

Overview

Notified Event Cloud delivers the world's most comprehensive end-to-end event technology and services. It is the only solution that masters virtual, hybrid, and in-person experiences and supports the entire event portfolio, from single session webcasts to year-round experiences.

It's a whole new world of event technology without the limitations of venue.

Create unforgettable experiences to build brand and community engagement



Event Management

- Registration
- Content Management
- Sponsor & Exhibitor Management
- Staff Scheduling
- Meetings Management
- Onsite Tools



Digital Experience

- Mobile App
- Branded Virtual Venue
- Attendee Engagement Tools
- Live & On-demand Streaming
- Concurrent Sessions
- Gamification
- Social Wall



Services

- Self-Service Support
- Project Management
- Full-Service Event & Webcast Production
- Creative Services & Design
- Onsite Video Production
- Integrations

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Events Without Limits



We Get You

As event planners and marketers ourselves, we've faced many of the same issues over the years, including:

- **Lack of Engagement**
- **Digital Fatigue**
- **Inconsistent Branding**
- **Poor Audience Retention**
- **Lack of Back-End Automation**
- **Too Many Technologies and Vendors**
- **Inability to Measure ROI**
- **Unreliable, Hard to Use Technology**
- **Broken Customer Journey**
- **Scaling Events**
- **Meeting Accessibility Standards**
- **Driving Value for Sponsors and Exhibitors**



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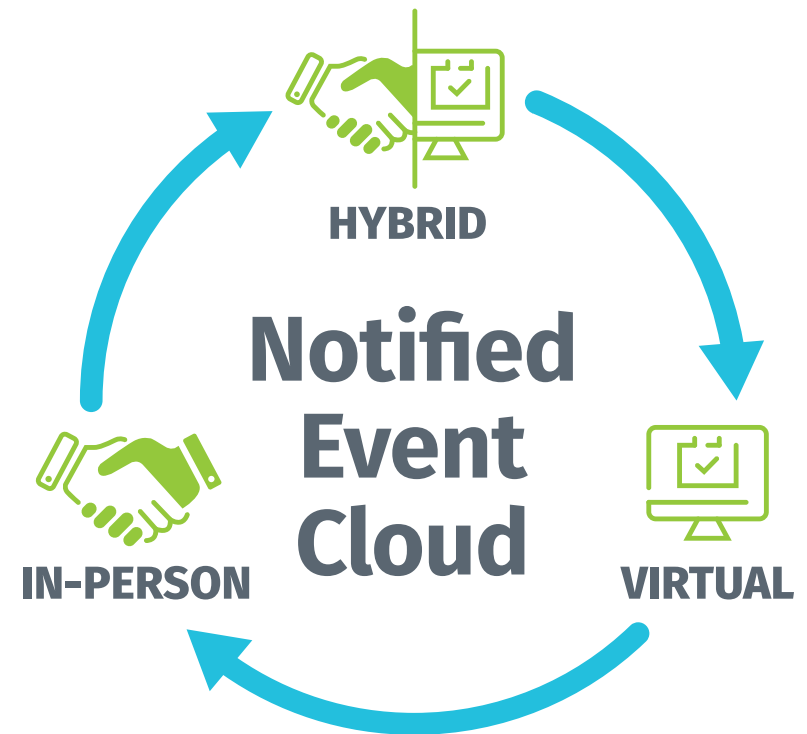


Key Benefits

The event tech platform you've been looking for is here. All your events, all in one place - whether virtual, hybrid, in-person, or all of the above. We offer a consultative approach to determine your use case and provide a solution that makes sense for your company.

Benefits of Notified Event Cloud:

- **All-in-One Event Technology:** One solution for all your needs.
- **Event Automation:** Manage events better, faster, and at scale with back-end automation.
- **Personalized Branded Experiences:** Create experiences to build your brand and community.
- **Increased Engagement:** Provide your audience with the most engaging experience through interactive group chats, social networking and much more.
- **Actionable Insights and Maximum ROI:** Access to dashboards for real-time metrics, giving you the ability to track and measure your ROI immediately.
- **Accessible & Inclusive Events:** Make your event more flexible and inclusive by removing physical barriers for audience members.
- **World-Class Service:** Turn your ideas into one-of-a-kind experiences with a wide range of event services from project management to on-site production.
- **Reliable, Secure, Scalable Technology:** Feel confident with battle-tested technology used by the world's largest organizations for their most critical events.



