

# The Bizzabo Product Catalog

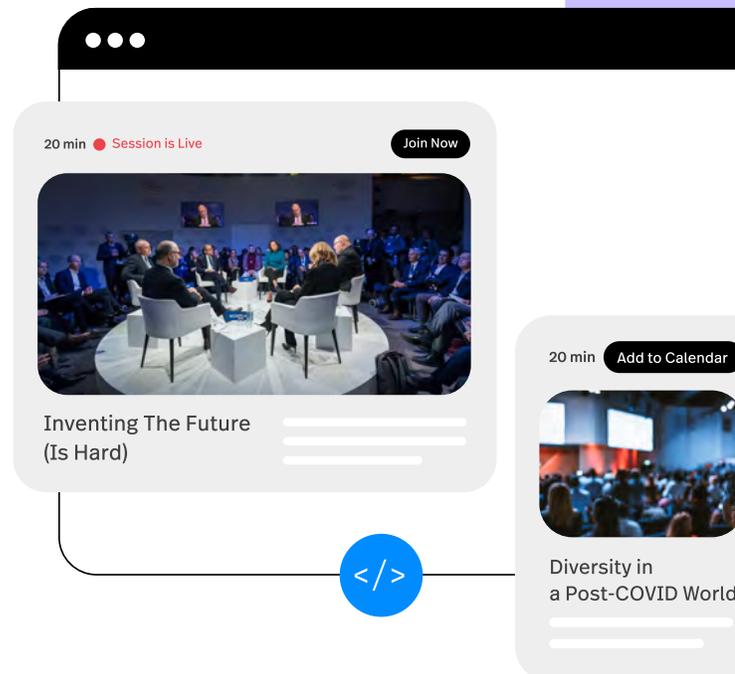
# What is the Event Experience OS?

The Bizzabo Event Experience Operating System is an open events platform that empowers Event Experience Leaders to produce in-person, virtual, or hybrid events with immersive experiences for participants with flexibility and scale regardless of size. The OS is custom-built for event leaders and their portfolio of responsibilities as event maestros and moment creators; it is an interface between them and their jobs to be done.

The Event Experience OS addresses the Event Impact Gap™ by enabling the experiences that leaders want to create for their attendees and stakeholders. Built for our hybrid world, the OS gives Event Experience Leaders and their attendees flexibility. No matter the device, event format, or size, the Event Experience OS enables event leaders to manage all events from a single platform and treat every attendee, speaker, and sponsor like a VIP.

## What types of events can the OS handle?

- Industry conferences
- Tradeshows and expos
- Field marketing events
- Webinars
- Private events
- Sales kickoffs
- User conferences
- Multi-department, multi-site meetings
- Recruiting events
- Internal training



# What's in the OS?

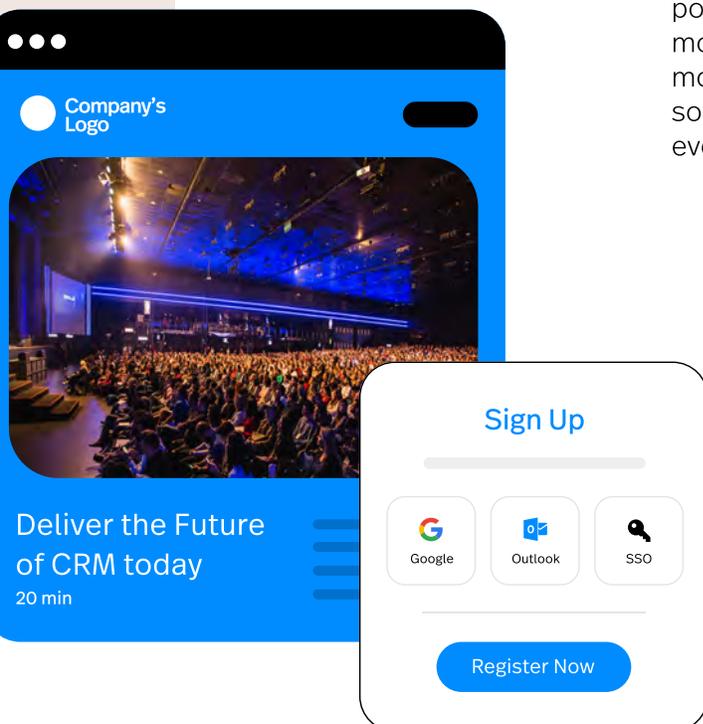
The Event Experience OS provides powerful, intuitive tools to tackle **Event Orchestration** and **Moments Creation**.

