points

> Interactive map

INTERACT

MEA

Matchmaking 👑

With the help of matchmaking, visitors can find relevant contacts more quickly. They assign themselves tags according to the 'I search' 'I offer' principle and receive an overview of the best matches in the app.
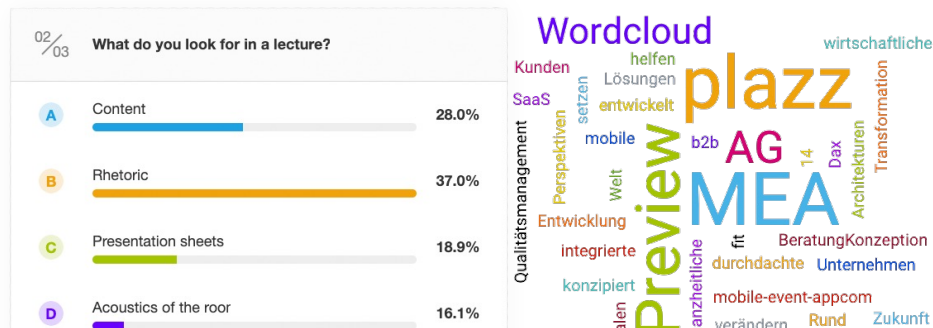
> Independent tagging of users

> Management of tags in the CMS

Appointments

Enable your guests to book meetings independently. Requests are made using a form and can be confirmed or rejected. The calendar is independent of the agenda and planner.

> Individual appointment booking among guests

> Ideal for networking events

Surveys

With the voting function, you can collect data in real time, whether for a Q&A session, workshops or feedback. The results can be analysed as bar charts and pie charts.

> Single & multiple choice and free text answers

> Live presentation mode with optional Word Cloud evaluation

Quiz & Gamification 👑

Both features work independently, but complement each other perfectly. Gamification rewards app actions with points. Visitors can test their knowledge in the quiz, while participation earns optional points for the gamification system.

> Visitors are more involved in the event

> Award points for certain app actions

> Encourages app use and increases engagement
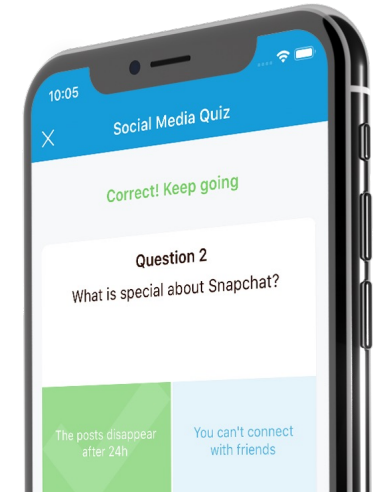
COMMUNICATE

Push-Messages

Inform your guests about changes or other news The messages can contain links to content in the app and are stored in the Notification Centre after being sent.
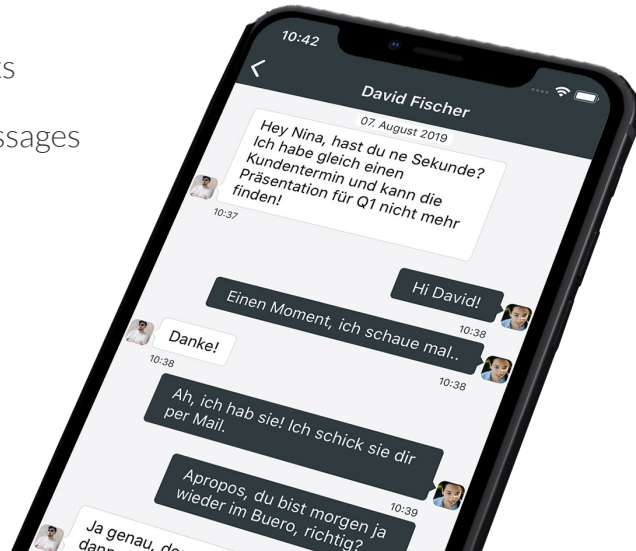
> Dispatch to all platforms

> Backup in the Notification Centre

Chat

The in-app chat keeps users in constant contact with each other. Push notifications are sent for new chats so that you never miss a message.

> Network participants

> Push service for messages

News

Publish news articles and keep your guests up to date with information about your event, your company or other developments.

> Coupling with push notification

> Highlight important news as 'Sticky'

Wall of Ideas

On the Wall of Ideas, users post texts or photos that can be liked or commented on. Relevant contributions are thus prioritised and can be mentioned in presentations or workshops.

