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A 365 digital offering for your events

Protect your live events with virtual, interactive capabilities

zapnito

Zapnito + Events

Opportunity Statement

The coronavirus outbreak has caused the cancellation or postponement of exhibitions and conferences worldwide, hammering the events industry.

Mobile World Congress and events by **Facebook** and **Google** have all been affected, costing billions of dollars.

Instead of cancelling, organizations like Workday and Salesforce have switched to online-only events.

Zapnito's knowledge sharing SaaS platform is perfectly placed to support organizations to do exactly this - to create a permanent digital offering which can also host events online.



Bloomberg Technology

Mobile World Congress Canceled Due to Coronavirus Fears



CNBC Television

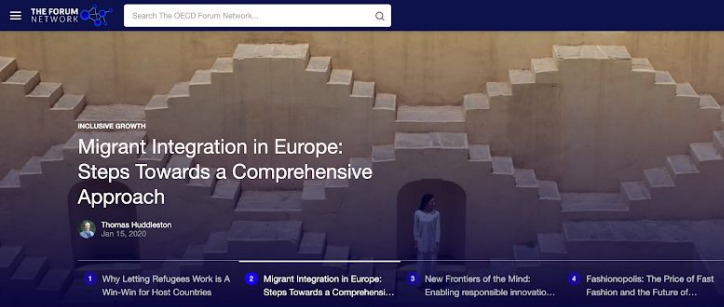
Facebook cancels F8 Developers Conference due to coronavirus concerns

4 days ago

Salesforce makes conference in Sydney online-only due to coronavirus - Business Insider

Business Insider · 4 days ago





The Power is in the Community

Zapnito's platform allows organizations to create a space for engagement that supports and enriches their Communities & Clients 365 Days a year.

Member value

- Learning from speakers and experts
- Networking
- Conversation
- Online training
- Private discussions
- Virtual focus groups/

For speakers/experts

- Speaker profiles + directories
- Video interviews
- Video panels
- Live streamed sessions

For sponsors/partners

- Sponsored rooms + innovative content
- Targeted access to your audience
- Powerful analytics for customer insight

Join The OECD Forum Network today
Access exclusive expertise - for free! [Register](#)

Latest Content

<p>NEW SOCIETAL CONTRACT MIGRANTS INTEGRATION</p> <p>INCLUSIVE GROWTH Why Letting Refugees Work is A Win-Win for Host Countries Gideon Maltz Jan 16, 2020</p>	<p>NEW SOCIETAL CONTRACT INTERNATIONAL SOLIDARITY MIGRANTS INTEGRATION</p> <p>INCLUSIVE GROWTH Quand l'échange fait la différence Julie Botton Jan 16, 2020</p>	<p>NEW SOCIETAL CONTRACT MIGRANTS INTEGRATION</p> <p>INCLUSIVE GROWTH Migrant Integration in Europe: Steps Towards a Comprehensive Approach Thomas Huddleston Jan 15, 2020</p>	<p>DIGITALISATION HEALTH ARTIFICIAL INTELLIGENCE</p> <p>DIGITALISATION New Frontiers of the Mind: Enabling responsible innovation i... David Winckoff Dec 19, 2019</p>
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Inclusive Growth
How should we rethink economic growth to ensure that the benefits are more equally shared and focused on people's well-being?
[View Channel](#)

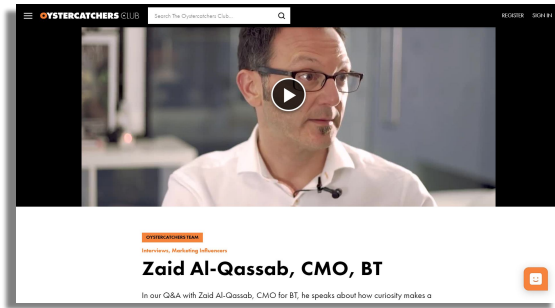
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Digitalisation
How should we respond to the digital revolution in order to maximise its benefits and mitigate its risks?
[View Channel](#)