- Event Orchestration encompasses planning, promoting, managing, and producing branded events.
- Moments Creation captures the work you do to create personalized, immersive experiences that delight and inspire every participant – whether virtually or on-site.

The Event Experience OS and everything it offers is supported by our **Enterprise Infrastructure, Centers of Excellence,** and **Event Intelligence**.

## How does the OS work?

The Event Experience OS comprises eight modules – these power Event Orchestration and Moments Creation. Each module has multiple features that work together to achieve that module's purpose. Let's look at each module and its features so you can start envisioning how to create more immersive events with all the control, data, and flexibility you deserve.



# Event Orchestration

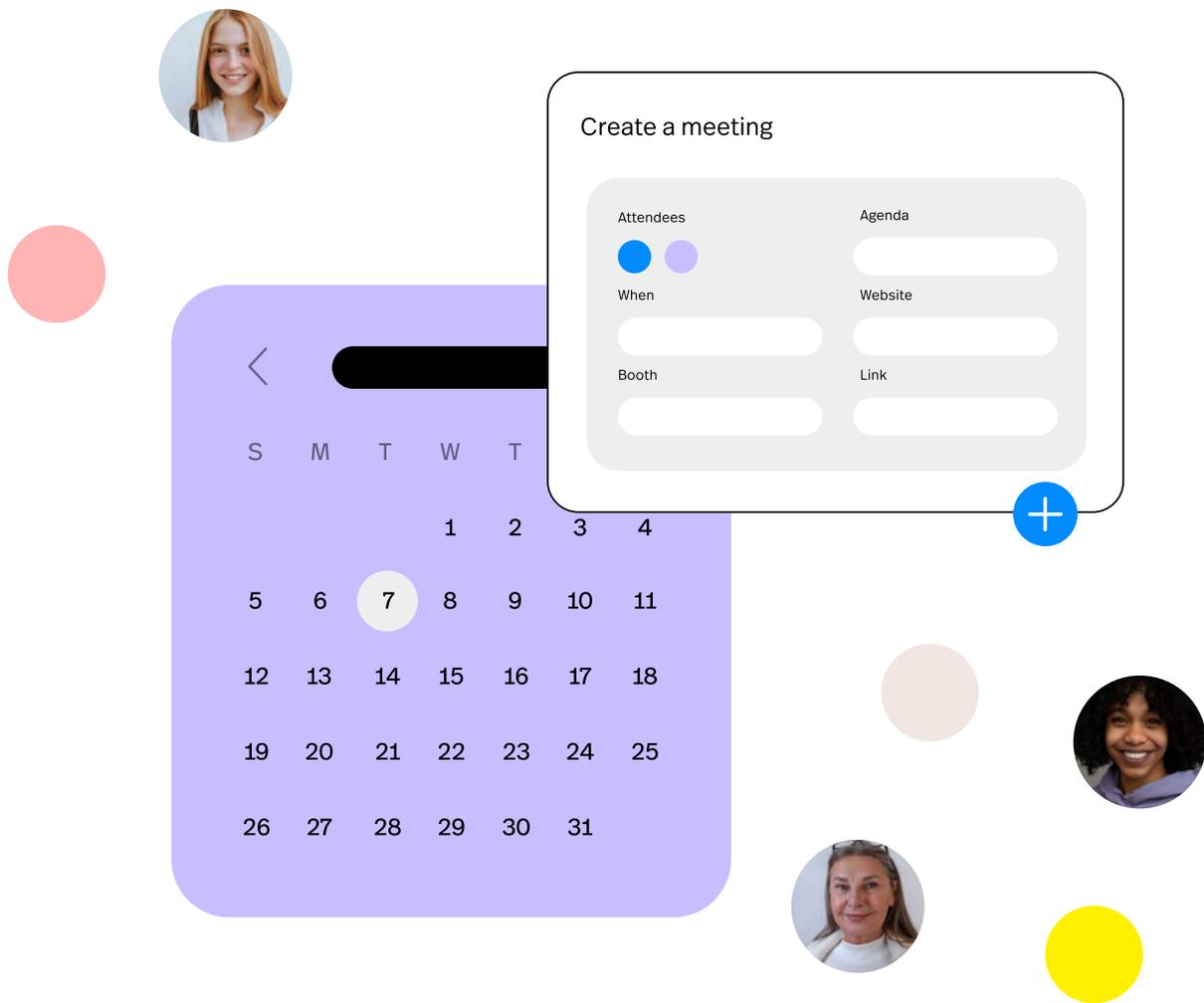
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**Modules:**

Management, Marketing, Content,  
and Sponsors

# Management

Simplify event execution, team communication, management, and reporting with the Management module. Its key feature is the Command Center, where you and your team will set goals, build, design, grow, measure, and optimize your events. Above all, it's where you can track the event pulse in real-time and drive impact in the moment.



