

# Notified Event Cloud

Create Unforgettable Experiences

## Overview

Notified's award-winning Virtual Event platform provides a better way to create stimulating, measurable, and secure virtual events experiences. Extend your reach, grow your audience, and build an online community through custom environments tailored to your business objectives.

Our leading Virtual Event platform is equipped with robust engagement tools built for the enterprise with security, integration options and scale in mind, allowing you to engage 200,000+ attendees globally in a single event. Our analytics and reporting portal integrates with your marketing tech stack and provides you with real-time metrics and insights about your audience.



# Intuitive Designs

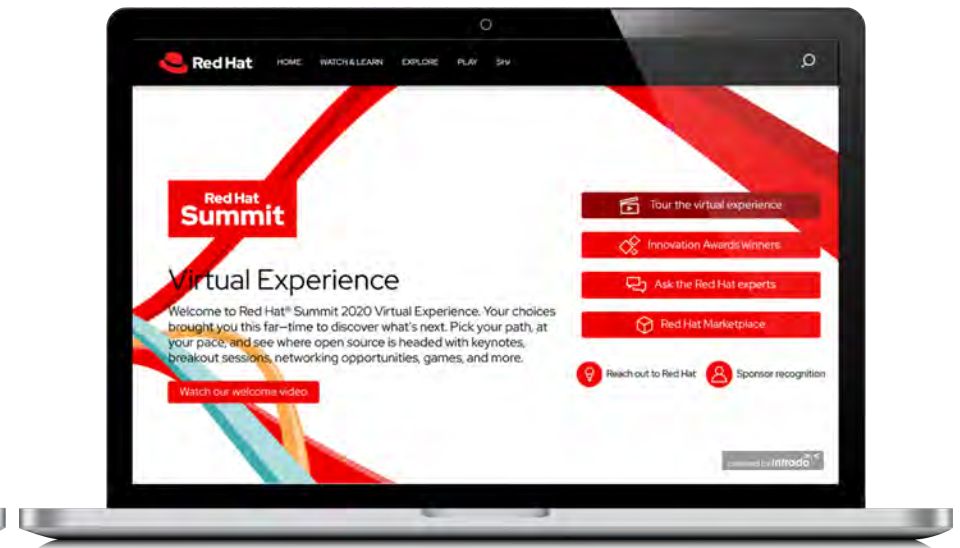
Choose from two customizable layouts.

- **2D design** acts as a direct extension of your company website, complete with flexible branding and display options, to tailor your event to your needs.
- **3D design** creates a unique space that imitate a physical conference, including lobbies, virtual booths, and theaters.