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For Every Kind of Event

Are you looking to create an unforgettable experience that builds brand and increases community engagement? Perhaps you want to host a sales kickoff meeting for your organization or develop a virtual program designed to launch a new product to the market. The truth is, there are many use cases out there but finding the right solution isn't easy. Notified Event Cloud delivers flexibility to support the entire event portfolio no matter the size and format, from single session webcasts to year-round engagement.

Our customers have found success using our Event Cloud to support their entire event.

One platform to support your entire event portfolio

User Conferences

Regional Events

Virtual Series

Demand Gen Webinars

Partner Conferences

Award Shows

Investor Days

Town Halls

Industry Events

Road Shows

Field Events

Press Event

Annual Meetings

SKOs

Forums

Continuing Education

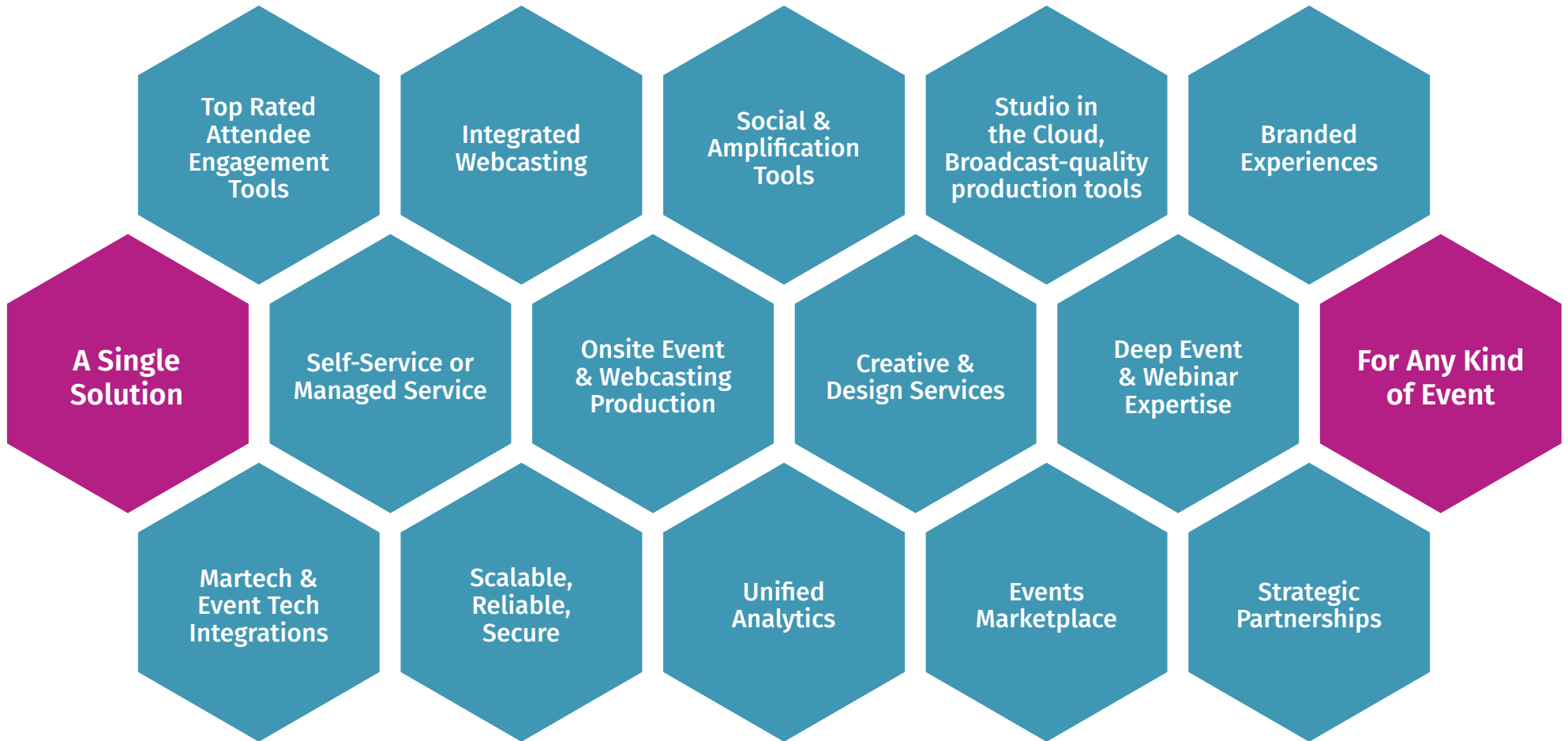
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Thoughtfully Designed Technology

