Mobile Event App
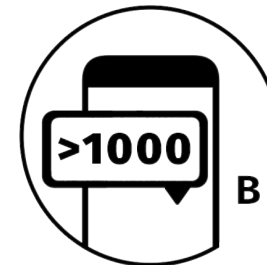# The All-In-One Solution by plazz AG

ABOUT PLAZZ AG

> Over 250 B2B customers

>> RV with 14 DAX companies

>> e.g. Volkswagen, Infineon, BMW & 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.

2 Standorte **Erfurt** & **München**

50+ *Mitarbeiter*

>1000 **BEGLEITETE EVENTS** **Inland** **Ausland**

Management System
ISO/IEC 27001:2013
TÜVRheinland ®
ZERTIFIZIERT
www.tuv.com
ID 9000019256

MADE & HOSTED IN GERMANY

TISAX®

CONVINCED CUSTOMER BASE

| Automotive	Industry / Pharma / Trade	Finance & Insurance	Services	Government / Universities	PCOs / Agencies	Associations & Clubs

Event launch & promotion/
event calendar

Participant communication &
registration

Event app for information,
networking & engagement

Event- and Session
Check-in + Badge Print

A centralised content management system for the best user journey!

Pre-Event Website

registr

MEA

Check-In App
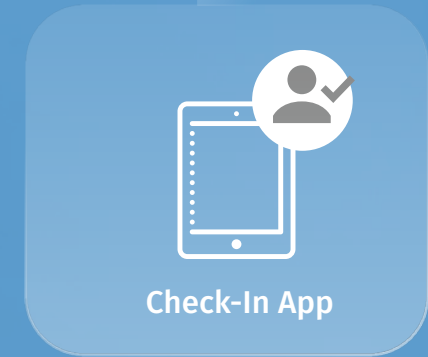
In addition to the **Mobile Event App**, we offer our customers other accompanying products. These not only optimise every phase of your events but also exchange data with each other!

With the **pre-event website**, your participants are informed in advance about the upcoming agenda, location or other important details in preparation for the event.

In connection with this, our participant registration **registr** can be integrated. This allows interested parties to register for the event immediately via the website.

On site, the **check-in app** ensures that guests are admitted quickly and easily. Badge printing is also possible via the app. This means that guests receive their event badge directly after admission.
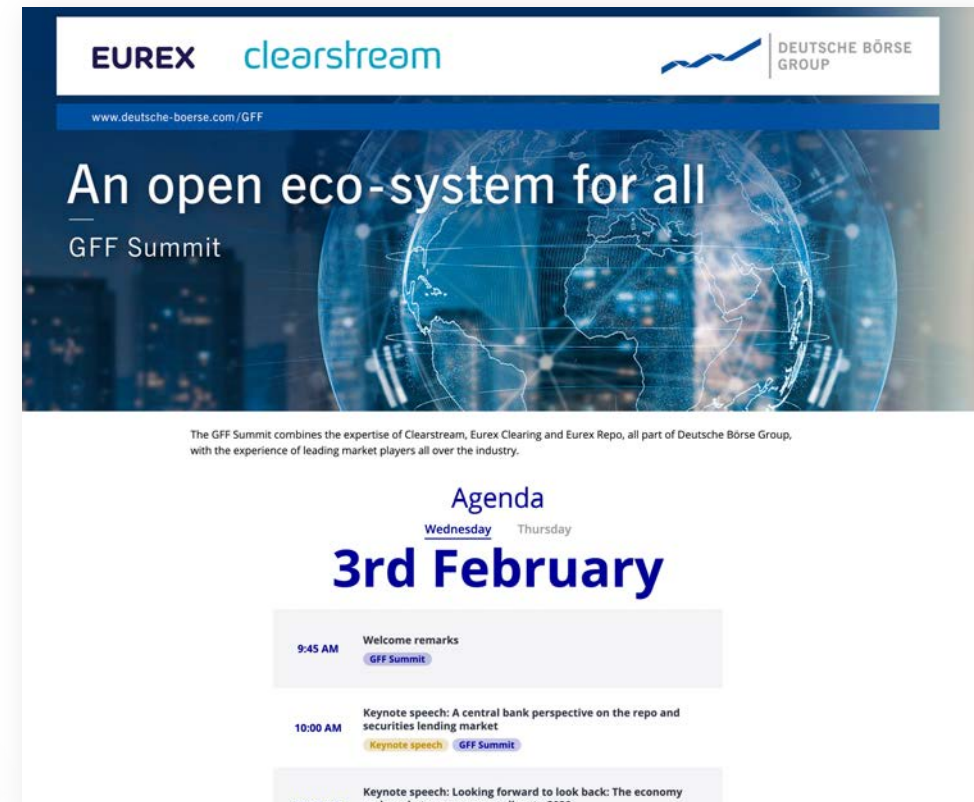
Event Solution
Pre-Event Website

PRE-EVENT-PAGE

With a customised pre-event page, you can easily and **simply draw participants' attention** to the event. The content can be easily combined using drag & drop and accesses **the same CMS** as the event platform.

By using various elements, such as the agenda for an overview of the programme or the introduction of the speakers, you can clearly **present the relevant content** of your event in advance.
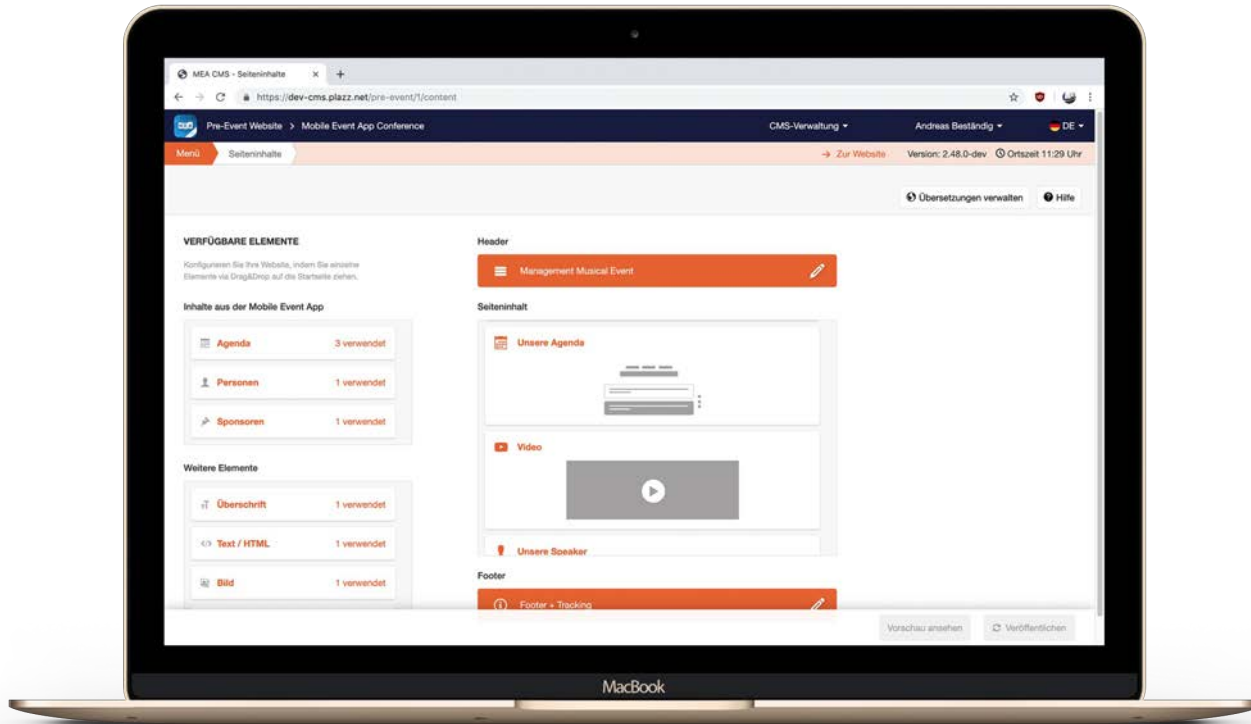
Include the agenda there, share pictures of the location or introduce speakers and VIPs at the event. The possibilities for use are as varied as your event.

