

Virtual Event Platform

Extend Your Reach, Grow Your Audience, and Build a Community



The **Notified Virtual Event platform** is an award-winning platform that provides a better way to create stimulating, measurable and secure Virtual Event experiences.

The user-friendly interface allows the audience to easily navigate within the environment and is designed to promote social interaction and collaboration among participants. Group chat, live and on-demand content streaming and social sharing are just a few of the features that will keep your audience engaged from a computer or phone.

With the most industry experience, our platform is designed to support 200,000+ users concurrently on any device, anywhere in the world, making Notified the most trusted partner in Virtual Events.



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Common Pain Points

Whether you're hosting your first Virtual Event or looking to upgrade to a new solution – you're not alone. Our diverse customers share one thing in common: they all have challenges made worse by costly and/or ineffective communications, which lead to some of these pain points:



Poor audience retention



Inconsistent messaging



Inability to measure impact



Slow time to market



Incremental revenue growth



Rising costs in travel and accessibility to key stakeholders

Lack of engagement



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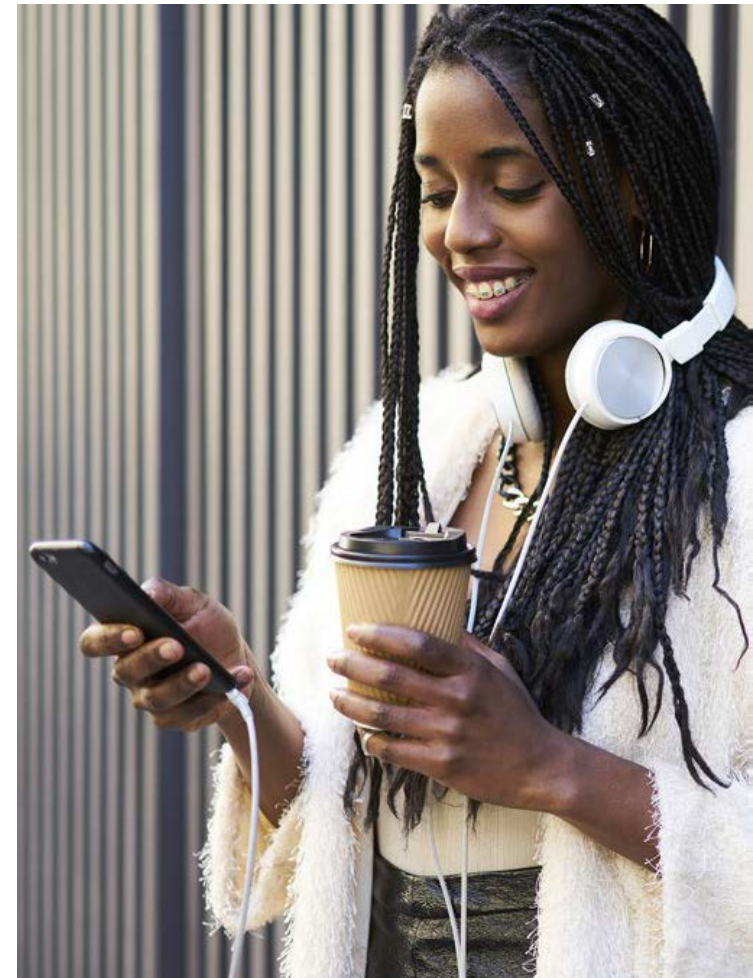


Key Benefits

Virtual Events are a turnkey communication and engagement solution, with interactive applications in a virtual environment that transform regular meetings into unforgettable virtual networking experiences.

Benefits of Notified Virtual Event Platform:

- **Increased Event ROI:** Extend the life of your physical event by hosting it virtually, allowing your audience to register and consume content anytime, even after the conclusion of your event.
- **Global Reach:** With the industry's leading mobile experience you can reach iOS, Android and Windows users, anytime and anywhere in the world, without sacrificing any of the interactive features offered on desktop devices.
- **Personalized Experience:** An engaging experience that promotes meaningful dialogue between presenter and audience, fostering knowledge transfer and collaboration.
- **Robust Analytics & Reporting:** Access to dashboards for real-time metrics, giving you the ability to track and measure your ROI immediately.
- **Single Destination Portal:** Host all of your content in a single destination, making it seamless for your audience to find and share relevant information.
- **Social Interactivity:** Provide your audience with the most engaging experience incorporating interactive social elements such as group chats, social networking, lounges and much more



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Are you looking to **extend the life of your physical event** by hosting it virtually? 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's Virtual Events offer a consultative approach to determine your use case and provide a solution that makes sense for your company.