We empower you to create impactful events with a world-class event technology platform. The Event Cloud platform is purpose-built from the ground up by event management veterans for event professionals and marketers.



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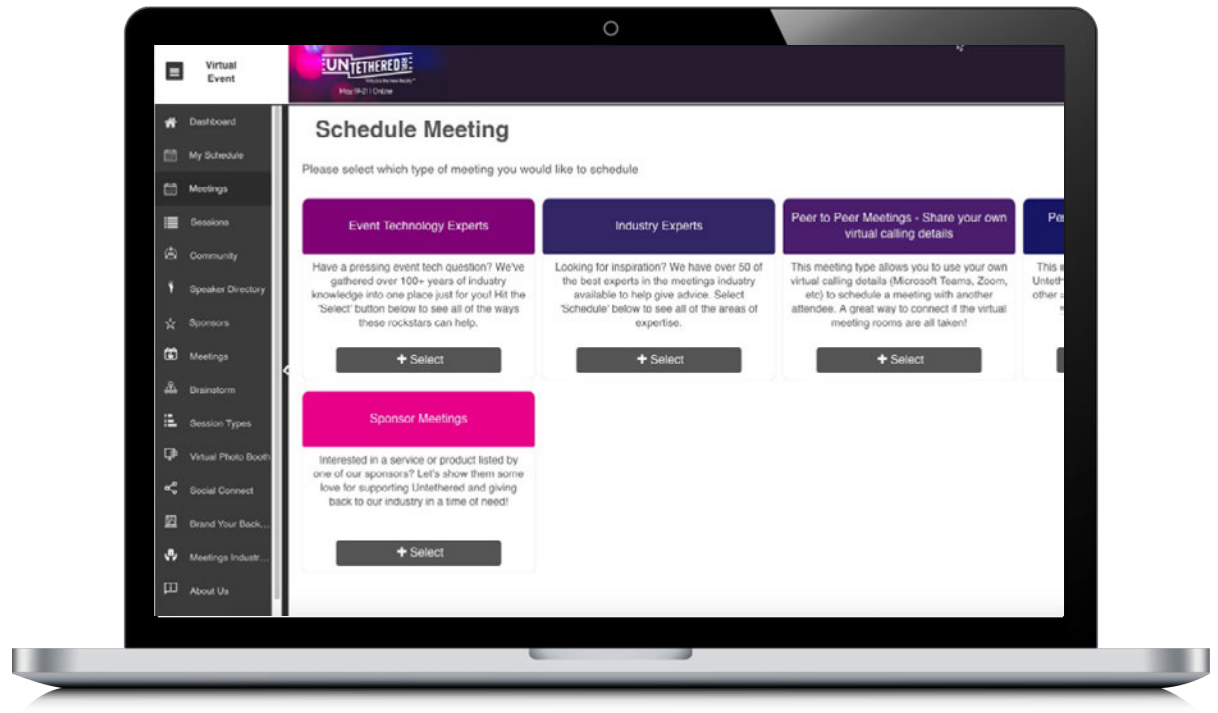
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Event Management

Complex event planning made simple. Manage events better, faster, and at scale while automating back-end process to efficiently manage speakers, sponsors, staff and meetings.