> Promotes exchange among each other

> Live presentation mode

Refinancing

Sponsors

Integrate your sponsors within the app and, if desired, also sort them into categories such as Gold Sponsor, Platinum Sponsor or specially selected names.

> Different display variants

> Link to sponsors

Advertising space

Use the diverse display options of our solution as advertising space for partners and sponsors. Whether logo on the homepage, in the menu or via a link on an individual page.

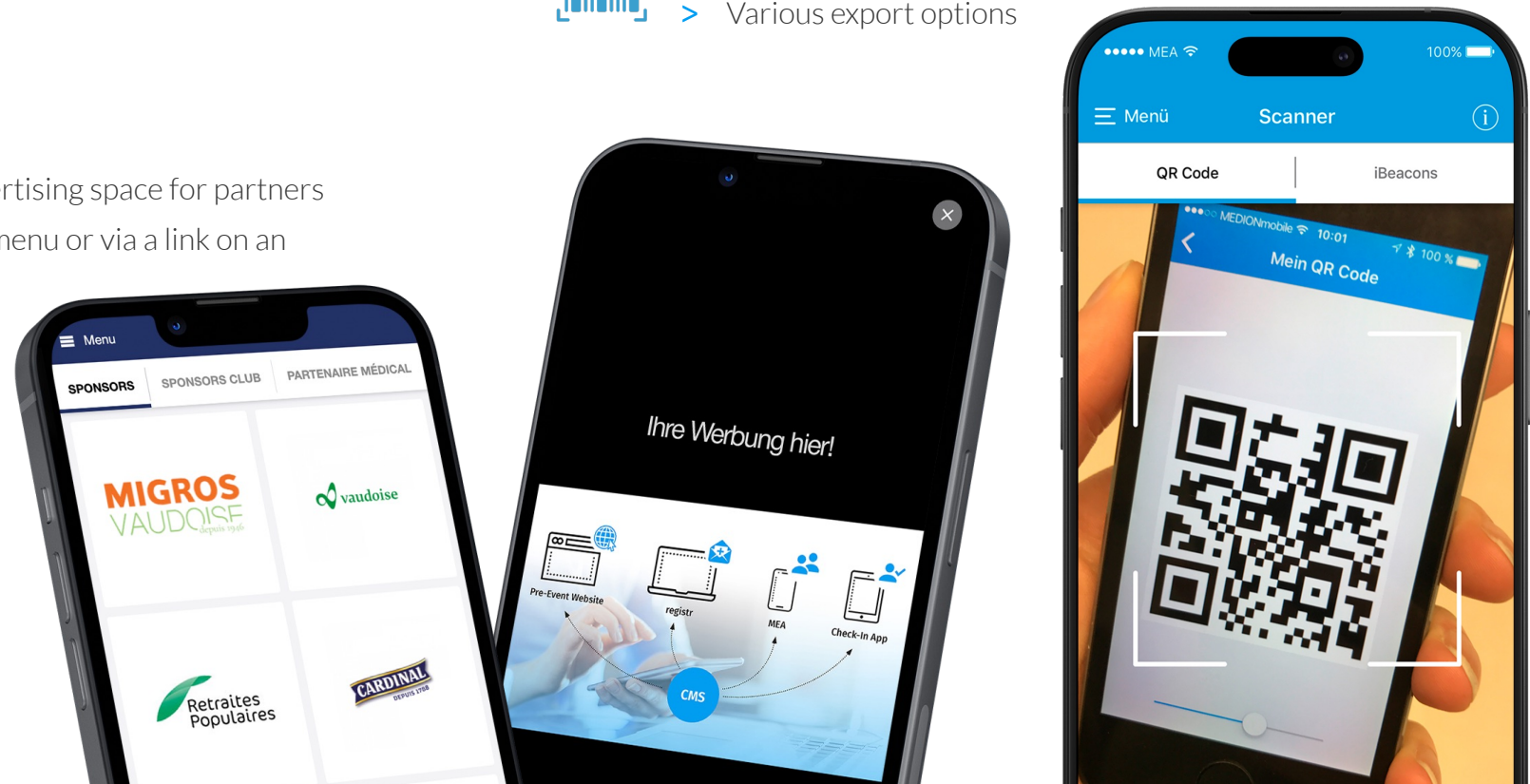> Effective refinancing

> Wide range of placement options

Lead Scan 👑

Exhibitors use the Lead Scanner to record their stand visitors digitally: staff scan visitors using a QR code in the app and add relevant information directly to an input screen.