A **link to the event registration** and the event platform also simplifies project management.

Event Solution registr

GDPR COMPLIANT
PARTICIPANT MANAGEMENT

> Web-based **participant registration** in responsive design for all current browsers (Firefox, Internet Explorer, Google Chrome and Safari)

> Various **registration options**
>> Invitations to a closed group of participants
>> Open registration
>> Accountless registration

> Providing initial profile information

> Use of **questionnaires** for registration

> Use of **various mailings** such as personalized invitations, reminders or personal access codes

> Guest list in the backend with **filters** for registration status

> Individual data protection provisions and declarations of use

> Individual **language selection** for the user
(German, English, Spanish, French, Italian and Polish)
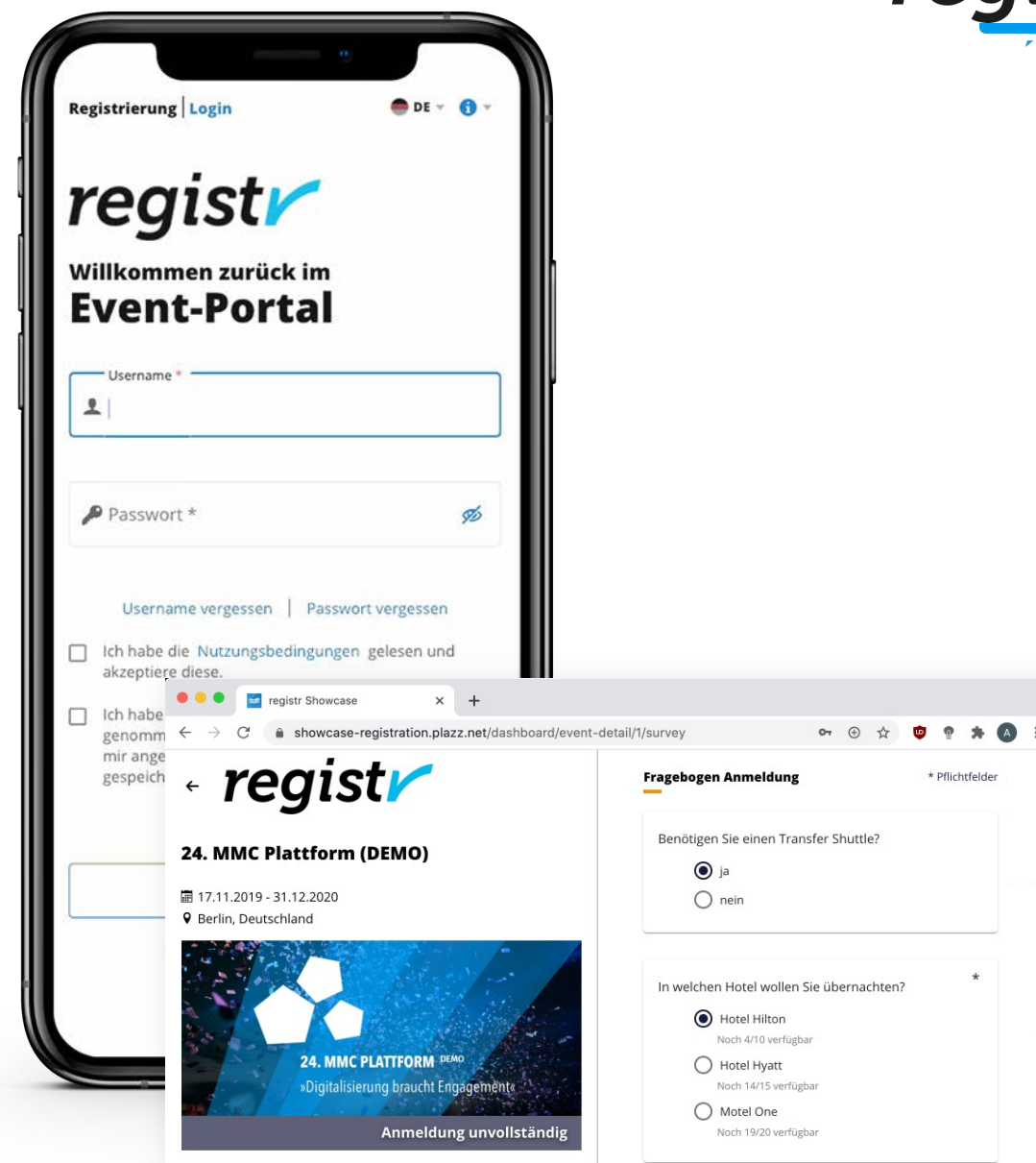
DESIGN & INDIVIDUALIZATION

The user interface of registr is a web application that adapts responsively to the device used.

As with our mobile event app, you have the option of designing the user interface in registr **according to your corporate colors** and displaying **individual images and logos** on the start screen.

Furthermore, the integration of various **white label options**, such as the integration of an individual e-mail address or the use of your own URL, enables an even more personalized experience.

Registr is also a **multi-registration solution** that allows you not only to manage a single event, but also to optimally **advertise follow-up events** and seamlessly integrate them into the registration process.

For each individual event, you can also work with your own **event-specific graphics** and provide all the important information about the event.