- **Registration:** From event planning and management to execution and delivery, you are in full control of your event. Manage your program, staff, sponsors, and exhibitors from one easy-to-use platform.
- **Content Management:** Everything you need to execute on your event content strategy. Create sessions and tracks, assign rooms and custom roles and publish it all instantly.
- **Sponsor & Exhibit Management:** Lift the burden of exhibitor coordination by allowing your partners to self-manage everything from creating their company profile to requesting their booth location.
- **Staff Scheduling:** Ensure you have right people at the right place at the right time.
- **Meeting Management:** Holistically manage all your event meetings and deliver real business value. Track what meetings happened, the dollar value of those meetings, who was in-demand, what topics were hot, and more.



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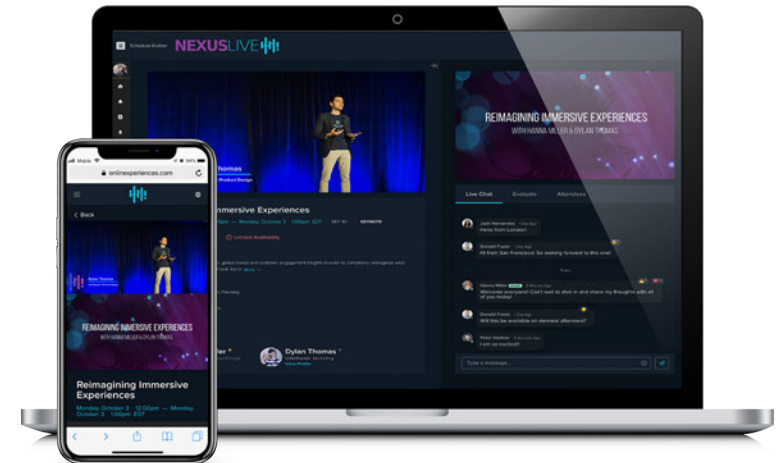


Digital Experience

Create rich, immersive experiences to build your brand and community. Easily keep online and in-person audiences hooked with digital session engagement tools such as polling and live chat.

Build your event's community with a digital speaker listing, schedule sharing, and attendee profiles. Deliver live video programming via our webcasting platform, or leverage integrations to incorporate live or on-demand content. Event-wide tools such as a social wall and gamification keep attendees engaged throughout

- **Mobile App:** Give your attendees the same experience across all their devices. Whether attendees are engaging with the event on their laptop or on a mobile device, feel confident knowing they are getting a consistent, seamless experience.
- **Branded Virtual Venue:** Bring your brand to life by creating a unique, immersive experience that makes your audience feel more connected to your brand, the community, and each other.
- **Attendee Engagement Tools:** Build personalized experiences that inspire engagement and promote meaningful dialogue between presenters, attendees, and sponsors to foster knowledge transfer and collaboration.
- **Live-Streaming and On-Demand:** Power your speakers with studio-quality production value to deliver unmatched audio and video presentations to a global audience with live, simulive, and on-demand broadcasting options.
- **Badging and Gamification:** Create excitement, increase engagement, and immerse your attendees at your next event by rewarding their actions with gamification and badging.
- **Social Wall:** Activate your visual marketing by capturing and displaying all social media posts related to your event within the digital environment by adding a social wall.



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Services

Create and deliver events on your own or tap into our team of event experts for help at any point along the way.

- **Self-Service:** The word support indicates that the bullet is going to talk about how we support a SS customer. The phrase doesn't mention this - only that they are in control.
- **Project Management:** From concept ideation to post-event content, our team of highly-skilled project managers will deliver you the best event suited for your needs.
- **Full-Service Event Production:** Whatever your needs, scale or event complexity, our professional team of experts will work closely with you and your team to support the entire lifecycle of your event.
- **Creative Services and Designs:** Turn your ideas into one-of-a-kind experiences with Notified's creative services. We handle it all from event strategy to branding and design.
- **On-Site Video Production:** Leading on-site production ranging from staging services and decor to seamless live-streaming capabilities and production technology.
- **Integrations:** Our Event Cloud shares the most important event data with your entire martech stack and third-party event tech.