<p>DIGITALISATION HEALTH ARTIFICIAL INTELLIGENCE</p> <p>DIGITALISATION New Frontiers of the Mind: Enabling responsible innovation i... David Winckoff Dec 19, 2019</p>	<p>DIGITALISATION HEALTH ARTIFICIAL INTELLIGENCE</p> <p>DIGITALISATION Reflexiones sobre el desarrollo de la Inteligencia Artificial en México Geraldine Isabel Herrera Vega Jan 16, 2020</p>	<p>DIGITALISATION HEALTH ARTIFICIAL INTELLIGENCE FUTURE OF ROBOTICS & BOTS</p> <p>DIGITALISATION Speaking Tech to Power: Why technologists and policymakers need to... Bruce Schreier Nov 15, 2019</p>
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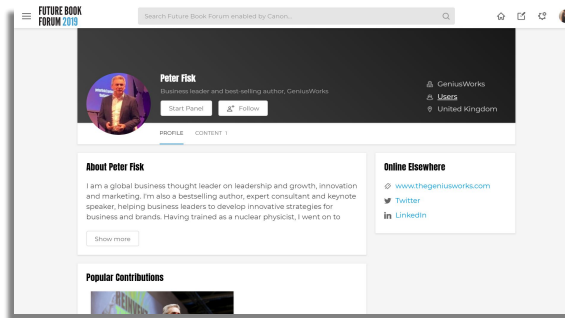
Support and enrich your membership experience

Agile, innovative ways to showcase expertise and support effective networking



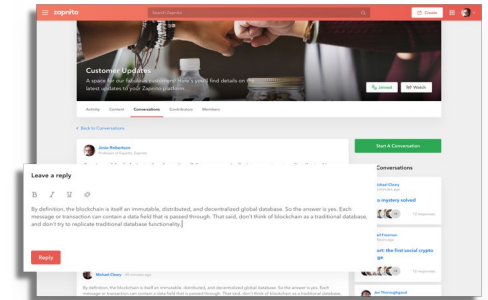
Multimedia content publishing

Create beautiful content before, during and after your event to build awareness and generate excitement.



Profiling + networking

Showcase speakers, sponsors and delegates with expert profiles and following.



Conversations

Ignite and continue conversations with and between delegates with dedicated digital networking spaces.

More than event tech

Event tech services aim to bring the entire event online, but in doing so miss what is at the core of the event: **the community**

Event tech

- App required to download
- Siloed video streaming
- Anonymous Q&A - no opportunity easily verify
- Transient interaction - no opportunity to follow up