In addition to the event name and date, you also have the option of creating **individual questionnaires** and visualizing the event location via Google Maps, making it easier for guests to plan their route. Furthermore, **important documents** can also be uploaded in registr, such as directions, data protection regulations and other relevant documents that are available to your guests. Another new feature is the option to add a **pop-up video** for registration.
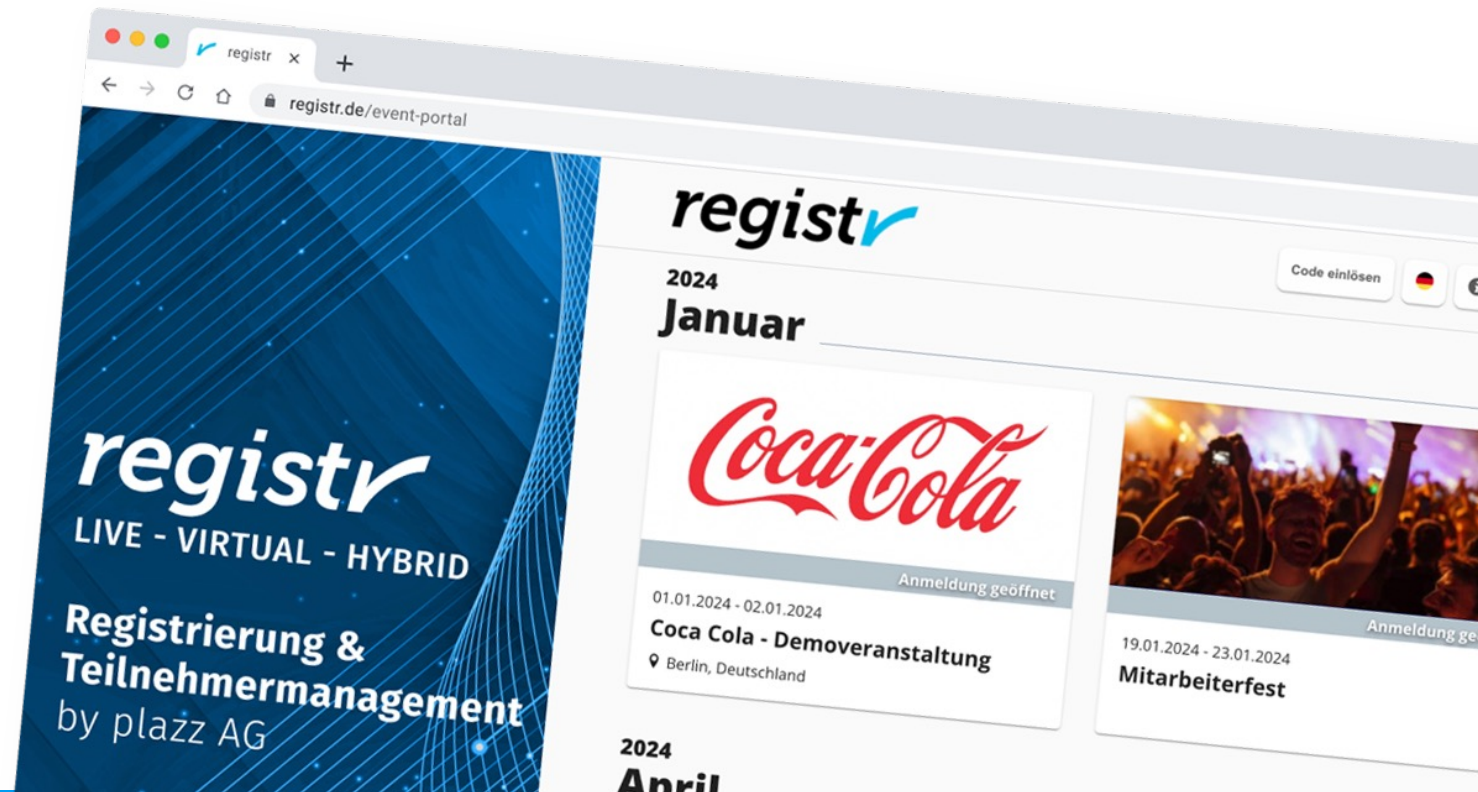
regist**r**

On the start page of the web-based registration environment, potential participants can **create their own account** by clicking the Register button. Account less registration is also possible. Two-factor identification can be integrated for you on request.
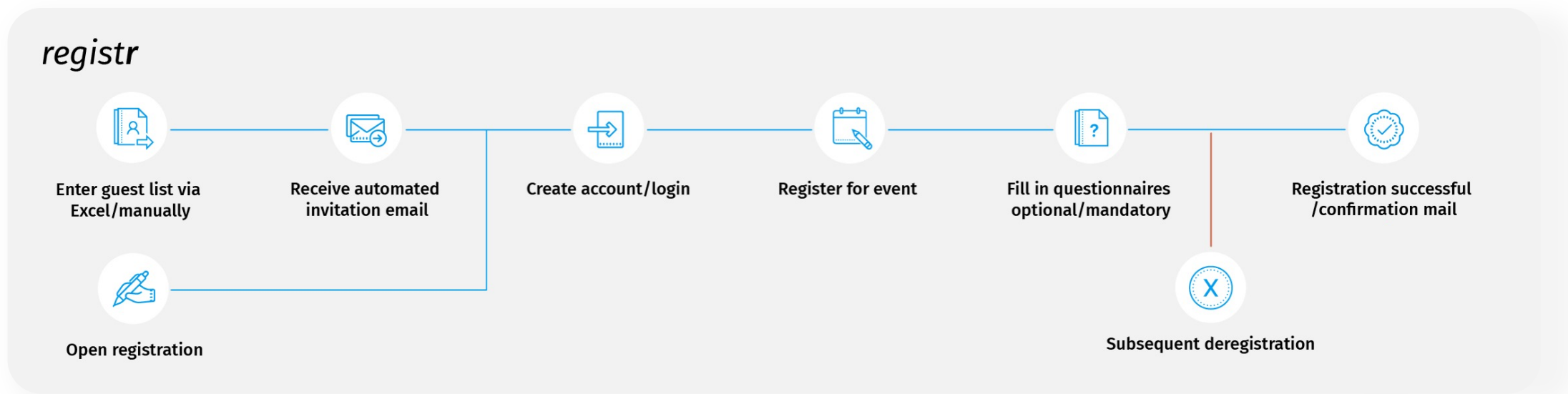
The account already created can then also be used to register for further events via the login button.

In addition to **open registration** for your events, you can also invite a **closed group of participants**.

This allows you to customize the registration for each event to your individual needs.

For personal **registration via invitation e-mail**, it is necessary that you import the data (first name, last name and e-mail address) into our system beforehand.

The **import** can be done using a simple Excel list, CSV file or by entering the data manually. In our CMS you will find an **Excel import template** that you can use at any time.

*regist***r**

Enter guest list via Excel/manually — **Receive automated invitation email** — **Create account/login** — **Register for event** — **Fill in questionnaires optional/mandatory** — **Registration successful /confirmation mail**

Open registration

Subsequent deregistration

THE PROCESS (2/2)

Another option is **registration without an account**. Your guests can simply log in using their e-mail address without having to create a separate account. This makes the registration process much easier.

In addition, registr allows you to **register accompanying persons**. These are recorded and displayed separately in the guest list to ensure a complete overview.

The account already created can be used to register for further events via the login button. In addition, each person who registers is sent an **individual QR code ticket** by email, which makes event organization much easier. Thanks to the integrated wallet function, the QR codes sent can be conveniently stored in the **wallets of iOS and Android devices**.
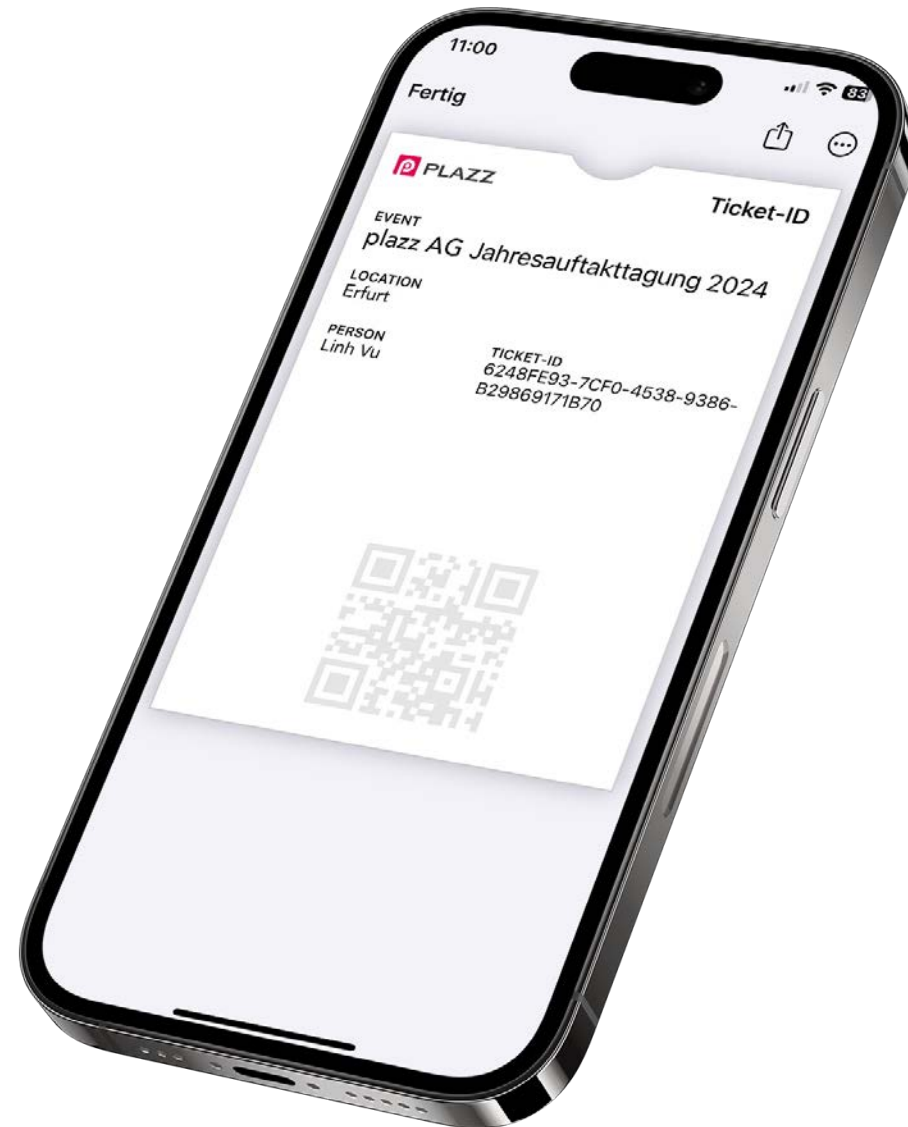
CLOSED REGISTRATION

