



# **Attendease Platform Overview**

# An Enterprise-Focused Approach to Meetings and Events Technology

Attendease has a track record of success helping enterprise organizations to manage events using our user friendly yet robust technology. That's why enterprises like Adobe, Autodesk, RBC Bank, and NBC rely on our event management solution to create and manage thousands of meetings and events each year.

Attendease can support event teams to create, deliver, and measure a portfolio of internal and external meetings and events of all types and sizes, whether virtual, hybrid, or in-person. We provide a highly configurable platform that minimizes the need for customization, so you can have an easy-to-use, cost-efficient solution.



**Best Event Website/Mobile Site 2016**  
**Best Attendee Management Technology 2019**



**Loved and Trusted By:**



## Is Attendease Right for You?

Serving the mid-market to the world's biggest brands, Attendease provides highly configurable settings and the ability to clone workflows, so event teams can save time on tedious setup tasks and quickly scale their output.

**Attendease is a great fit for enterprise organizations looking for:**

- 🏠 One unique solution to manage a varied portfolio of events
- 🏠 Quick onboarding and ease of use
- 🏠 Highly configurable schedule creation and management
- 🏠 Robust permissions and security requirements
- 🏠 A collaborative solution for decentralized event teams
- 🏠 A white labeled solution that keeps you in control of your brand
- 🏠 5-star customer service

**Attendease's user-friendly platform can save you and your team time and money.**

- 🏠 Cut down on website and marketing tool subscriptions
- 🏠 Create and manage hundreds of events within one platform
- 🏠 Eliminate custom design and web development time lags and expenses
- 🏠 Drive down the cost per event with each incremental event you do