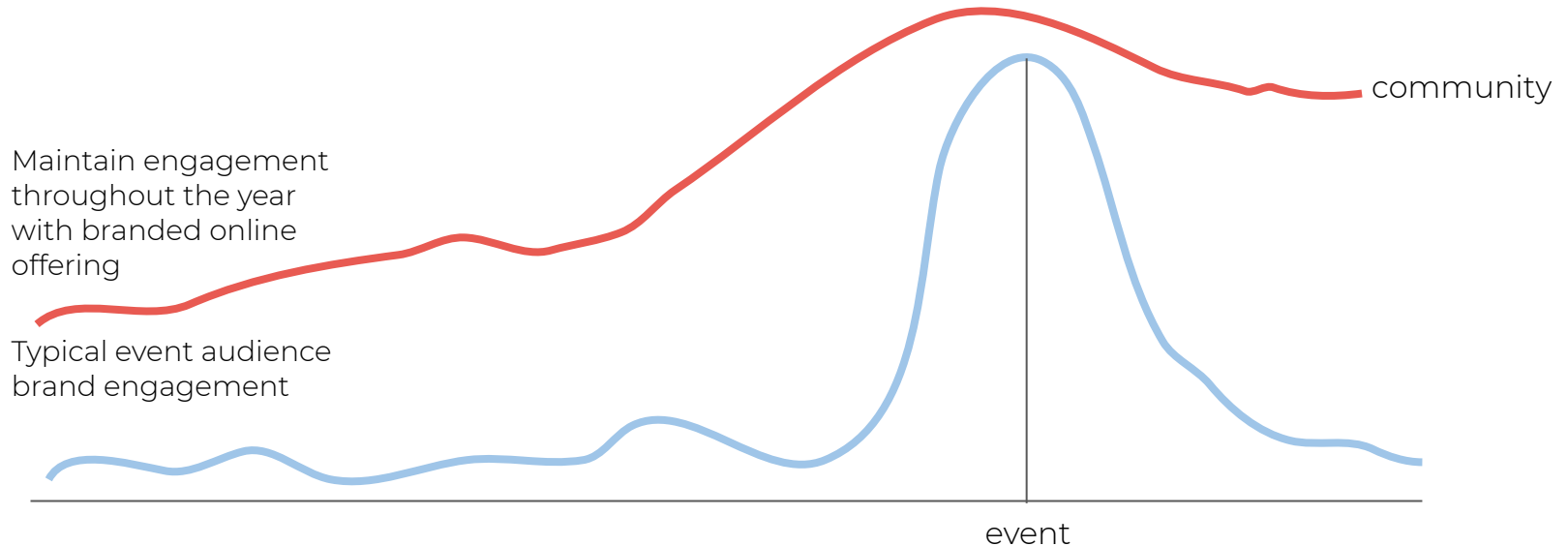
Zapnito SaaS Platform

- Seamless video interaction within the platform
- Focused, specific networking
- Meaningful opportunities to engage
- Interactions and relationships that last beyond the event

Harnessing the halo effect of your events

During your event you have an engaged, enthusiastic audience interacting with your brand.

A digital offering will extend that engagement.



Protection and growth

Safeguard revenue and reinforce what FT 125/Future Forums stands for



Revenue protection

Delegate and sponsor revenue is at risk. But there are ways to provide value outside of the traditional events.



Brand protection

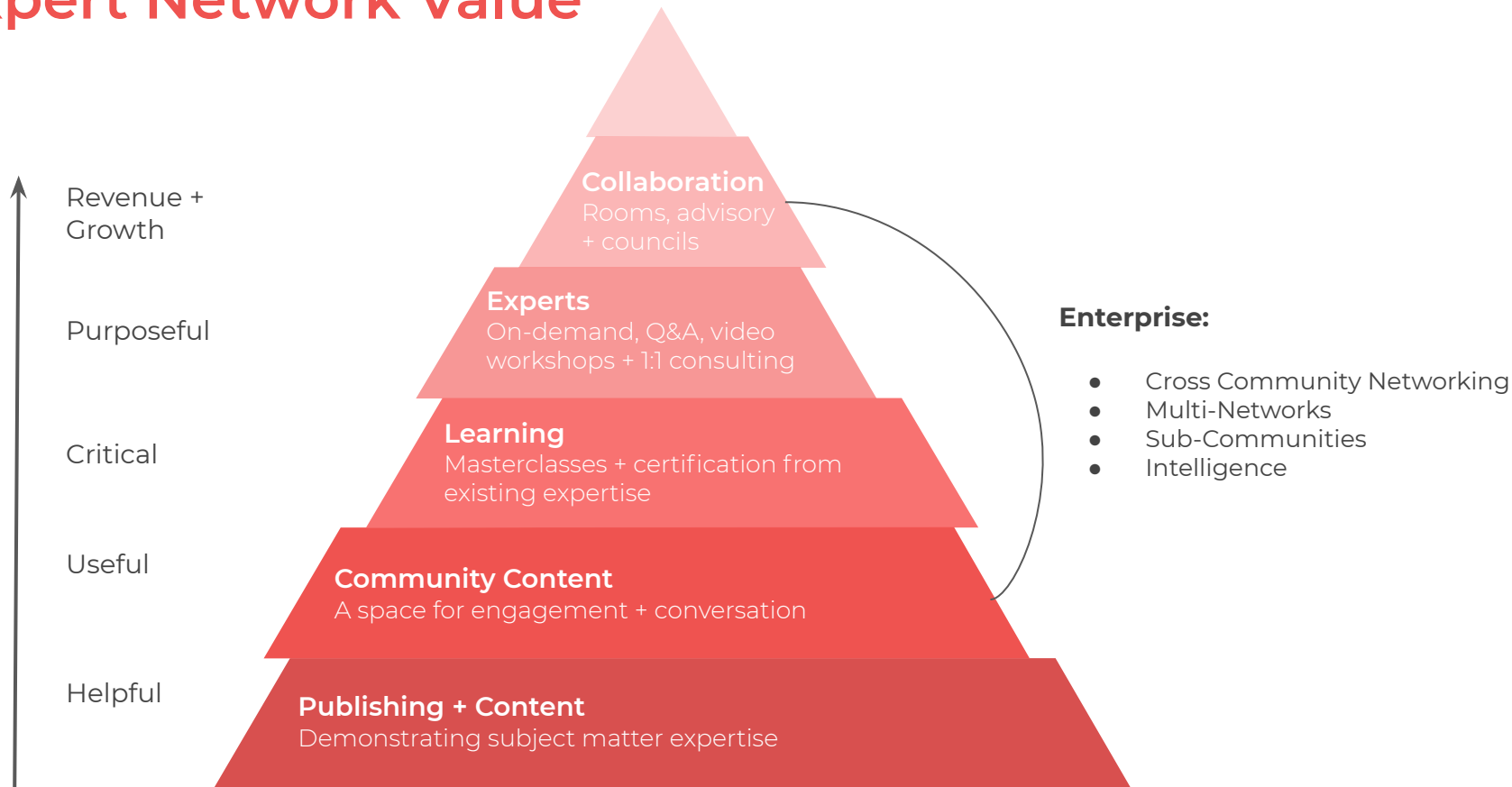
Demonstrate and deliver further brand value by connecting experts, thought leaders to the peer group.