To display a closed participant registration, you can either draw the attention of potential participants to the event via **personal e-mail invitations** or work with the visibilities and an **event code** within the application.

Sending e-mails is an important part of the communication between the event organization and participants. In order to send personal invitations, you need to **import your participants' data** (first name, surname and e-mail address) into our system beforehand. You can send different invitations to different groups of people.

The import can be carried out using a simple Excel list, CSV file or by entering the data manually. You will find an import template in our CMS that you can use at any time.

Participants will then receive **individual token links** via the invitation email, which they can then use to register for the event. You can then use the guest list in the CMS to see exactly who has registered for the event, who has canceled or who has not yet responded.

Alternatively, you can also work with an **event code** so that registration for the event is only possible by entering an event code. This option is particularly suitable if you want to give your potential participants the option of inviting colleagues to the event or nominating representatives.
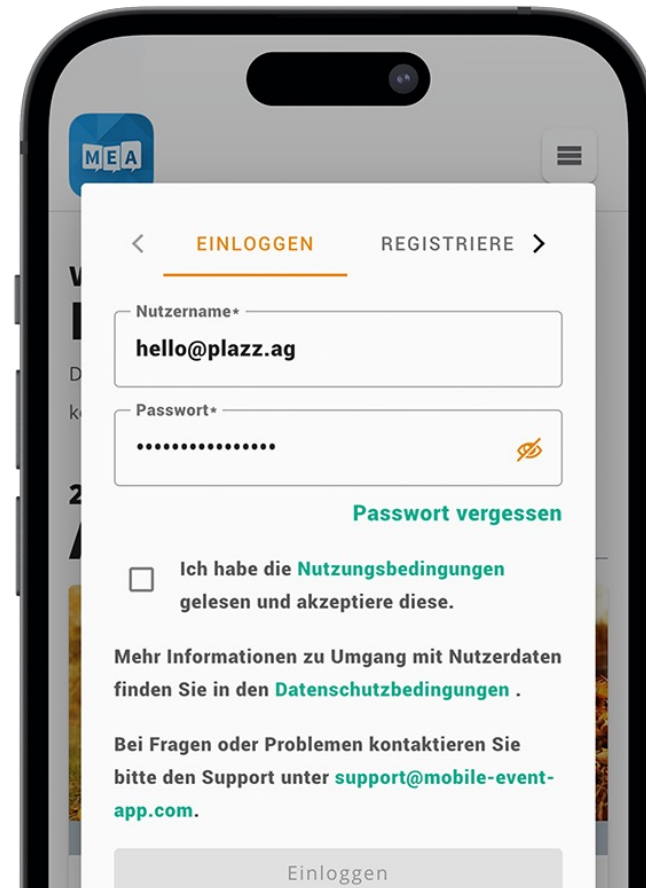
OPEN REGISTRATION & PRE-EVENT PAGE

If you opt for open registration, you have the option of including the **registration link** on an existing website or using our **pre-event page**.

With an individual pre-event page, you can **easily and simply** draw participants' attention to the event. The content can be easily combined using drag & drop and accesses the **same CMS as the event platform**.

By using various elements, such as the agenda for an overview of the program or the introduction of the speakers, you can clearly **present relevant content** for your event in advance.

A **link to the event registration** and the event platform also simplifies project management.

MAILINGS

You can use the CMS to create **various mailings** and templates for sending invitations. If desired, the emails can be sent from your email address.

When creating the emails, you can choose between the following email types :

> Invitation

> Contact/Reminder

> Automated confirmation mail

> Automated rejection e-mail

> E-mail for waiting lists

The text of the e-mail is **freely configurable** and can be provided with placeholders such as name, salutation, title or various links.

It is also possible to automatically send various mailings at a specified time. The mailings can have **e-mail attachments** such as PDF, DOC, PPT, XLS or ICS calendar entries.

QUESTIONNAIRE

To obtain important initial information from your participants before the event, you can easily create questionnaires in the CMS using **drag & drop** and integrate them into your event registration.

You can determine **individually for each questionnaire** whether it is visible to all potential participants or only to certain groups of people.

When compiling the questionnaires, you can choose from the following functions :

> Single-Choice / Multiple-Choice

> Dropdown

> Free text

> Calendar

> Contingents e.g. for workshops or hotel rooms

> Data upload

You can also work with **display conditions** and define **mandatory fields**.

COMPLEX GROUP STRUCTURES

Our extensive **group dynamics** allow you to design complex structures that reflect your events digitally.

This is particularly suitable for **larger events or roadshows** where certain groups of participants are processed in waves. Invite them via registr and send them the most important information. Send reminders or check the registration status of your guest groups. With registr you have the perfect overview.

At the same time, they use additional **questionnaires** that are only visible to the selected groups to gather the right information for the respective target group so that they are optimally prepared.