## 3D Design



## 2D Design

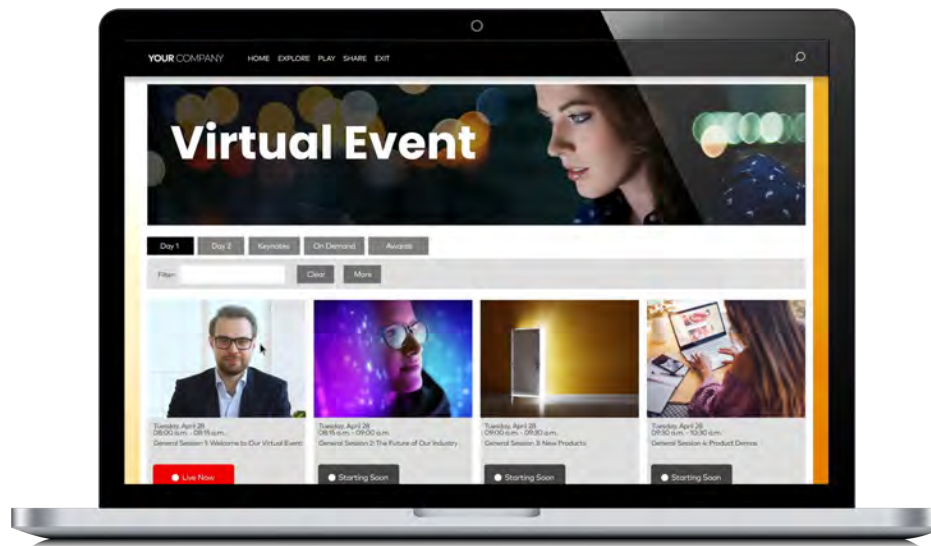


# Product Packages

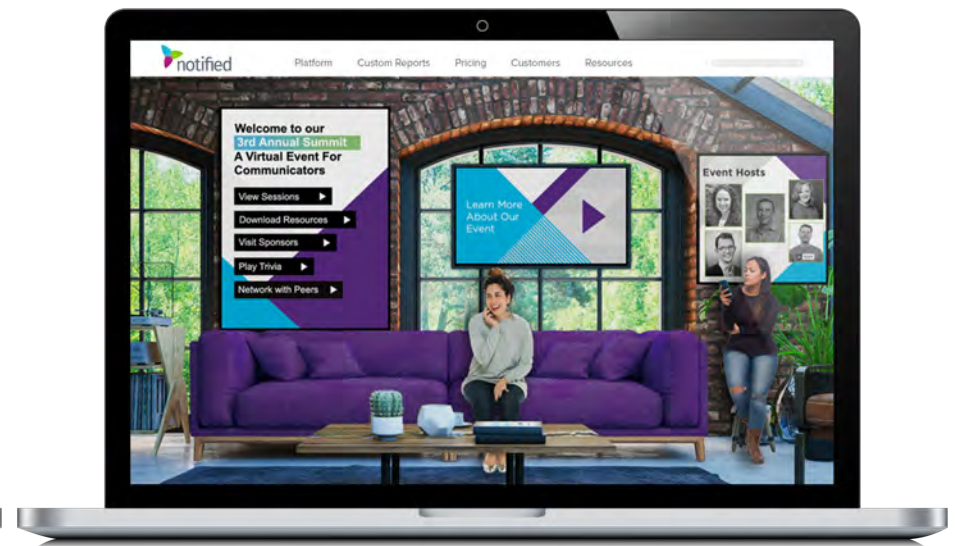
Choose a solution that aligns with your needs to run an unlimited number of events easily and affordably in a single package. Create and deliver events on your own or tap in our team of event experts for help at any point along the way.

- **Expand**—Deliver a series of live, simulive, or on-demand presentations organized by tracks or categories.
- **Evolve**—Take your events to new heights with event spaces, sponsorship opportunities, programmed sessions, and powerful engagement tools.

## Expand



## Evolve



# Event Cloud Features

REGISTRATION	EXPAND	EVOLVE
Email Communications: Registration Confirmation	✓	✓
Email Communications: Reminders, Post Event	✓	✓
Access Control: Password protection	✓	✓
Access Control: Per user role type		✓
Form Fields		✓
AUDIENCE ENGAGEMENT		
Studio Group Chat, Polling, Q&A**		✓
1:1 Chat		✓
Announcements & Marquees		✓
Networking Lounge		✓
1:1 Video Chat		✓
Video Roundtables*		✓
Gamification (1 Trivia & 1 Puzzle)		✓
Gamification: Badges and Leaderboard		✓
Gamification: Prize Center		✓
Carbon Savings Calculator	✓	✓
Help Desk (Live Day Attendee Support)	✓	✓
Social Wall*		✓
Photo Booth*		✓
Matchmaking*		✓
1:1 Scheduled Meetings*		✓