Growth opportunity

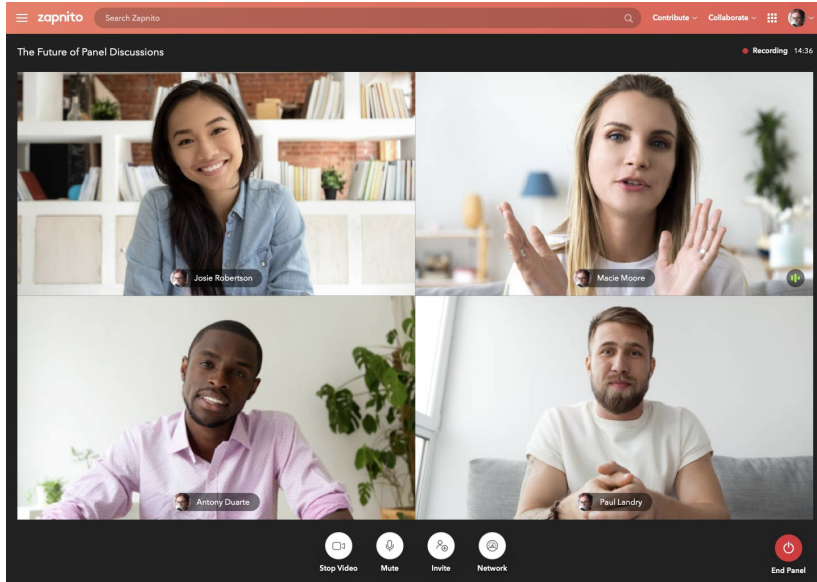
This new normal presents an opportunity to innovate and deliver on the mission in new and exciting ways.

Expert Network Value



Face to face interactive experience

Our video capabilities ensures your experts can collaborate and share thought-leadership on demand

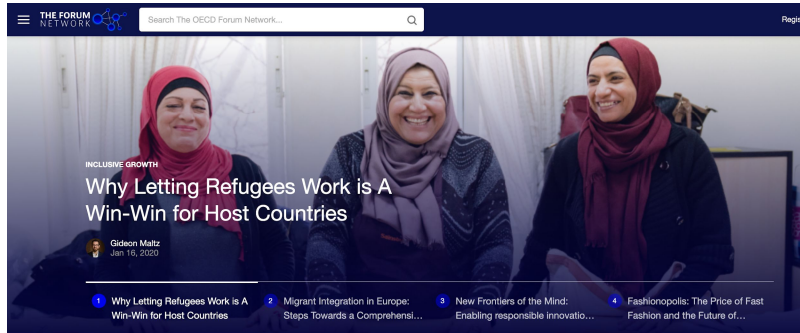


Seamlessly record real-time video interviews and panels with up to 15 people which can be recorded and published.