Our customers have found success using our Virtual Events solution for many different applications including:



Product Launches



Sales Kickoff Meetings



User Conferences



Recruitment



Training



Tradeshows

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Benchmarks

50%

of registrants attend live.

16%

of those that attended live return to view on demand.

11%

of those registered and did not attend live attended on demand.

40%

of attendees' time is spent participating in presentations.



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Key Features

- Supports 200,000+ users concurrently
- On-demand monthly hosting
- Supports iOS, Android and Windows devices
- Fully customizable branded environments
- Access resource library
- Personalized registration and login pages
- Organize content by tracks
- Instant access to real-time analytics and reporting
- Community collaboration
- White glove customer service and support
- Store content in briefcase
- Adaptive bitrate video streaming
- Badging and gamification
- Content tagging
- Deploy interactive webcasts
- Host HD videos
- Testing and certification capabilities
- Personalized agenda builder
- Social content sharing



Video Engagement Tools

Provide Your Audience with the Most Engaging Experience



Overview

The Notified Virtual Event platform gives you the opportunity to interact face-to-face with your attendees using video engagement tools.

- **1:1 Video Chat** feature allows your attendees and sponsors to initiate video conversations with one another at any time during an event.
- **Video Roundtables** allow sponsors, presenters, and event organizers to host group conversations within a booth, theater, or presentation with multiple attendees at pre-determined times.



1:1 Video Chat



Video Roundtables

Matchmaking in Events

Powered by AI

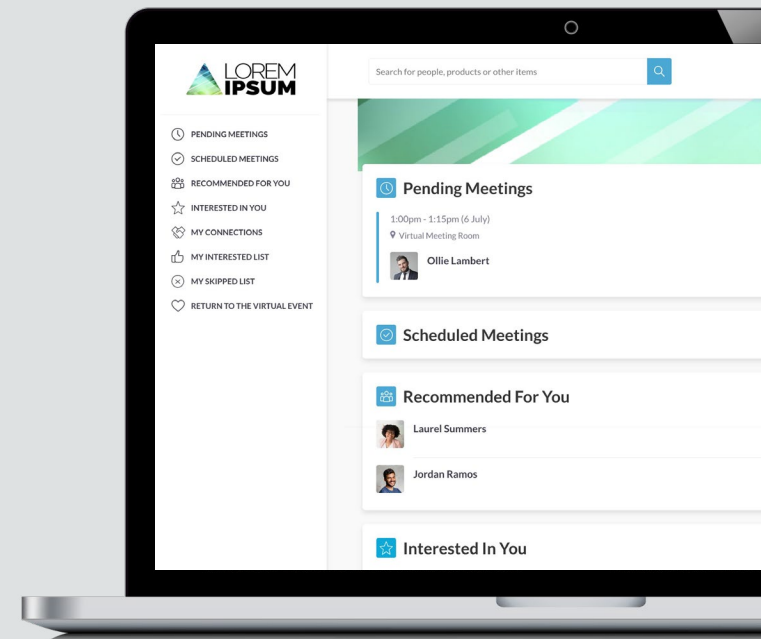


Notified's Virtual Event platform is equipped with AI-driven matchmaking capabilities that enhances networking and interactivity for event participants.

Matchmaking in events provides attendees, exhibitors, and sponsors with highly targeted recommendations to connect with and meet other people who are aligned with their professional goals and interests.

Benefits

- **Increase Attendee Engagement** - By design, matchmaking brings people together, driving a higher level of interaction and engagement.
- **Save Time** - Planning meetings in advance helps attendees and exhibitors get right down to business as soon as they enter the live event. Focus availability on only interacting with people who share similar professional & business goals.
- **Drive Leads & Higher ROI** – The AI analysis of attendees' interests and goals generates connection recommendations that result in better leads for exhibitors.
- **Collect Valuable Data** – Measure the level of attendee-to-attendee and attendee-to-exhibitor engagement via recommendations that result in actual meetings.