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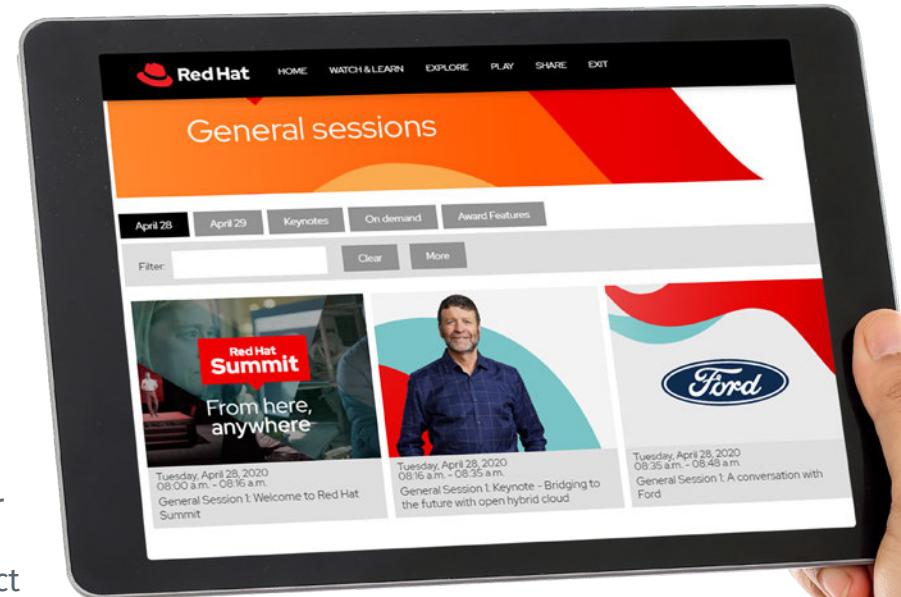
Case Study: Red Hat

Red Hat is an enterprise software company with an open-source development model with a comprehensive portfolio built on Linux that includes software, tools and services for hybrid cloud infrastructure, cloud-native application development, IT management and automation.

Each year, Red Hat hosts an annual summit for thousands of IT professionals. Red Hat Summit is known as the premier open-source technology event in the industry. In 2020, the conference was scheduled to be held from April 27-29 in San Francisco. However, due to the COVID-19 pandemic, Red Hat decided to rebuild its annual summit and take its global conference online.

Using Notified's expertise and industry-leading technology, Red Hat was able to create an engaging and memorable experience that featured over 300 sessions with guest speakers from around the world, using a mix of live and pre-recorded video. This included keynote presentations, product announcements and educational programs for its Red Hat community.

Despite the conference's move to a virtual setting due to the COVID-19 pandemic, attendance was not inhibited. In fact, it was bolstered. Red Hat Summit 2020 was its biggest annual conference yet.



RESULTS:

82,009

Total summit registrants from around the world

56,063

Unique attendees over the two-day summit

321

Total unique sessions

"In our first purely online Red Hat Summit, we not only successfully transitioned our in-person experience to virtual, but also we reached a far greater audience than we ever could at the physical event. As a result, we see great value including a virtual component to every in-person event strategy moving forward."

Emmett Helmes
Global Online Events Lead | Red Hat

| About Notified

Notified is the world's only communications cloud for events, public relations, and investor relations to drive meaningful insights and outcomes.

Notified Event Cloud lets you create unforgettable experiences to build brand and community engagement. It's the world's most comprehensive end-to-end event technology and related services to power the creation and management of events.

Notified PR Cloud helps you optimize brand value, increase earned media, and drive meaningful business impact. Reach global audiences, monitor brand sentiment, send GlobeNewswire press releases, and measure success.

Notified IR Cloud lets you manage stakeholder communications and regulatory requirements to maximize shareholder value. Tell your investment story with high-impact, multichannel solutions – earnings announcements, press releases, webcasting, virtual events, and IR websites.

Visit [Notified.com](https://www.notified.com) to learn more.