Simple and accessible for all to engage with. Record straight to site; no need to install special software.

Require live Q&A with your audience? We integrate with TwentyThree webinars, for live interactive experiences with up to 4 speakers.

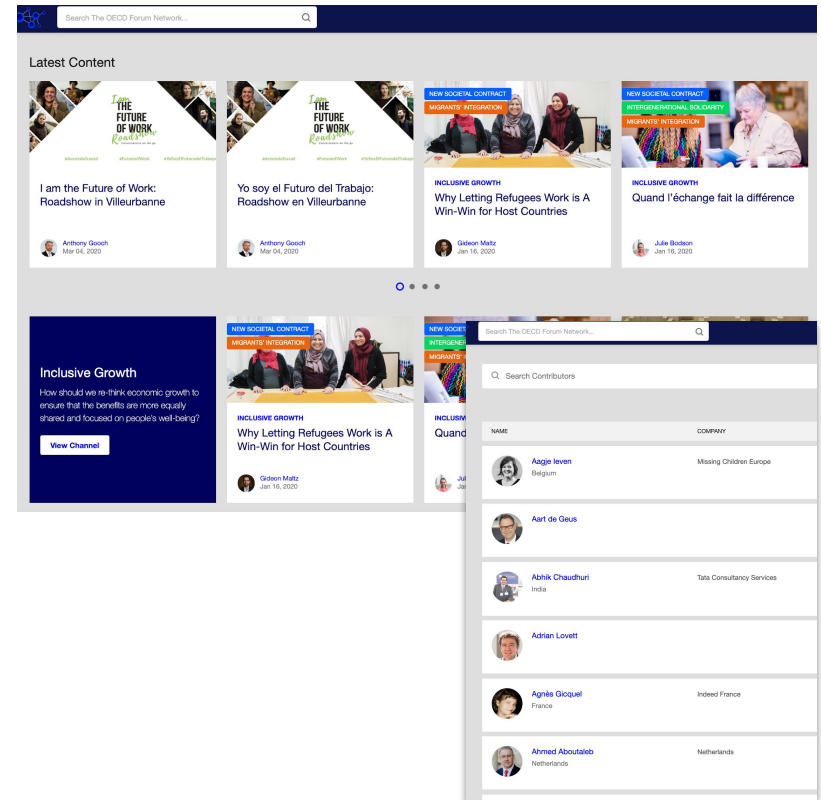
Case Study: Expert network to support the OECD Global Forum



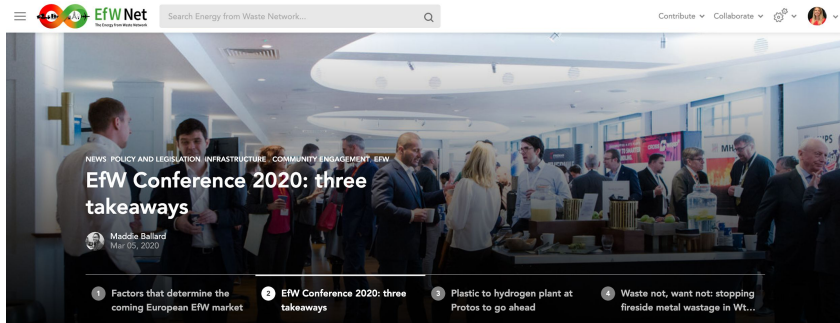
The OECD

<https://www.oecd-forum.org/>

At the OECD Forum, policies and ideas are shared by a growing community of leaders in government, business and academia. The OECD Forum network allows the community around to extend their discussions and exchanges year-round and to expand the network to include those who cannot attend the conference in person, as well as support their smaller local events.