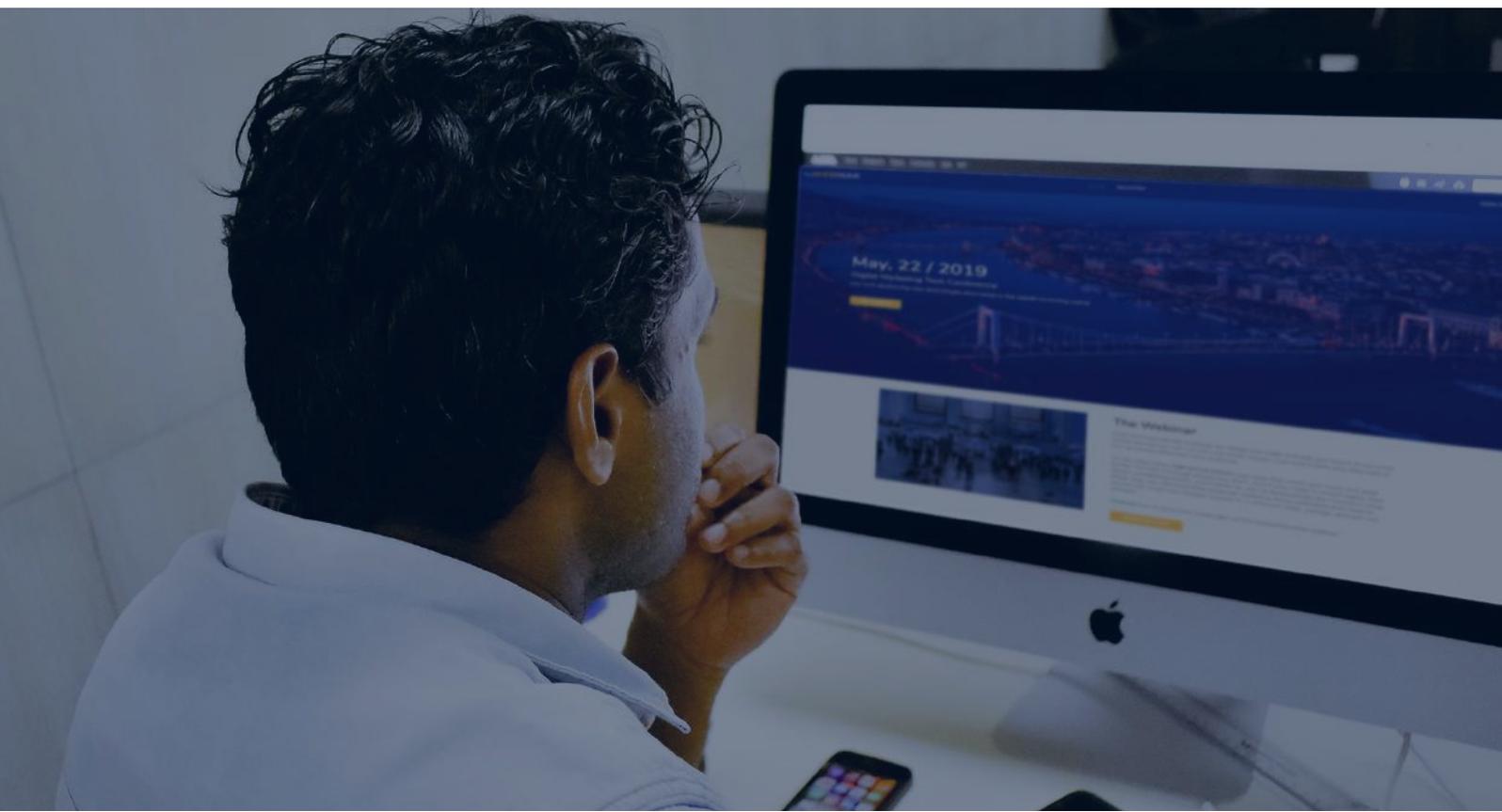


### Meeting and Event Types Supported:

- ✓ Conference
- ✓ Webinar
- ✓ Roadshow
- ✓ Product Launch
- ✓ Retreat
- ✓ Training
- ✓ Internal
- ✓ Incentive
- ✓ Recruiting
- ✓ Virtual
- ✓ Hybrid
- ✓ In-Person
- ✓ And more!



**Our engine is built around a set of features that ties together all the moving pieces of your event. By consolidating all efforts in one unique platform, your team can save time and money, while keeping a consistent experience across all events and having one source of truth for all events.**



## #1 Security & Compliance

Attendease complies with the latest in security and compliance requirements to serve the enterprise market. That includes GDPR compliance, data encryption, privacy policy, user terms, and services agreement, and two-factor authentication. We take security seriously and that is an integral part of what we do.

Our platform also helps you control who has access to information internally, by allowing you to manage user permissions by user, event, or business units. Each user will only see parts of the platform that they need.

## #2 Virtual & Hybrid Events

Flexibility is the name of the game. Offer your attendees the option to attend a live event or watch sessions online at their convenience.

Attendease is a versatile platform built to support events of all types and sizes, whether virtual, hybrid, or in-person.

Managing virtual events is not something new at Attendease, in fact, we've been doing it since we started and we continue to provide support to our customers who need to pivot from in-person to the online space.

Our virtual technology continues to evolve, and we are launching a series of enhancements to our virtual capabilities throughout 2020-2021.

- ✓ Broadcast virtual events
- ✓ Host single-session or multi-session online events
- ✓ On-demand webinar and recordings library
- ✓ 1:1 meetings (coming soon)

## #3 Publishing & Automation

Regain control over your brand: create your fully branded event website and provide a stellar experience to your attendees.

You don't need to be a website developer or designer to spin up your own event pages. Attendease reduces reliance on other teams by allowing event professionals to build, manage and update their own white-labeled event websites. Better yet, once you build your event website, you can easily clone it to create a new one with the click of a button.

- ✓ White-labeled templates library
- ✓ Advanced website editor
- ✓ Custom URLs
- ✓ Website cloning
- ✓ Events portal page

## #4 Event Management

Coordinate all the moving parts with ease. Try our nimble yet powerful scheduling, registration, and payment capabilities as a foundation for your events' success.

There's no need to juggle, learn or pay for multiple event management tools. When you use our all-in-one platform, you can manage your event scheduling, registration, and payment within a single dashboard.

Manage more events with less effort: while the platform is user-friendly, it was built to handle from the simplest to most complex scenarios.