The guests then end up in the right group via a token link in the invitation. Paired with our event app, participants see exactly the information that is assigned to their group at the right time. In this way, **large and complex event formats** can be transformed from organizational nightmares into feasible challenges using smart solutions.
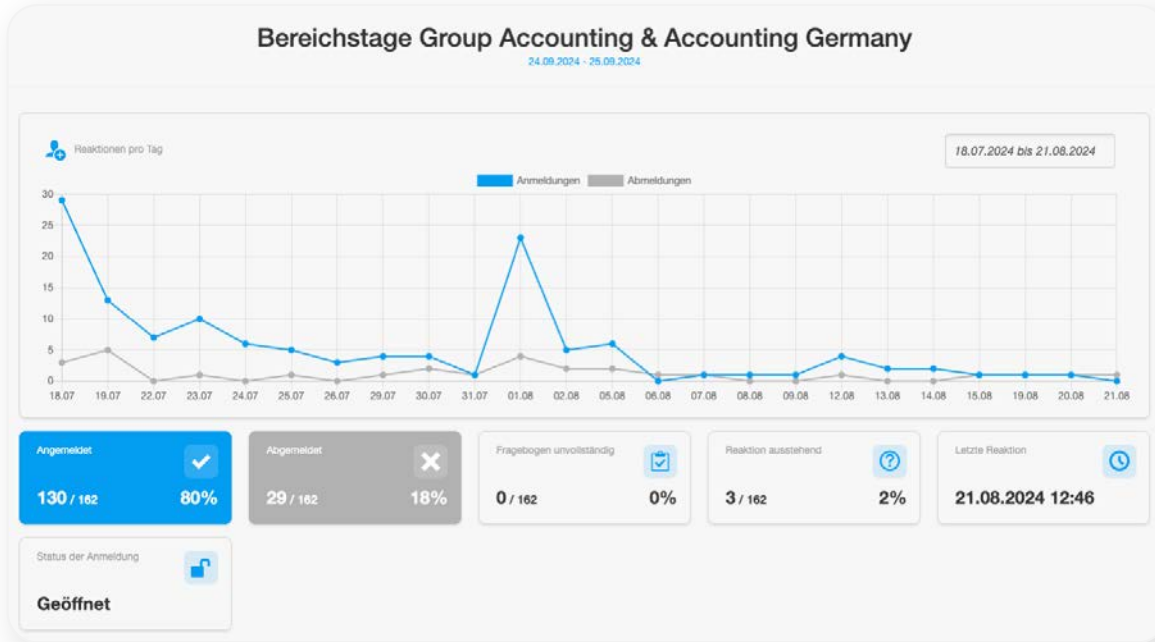
Even the most complex group structures can be clearly displayed and successfully informed in practice with the help of our solution.

Sales Gruppensplit, Anreise Mo-Do, Tag

ANALYTICS OF REGISTR

An unlimited number of CMS accesses gives you access to the backend and your registration data at any time. This means that you receive a detailed evaluation of the questionnaires at any time and can track the registration status of your participants in **real time**.

Comprehensive filter options (e.g. registered, deregistered, no response) and an export comparison, which shows you changes to the participants in color, provide you with Excel lists with all the information you need to continue working on your event planning

Event Solution
Mobile Event App

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
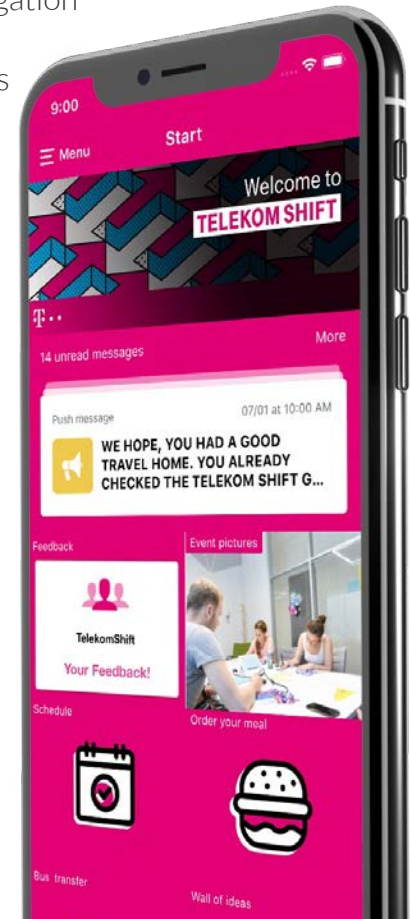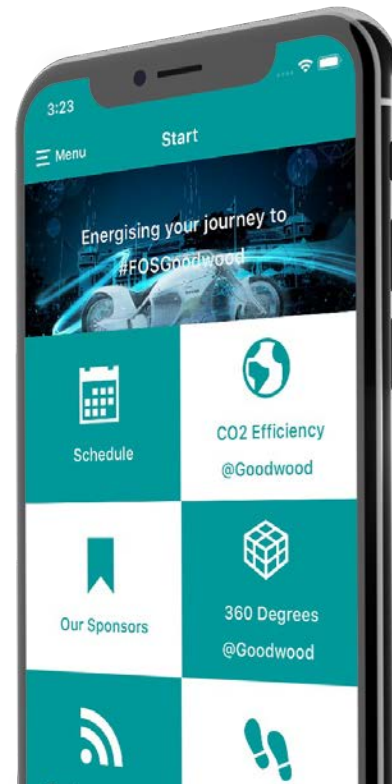
CONTENT MANAGEMENT SYSTEM

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
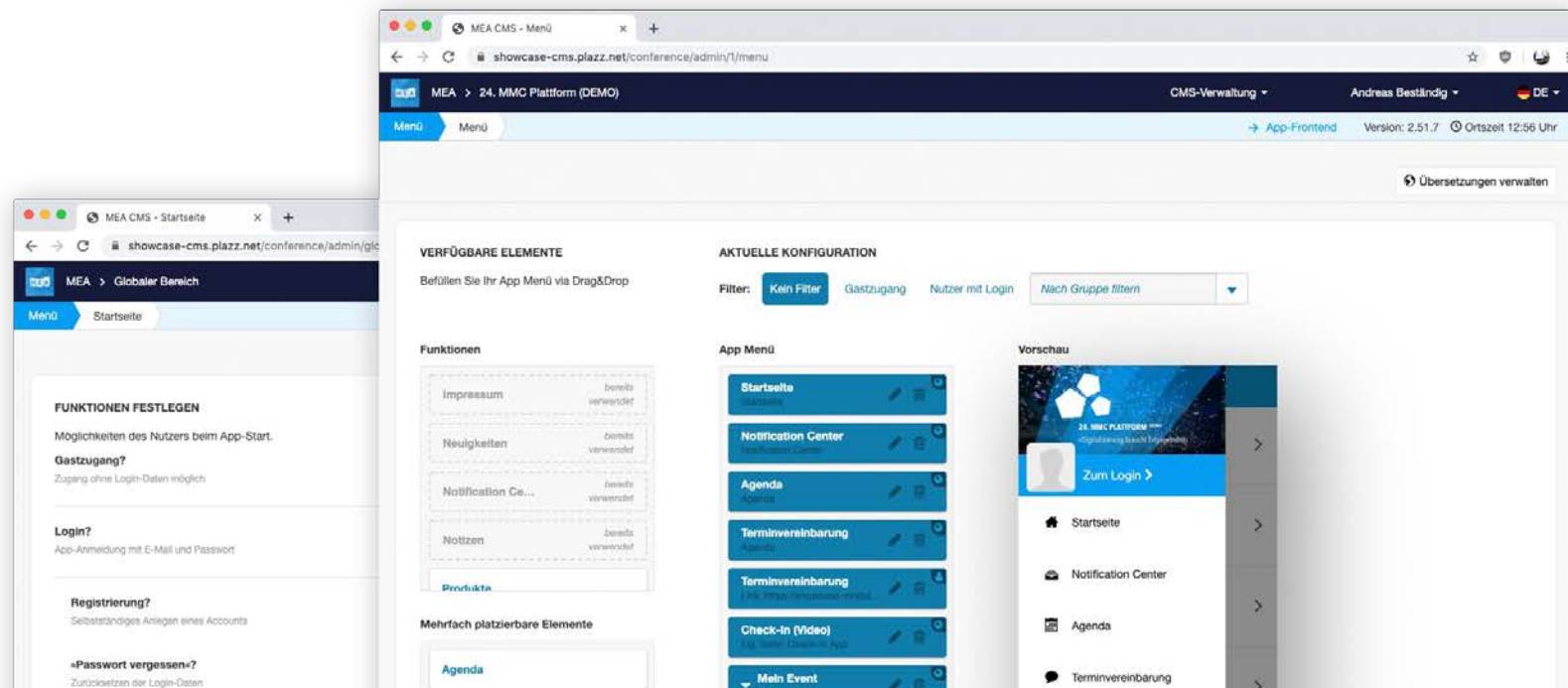
FEATURE UMFANG DER MOBILE EVENT APP