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Space Types

Just like a physical event or conference, spaces allow you to create the best user experiences for your audience. With many options to choose from, you can personalize spaces that meet your event goals. Use spaces to greet users in the Lobby, deliver presentations in the Theatre and include an Exhibit Hall for your speakers.



Lobby



Networking Lounge



Auditorium/Theater



Activity Badge Center



Resource Center



Games



Sponsor Space



Meeting Room



Exhibit Hall



Prize Center



User Profile



Feedback Surveys



Help Desk



See Who's Here

The industry's leading mobile experience supporting iOS, Android and Windows users.

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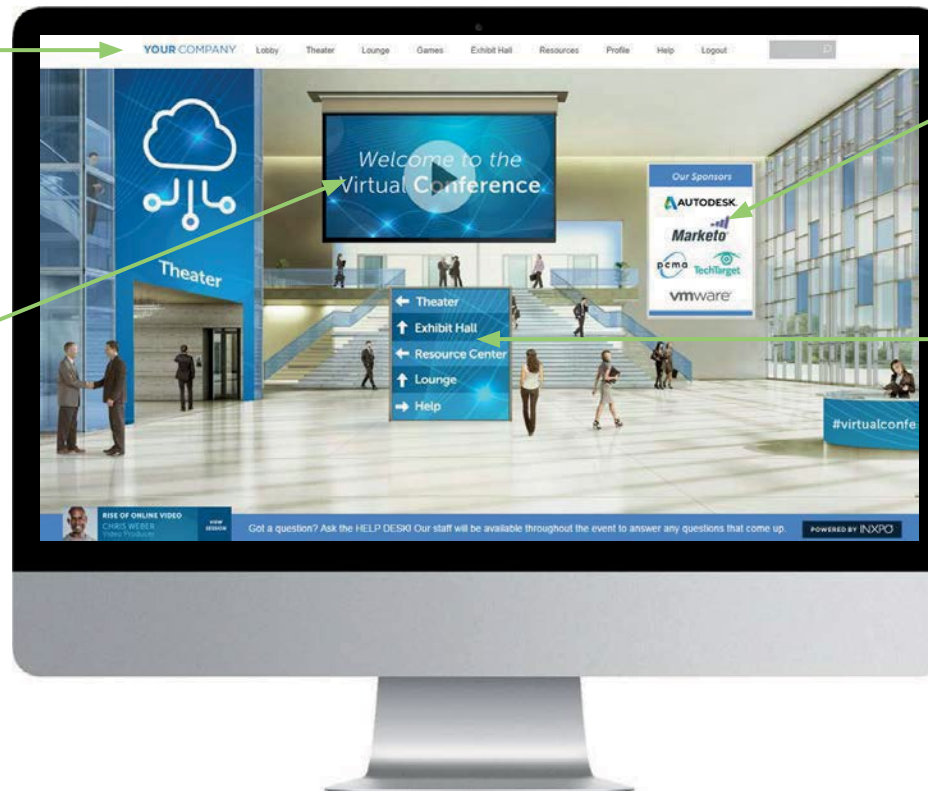


Welcome Lobby

The universal space can be used as a multi-purpose landing or destination area. This space offers the flexibility of using a pre-defined configuration option or starting with an empty canvas and designing your own space.

Branding Images - The branding image area allows for any graphic, such as logo labeling or sponsoring the space.

Welcome Video - Branded opening video for the space.



Display Ads - This area can display multiple ad spaces. These ads can link to other spaces or sponsors within your event.

Hotspots - Create links to other spaces or sponsors within your event.

Case Study: RSA Security Analytics - Global Product Launch



Challenges:

RSA, the leader in cyber security, is the premier provider of security, risk and compliance management solutions for business acceleration. RSA helps the world's leading organizations (including 90% of the Fortune 500) succeed by solving their most complex and sensitive security challenges.

These challenges include managing organizational risk, safeguarding mobile access and collaboration, providing compliance and securing virtual and cloud environments.

Notified Solution: Virtual Events



9,500
virtual
registrants

60%
from mobile
devices

2,300
confirmed
attendees

35
new sales
appointments

| 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. Connect global audiences with our highly interactive platform and leverage integrated analytics to maximize ROI.

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.