Case Study: Delegate and sponsor value through branded content

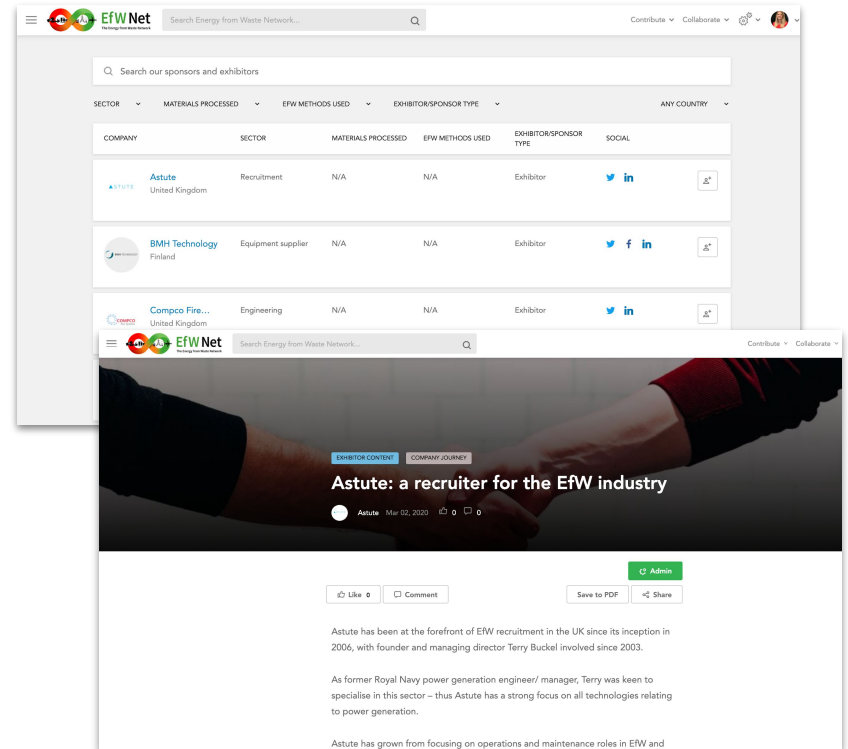


Energy from Waste

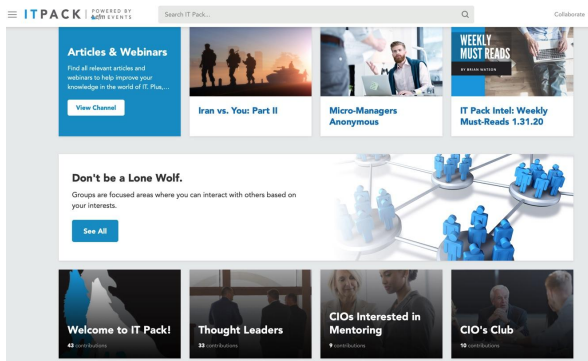
<https://network.efwconference.com/>

The Energy from Waste Network (EfW Net) is an online hub for industry experts. The network runs alongside the live conference, and is designed to carry on the EfW conversation all year round.

Their network provides additional opportunities for sponsors to deliver thought leadership and provide value to attendees, before, during and after the event.



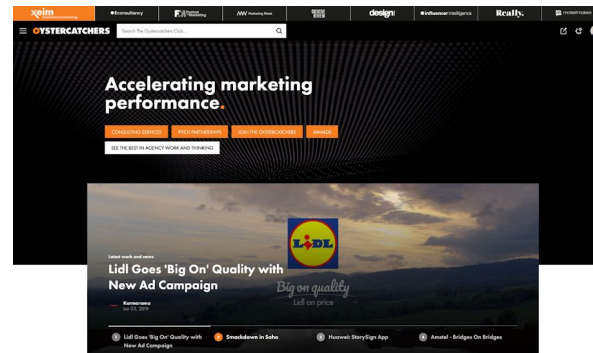
Case studies: A digital offering to underpin event series



IT Pack

[Read the full case study](#)

IT Pack is powered by EFW events, supporting their US-wide event series. IT Pack is their premium community, uniting IT leaders in 29 states, raising awareness and generating engagement for their events.