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
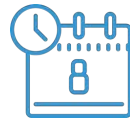
Administration

- 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

INFORM

= 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
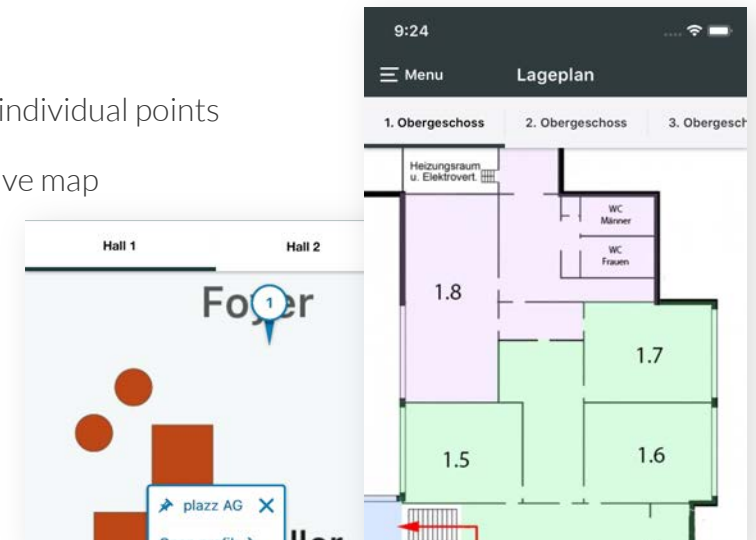
Matchmaking 👑

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

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

02/03 What do you look for in a lecture?

A Content   28.0%
B Rhetoric   37.0%
C Presentation sheets   18.9%
D Acoustics of the roor 16.1%

Wordcloud

Kunden helfen wirtschaftliche
SaaS Lösungen
setzen entwickelt
plazz
Perspektiven mobile b2b AG Transformation
Welt 14 Dax Architekturen
Qualitätsmanagement Preview MEA
Entwicklung fit BeratungKonzeption
integrierte durchdachte Unternehmen
konzipiert mobile-event-appcom
ganzheitliche verändern Rund Zukunft

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

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

10:05 Social Media Quiz

Correct! Keep going

Question 2
What is special about Snapchat?

The posts disappear after 24h   You can't connect with friends

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
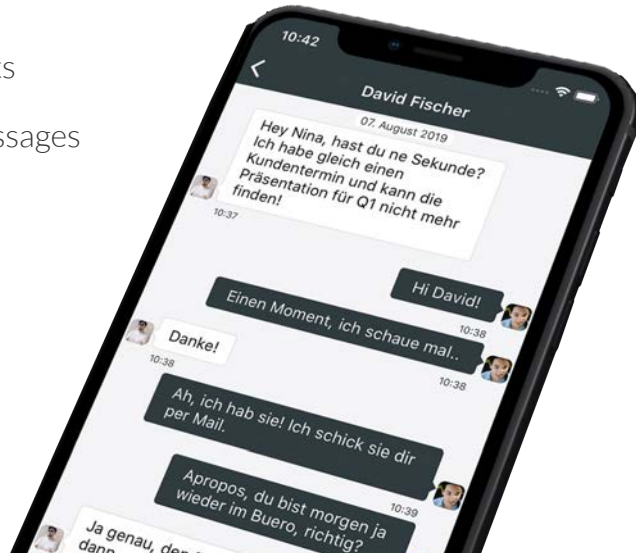
News

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.
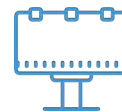
> Promotes exchange among each other

> 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

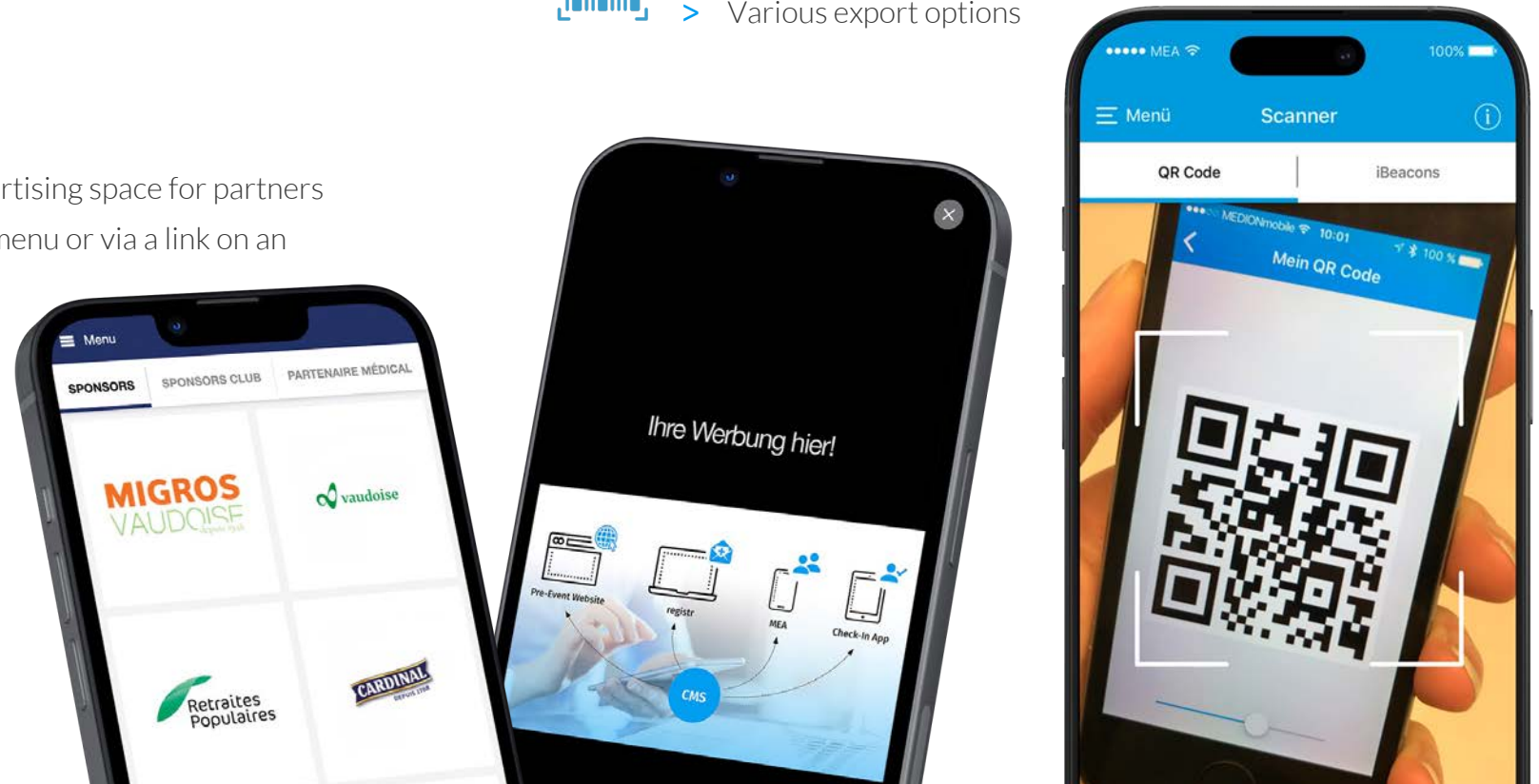A major advantage of the MEA application is that the different platforms (**iOS, Android and web**) and the extensive group structure mean that content can be played out specifically for your **different groups of people**. This allows you to target content to your face-to-face participants and your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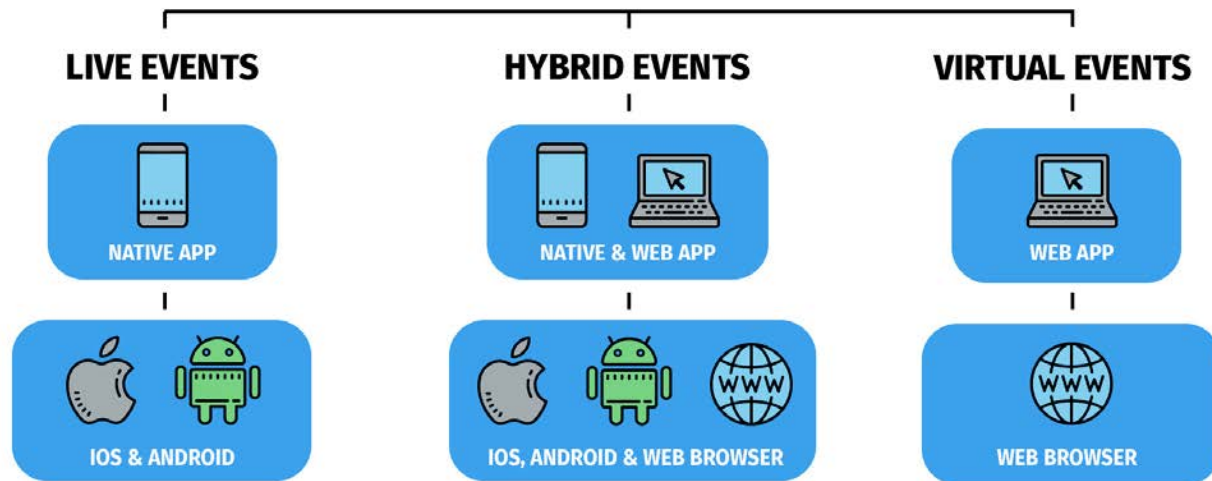
VERSATILE CONNECTION AND EXPANSION