> Direct lead capture of your exhibitors

> Various export options

PRESENCE VS. VIRTUAL

A major advantage of the MEA application is that the different platforms (**iOS, Android and web**) and the extensive group structure mean that content can be played out specifically for your **different groups of people**. This allows you to target content to your face-to-face participants and your virtual participants and connect the two groups of people.
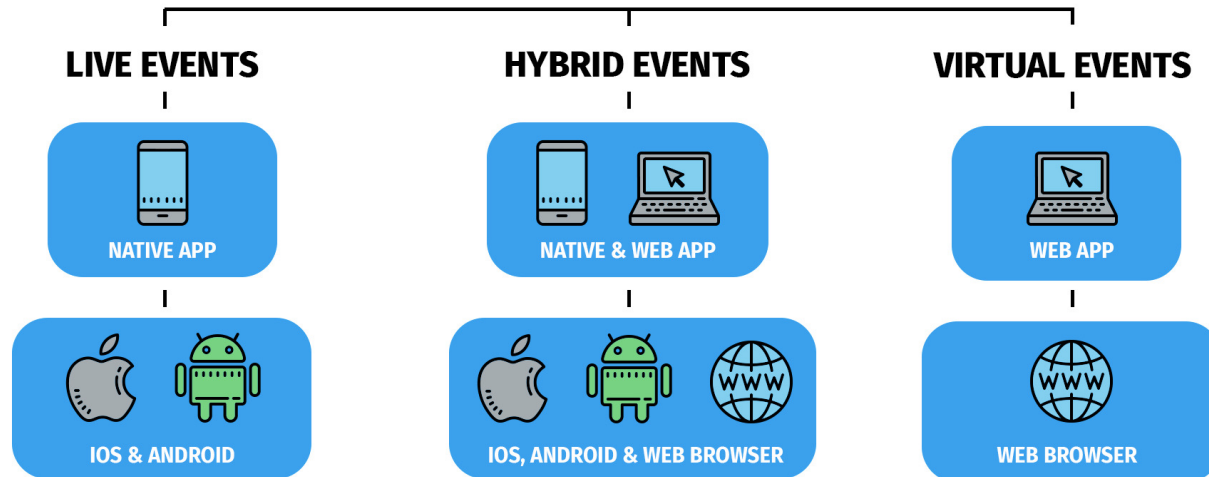
Presence functions :

> Simple usability thanks to native apps for iOS and Android
> QR code for check-in
> Directions on how to get there
> Hygiene measures
> Site plan
> Agenda with room overview

Virtual functions :

> Simple 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

VERSATILE CONNECTION AND EXPANSION

Can be connected and integrated into a wide range of systems thanks to an **open API**.

Management API

Use our management API to integrate your internal IT services. This allows you to easily import content such as agendas, people or exhibitors into our content management system. We have created a detailed documentation page for this, which your IT can access.

> Effective information exchange of databases

> Simplified and automated data integration

Third Parties

At the same time, there is also the option of integration via third-party APIs. With XING and LinkedIn, you can present your business profiles and expand your network. By integrating Twitter, Instagram and Facebook, you open the doors of your event app to social media.

> Profile integration of XING and LinkedIn

> Display of social media feeds

App request

Output to apps

Data request

Output to CMS

iOS/Android & Web App

plazz CMS API & Database

Customer Database

With existing interfaces to:
(more are being planned)

doo SMART EVENT AUTOMATION

LAMBDALOGIC Informationssysteme GmbH

CONVERIA Conference Management Software

APP DISTRIBUTION

Container App

The **simplest and quickest solution** for publishing your app in the Apple App Store and Google Playstore is our Container App. Your events are then displayed within the Mobile Event App.

Participants receive a code with which you can activate your events and make them visible in the MEA. This allows the **customized branding** of your app to take effect.

> Download app as usual via official stores

> Short-term projects can be realized quickly

> No need for lengthy registration in the app stores

Custom App

For independent branding from start to finish, your app can be published via the company's own developer accounts.

A separate developer account is required for publication in the app stores. Our support team will be happy to assist you with the implementation.