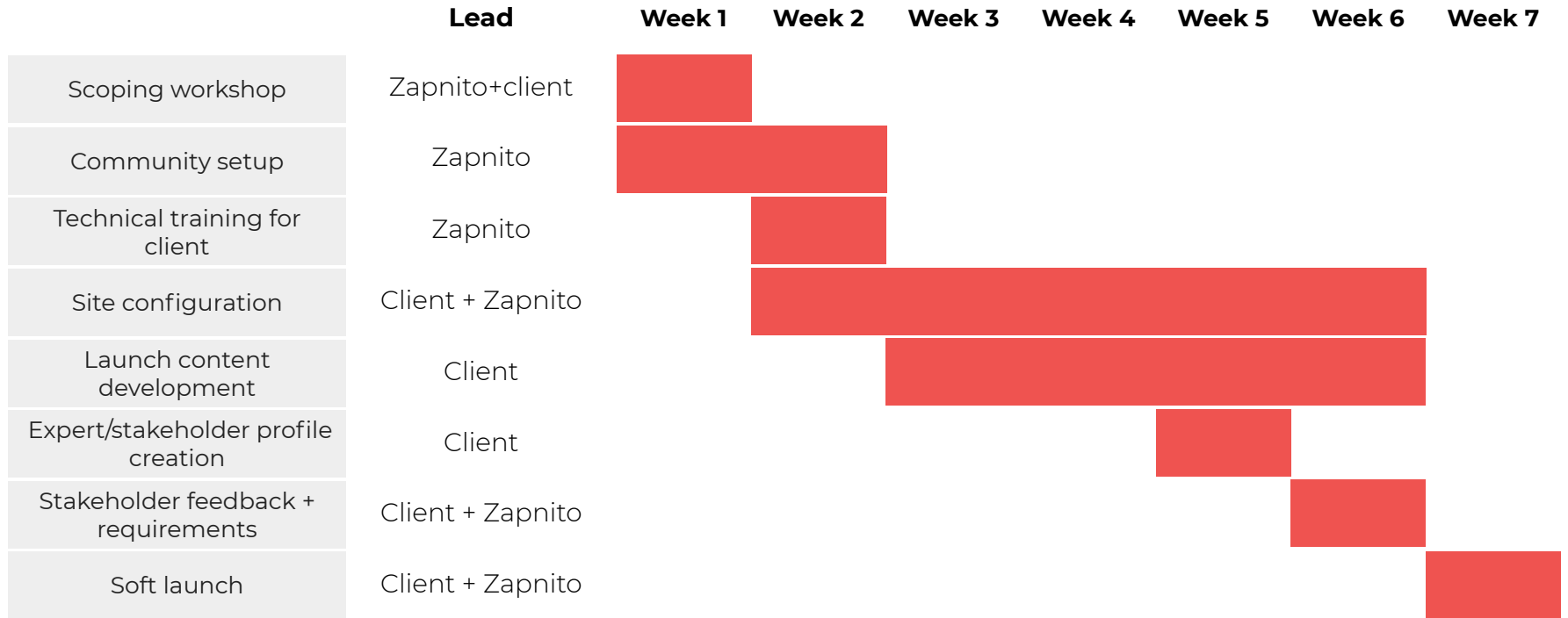


The Oystercatchers Club

[Read the full case study](#)

Oystercatchers is the online extension of a live event series for CEOs and CMOs to meet with marketing agencies at exclusive events throughout the year, including their annual conference. The network also provides innovative new ways to deliver sponsorship products.

Timeline to community launch



Where possible, we suggest allowing a further 4-6 weeks post soft launch before going out to a wider audience (e.g. at an event). This allows time to build engagement with the initial group of experts and ensure your team are happy with the community set up and the technical training.

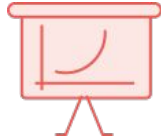
Support Throughout The Process

From selling the solution, to helping your client get the most from their expertise hub, we support you in supporting your clients.

Launch in weeks for rapid ROI



Sales input



Kick-off & training



Site refinement



Launch



Support

Test, learn and iterate with flexible features

Learn how Zapnito can help you support, enrich and protect your live events with a 365 digital offering.

[Request a demo](#) or email contact@zapnito.com



Thank you.

zapnito