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

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
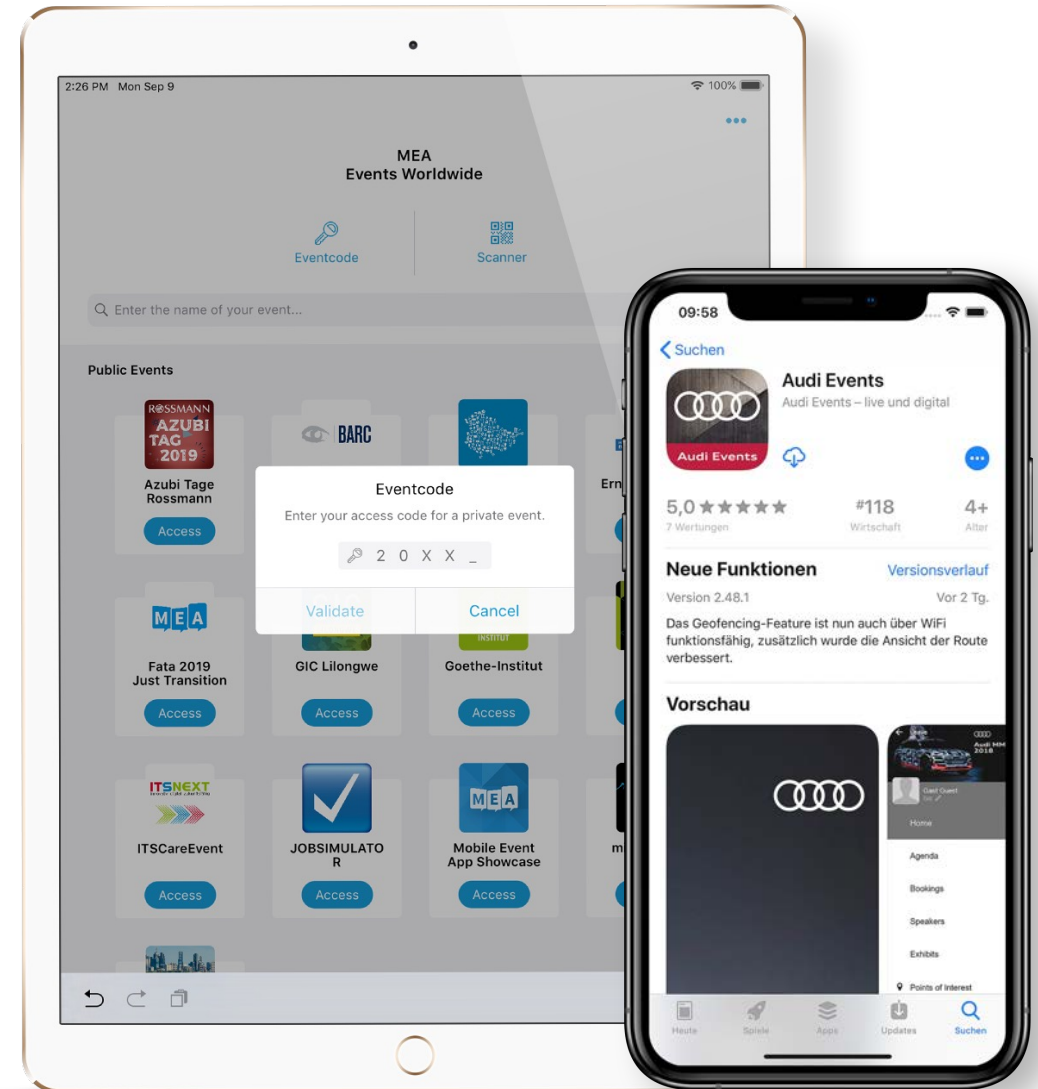
Event Solution
Check-in App

Our check-in solution for on-site accreditation

> Simple check-in solution for **iPads & iPhones**

> Accreditation via **QR code** (digital or printed) and manually via an integrated guest list

> Check-in and check-out for the entire event and individual sessions

> **Self check-in and check-out** by your staff

> Optional combination with **badge print**

>> Provision of Evolis Primacy printers for badges customized to your CI (if desired)

>> DIY printing of name badges using Avery adhesive sheets

> On-site printer support from plazz AG

> Real-time participant statistics on the iPads/IPhones and in the backend with download option