> Control over the publication of the app

> Own app icon and description in the app store

> Faster app access for your participants
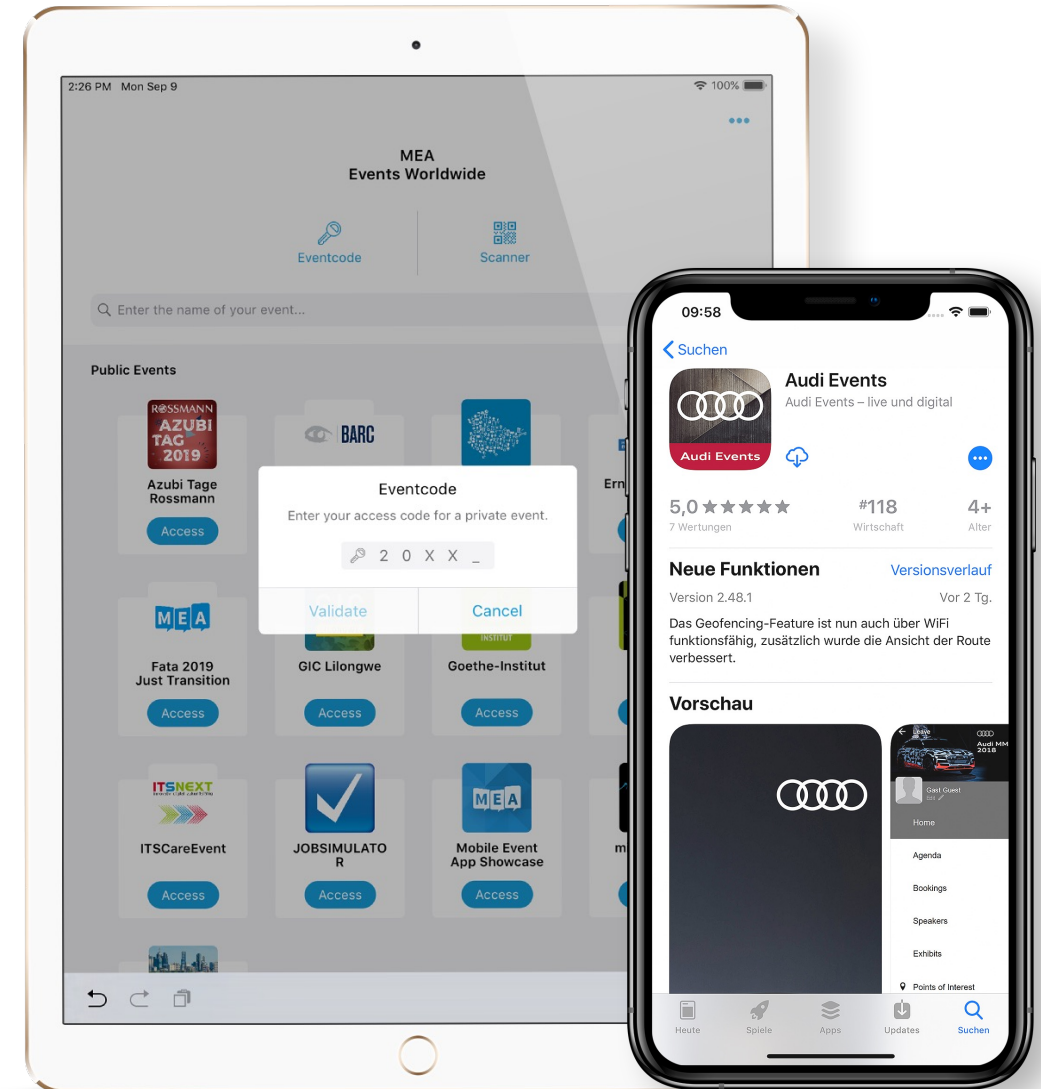
DATA PROTECTION & DATA SECURITY

Thanks to our many years of cooperation with **14 DAX-listed companies** 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 a server location in Germany for hosting. We also have a **TISAX assessment** and carry out regular 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** and only German law is applied.

All tools are developed and supported by our **in-house team in Germany** and can be managed worldwide via a single content management system.

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.

We have already taken sustainable precautions to meet the requirements of the EU-wide **DORA regulation**.

Secure
Data Encryption

Strict
GDPR Compliance

Anonymized
UserData

Development
and Server
in Germany

CONTACT US

Have the features listed piqued your interest? Promote communication and interaction at your events with the support of the Mobile Event App and inspire your participants.

Digitize your events and make every event unique and unforgettable.

Contact us for your individual offer.

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