\*\*Available only in Studio

\*Additional fees apply

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# Event Cloud Features

DIGITAL VENUE	EXPAND	EVOLVE
2D & 3D Design Themes	✓	✓
Mobile Access	✓	✓
Lobby and Session Theaters	✓	✓
Spaces: Resource Center, Networking Lounge, Directory Pages, etc.		✓
Custom Designed Experiences		✓
<b>SPONSOR &amp; EXHIBITOR</b>		
Virtual Exhibit Hall(s)		✓
Virtual Exhibit Booths with Group & 1:1 Chat		✓
Exhibitor Portal / Booth Builder		✓
Promotions & Display Ads		✓
Sponsor Announcements		✓
<b>CONTENT</b>		
On-Demand, Simulive, or Live Streaming Sessions	✓	✓
Sessions Delivered via Studio Webcast, Video Uploads or 3rd Party Links	✓	✓
Session Theaters & Tracks	✓	✓
Resource Center		✓
Feedback Survey		✓
Session Evaluations**		✓
Posters*		✓
<b>EVENT ADMIN</b>		
Standard Reports	✓	✓
Custom Reports*		✓
Standard Integrations*		✓
Custom Integrations*		

\*\*Available only in Studio

\*Additional fees apply

# Event Cloud Evolve Premium Add-Ons

PREMIUM ADD-ONS	
Reporting*	<ul style="list-style-type: none"> <li>• Custom Reports</li> </ul>
Attendee Engagement*	<ul style="list-style-type: none"> <li>• Photo Booth</li> <li>• Social Wall</li> <li>• Twine Networking</li> <li>• Matchmaking</li> </ul>
Live Day Support*	<ul style="list-style-type: none"> <li>• Phone Support (live day conference bridge)</li> <li>• Mission Control Room (1/2-day, full day, or multi-day options)</li> </ul>
Creative Services*	<ul style="list-style-type: none"> <li>• Custom Branding, Custom Design &amp; Layouts</li> </ul>
Custom Integrations & Configuration*	<ul style="list-style-type: none"> <li>• Event Technology</li> <li>• Marketing Automation &amp; CRM Integration</li> <li>• Custom workflows</li> </ul>
Webcasts*	<ul style="list-style-type: none"> <li>• Integrated Studio webcasting tool</li> <li>• Support for 3rd party links</li> </ul>
Welcome Video*	<ul style="list-style-type: none"> <li>• Creation of Welcome Video or sizzle reel</li> </ul>
Advanced Registration*	<ul style="list-style-type: none"> <li>• Gating and payment</li> </ul>
Content*	<ul style="list-style-type: none"> <li>• Language Localization</li> <li>• Video Roundtables (30 or 60 minutes)</li> <li>• Posters</li> </ul>

\*Additional fees apply

# Event Cloud Streaming & Video Production

## STUDIO STREAMING FEATURES

Delivery: Live, Simu-live, On-Demand

Delivery: Web and Mobile

HD Streaming

Adaptive Bitrate Streaming

Social Streaming, RTMP Output

OTT Streaming

Source: Webcam, Encoder, VCU

Source: Pre-Recorded Video

Source: Fiber or Satellite Feed

Stream Targeting

MP4 Media Export

## STUDIO VIDEO PRODUCTION TOOLS

Rehearsal Mode

Advanced Editing

QoE Dashboard

Graphics Overlays & Lower Thirds

PowerPoint with Animations

Scene Designer

Subtitles and Captions, (Live, Simulive, and On-Demand)

Picture-in-Picture Slides & Video

Contact the Notified team for compatibility and support.

# Spaces

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 your environment with the spaces that meet your event goals. Use spaces to greet users in the Lobby, deliver presentations in the Theater, and include an Exhibit Hall for your sponsors.



**Lobby**



**Auditorium/Theater**



**Resource Center**



**Sponsor Space**



**Exhibit Hall**



**User Profile**



**Help Desk**



**Networking Lounge**



**Activity Badge Center**



**Games**



**Meeting Room**



**Prize Center**



**Feedback Surveys**



**Carbon Savings**

*Reference Package Features for available spaces in Expand and Evolve.*



## **| 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://Notified.com) to learn more.