> An example of the check-in process at an event can be found in the **linked video on the right**.
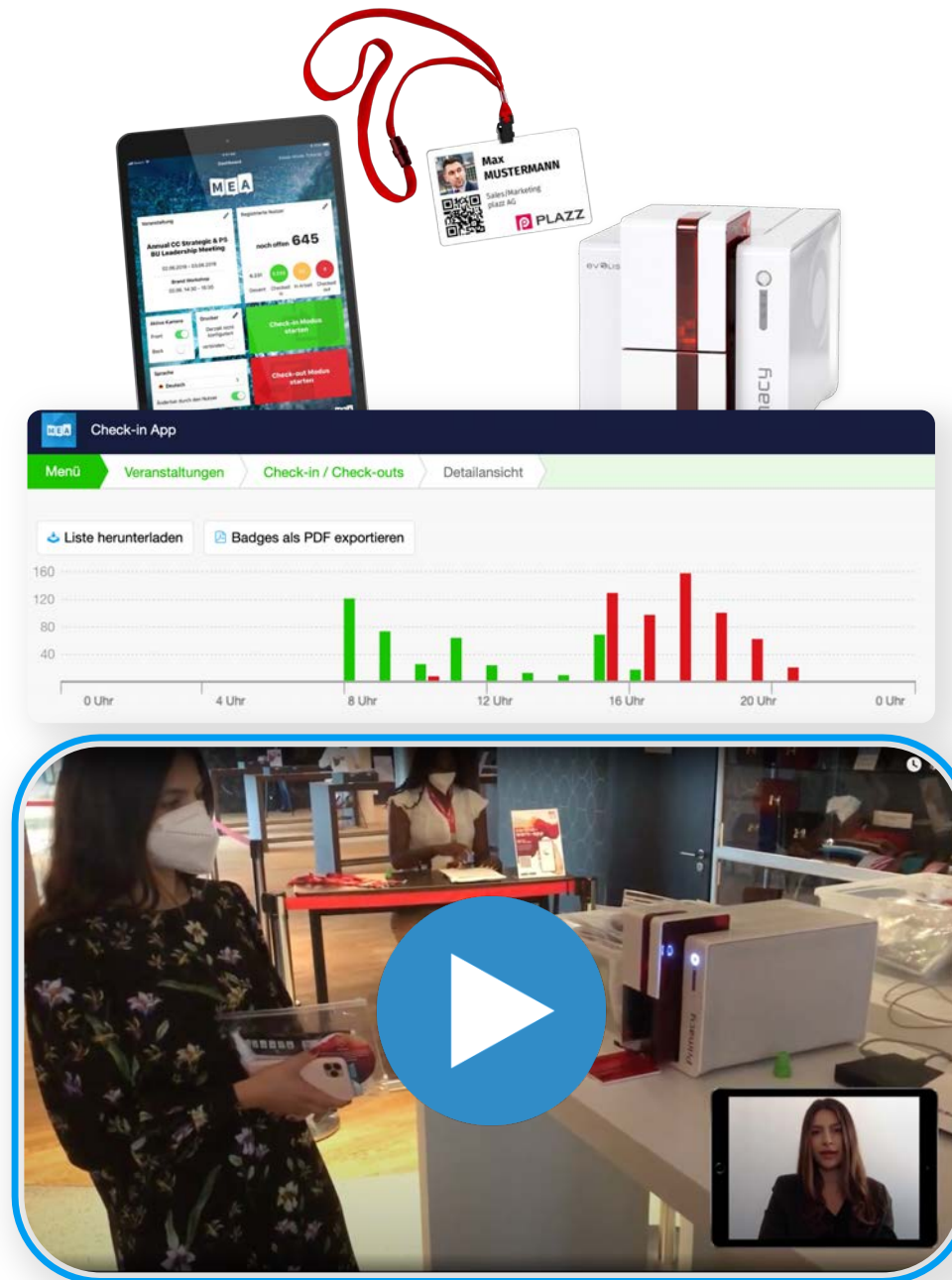
ADVANTAGES OF THE EVENT APP BUNDLE

Participant registration can not only be used on its own, but also as a **complementary tool** to the Mobile Event App (MEA).

As both systems are managed via a **shared content management system** (CMS), you as the organizer only need one login to view and edit all information.

However, the shared CMS offers even more advantages. Instead of maintaining extensive Excel spreadsheets, porting participant lists from one platform to the next or commissioning the costly development of an interface, with registr you benefit from the **seamless automatic transfer** of your data to the MEA.

REGISTRATION

CHECK-IN APP

MOBILE EVENT APP
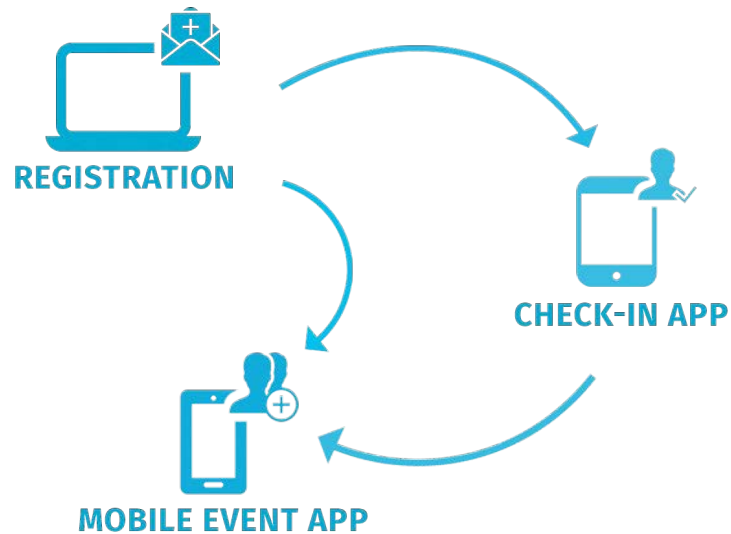
Your advantages :

> Can be used across events

> Automatic badge print option with check-in app

> One-time registration of your participants in the system

> Seamless exchange of data between registr and MEA

> Low workload, less error-prone

> Cost-effective as bundle of registr and MEA possible

> Little implementation effort as no interface required
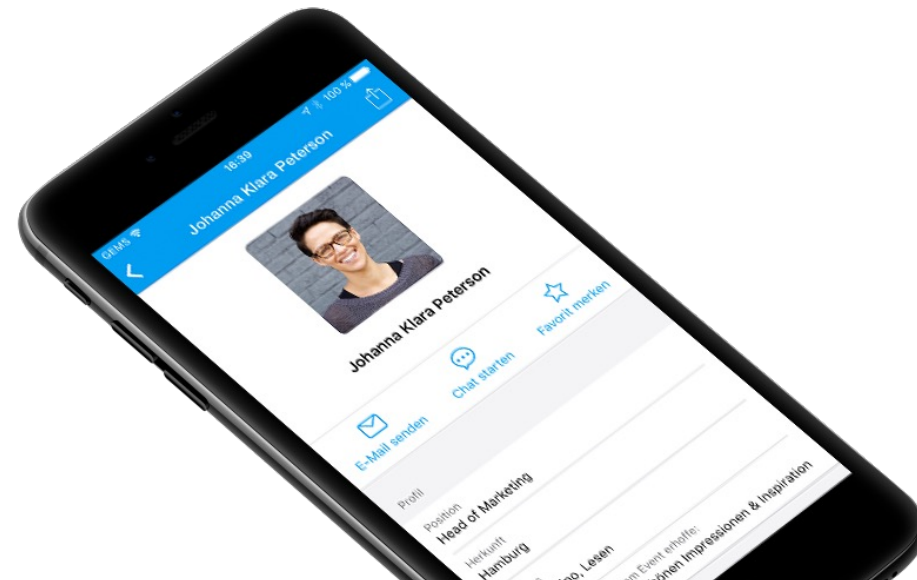
DATA PROTECTION & DATA SECURITY

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.

Web: https://mobile-event-app.com

Mail: sales@mobile-event-app.com

Phone: +49 (0) 89 26 20 43 469