- ✓ Robust session slotter
- ✓ Flexible registration for your events needs, including multi-attendee registration, attendee import, private invitations, waitlists, and more.
- ✓ Advanced form features, including global fields, conditional fields, and custom fields.
- ✓ Create unique registration forms for different pass types
- ✓ Setup private invitations
- ✓ Manage payments with Stripe
- ✓ Use Speaker, Sponsor, Exhibitor, and Attendee Application workflows



***Across our enterprise, event planners were having to jump through hoops to deal with all the regulations and constraints when registering attendees for an event.***

***The [Attendease] application saves them huge amounts of time by implementing event tools to manage the registration flow. It also gives them a very professional website to complement their event.***

***The win here is that they don't have to hire an agency to design/build a site for them. With a handful of assets they can spin up a site and publish it on their own in a day.***

***This freedom has saved significant \$\$ and the time savings is immeasurable!***



**Joni A.,  
NBC**

## #5 Multi-Event Management

Attendease is a powerful engine for creating, publishing and managing an entire portfolio of events by various teams. The platform was built specifically to meet the needs of busy enterprise professionals who manage several internal and external events and meetings at a time.

While templates and cloning functionalities help brands maintain a unified look and feel across all events, robust permissions settings keep sensitive information protected.

- ✔ Manage different brands and business units from one platform
- ✔ Setup user permissions for your events team
- ✔ Create a library of website and email templates to use across all your events
- ✔ Share your calendar of events through your events portal page
- ✔ Use global fields to manage attendee data across multiple events

## #6 Attendee Experience

Take comfort in knowing your attendees will be delighted by creating a stellar event experience.

Provide your attendees with a fully-branded, memorable event experience. Let attendees create their own agendas, customize their profile, and provide them with ways to connect to other event participants. All from an easy-to-use platform.

- ✔ Personal agenda creation
- ✔ Member profiles
- ✔ 1:1 Messaging
- ✔ Multi-language and multi-currency support
- ✔ Single Sign-On (SSO)
- ✔ Full-featured mobile event app

## #7 Event Marketing

Amplify your event with a holistic approach. Integrate into your marketing stack and report with confidence.

Amplify your events and connect with attendees using our set of marketing tools. Attendease also integrates with enterprise-level marketing software, such as Salesforce, HubSpot, Marketo, and others.

- ✓ Email automation and email templates
- ✓ Email list segmentation
- ✓ Social sharing
- ✓ Create UTM tags to track your campaigns
- ✓ Connect with tracking pixels from your paid marketing campaigns
- ✓ Connect with Google Analytics & Google Tag Manager
- ✓ Send push notifications through the mobile app
- ✓ Retarget incomplete registrations



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***We manage major conferences all over the world. Using Attendease frees up our digital team from developing solutions for all the events we operate and gives the events team a complete all-in-one solution.***

***Attendease is so easy to use as an event team, but more importantly, it's easy for participants to register.***

***It comes with a plethora of features like event website, mobile app, the registration system or the scheduling system — the ability to customize each event only to use the features that you require.***



**Oliver S.,  
Afreximbank**

## #8 Event Analytics

Minimize the need to check multiple analytics dashboards and have easy to access data at your fingertips.

With Attendease you can track performance throughout the entire event lifecycle, from registration to revenue, and compare results among your entire portfolio of events.

Attendease acts as one source of truth for all your events. Our reports let you collect, visualize and export data with confidence.

- ✓ Real-time event registration tracking
- ✓ Event revenue and goal tracking
- ✓ Reporting on the event level or Business Unit level
- ✓ Attendee survey and attendance tracking

## #9 Onboarding & Support

We take support seriously, which got us a 5-star ranking for customer service on Capterra!

In addition to having a personal Customer Success Manager, our enterprise-level customers also get to enjoy full support during kick-off, onboarding, custom training sessions, quarterly business reviews, and 24/7 support. Most Attendease customers launch multiple events within a month of signup.

The ease of use makes Attendease an ideal tool for event teams, who can quickly get up to speed with the platform to focus the energy on what you do best: creating great events.

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***Attendease is a comprehensive one-stop shop for event management.***

***Our business had to execute 200+ events and needed to lean on an easy to use product instead of manually making landing pages for each one.***

***I thoroughly enjoyed my on-boarding experience with my Customer Success Manager. He spent a lot of time with me and my team to ensure our success.***



**Adobe**

**Tiana N.,  
Adobe**



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