# Key features:

**Command Center** where you can build, manage, and execute your entire event all in one place

**Dashboards** that capture cross-event (portfolio) analytics and event success metrics

**Report templates** that support consistent visibility into event impact at scale

**Access management** to establish permissions for each role on the events team

**Contact management** to segment by ticket type and attribute, enabling ticket management, targeted communication, and segment reporting at scale

## **Additional Features**

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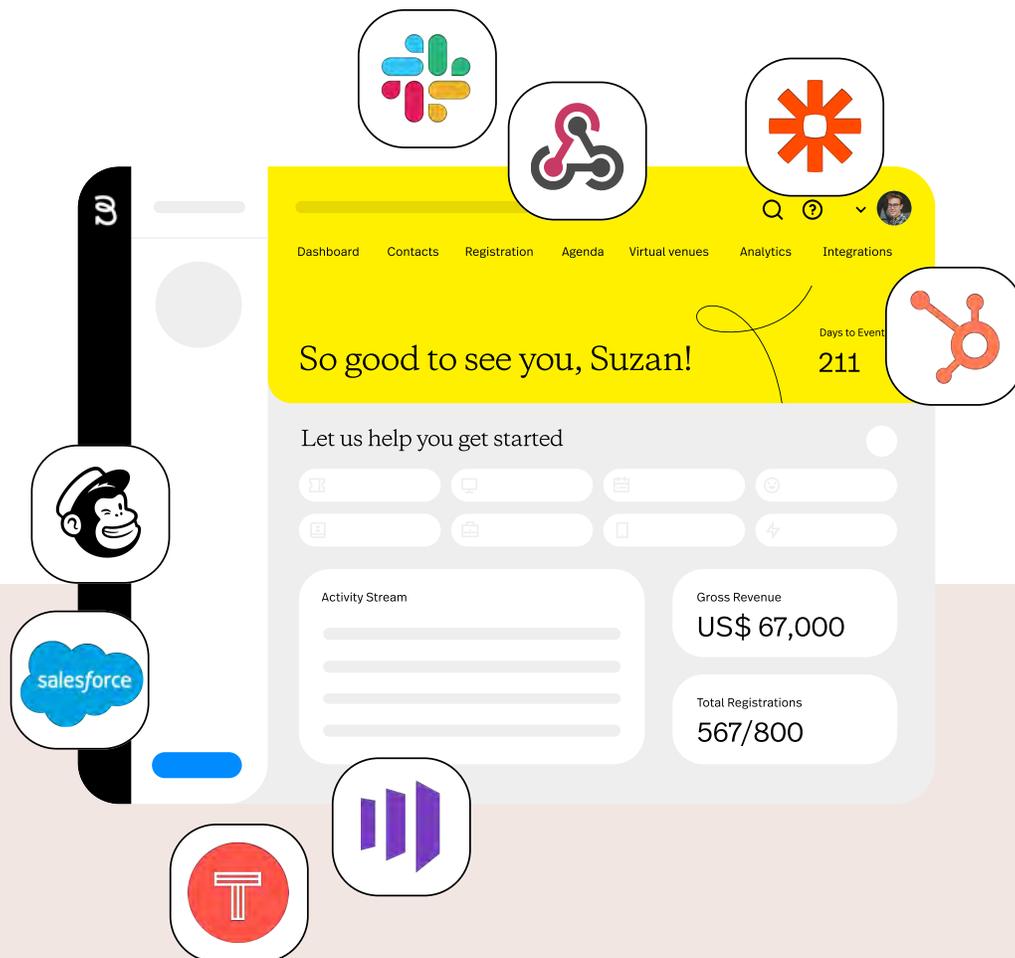
**Event organizer single sign-on (SSO)** to manage access to the Command Center according to organizer access control and security policies

**Gated events and registration** through the organizers' identity provider to protect private or internal events from being accessed or viewed by unauthorized parties

**Single-session event type** that simplifies event creation, management, and attendance for webinars, trainings, and internal meetings

# Marketing

Drive conversions at every step of the attendee funnel with the Marketing module. Stunning websites convert visitors into registrants, personalized registration experiences convert registrants into engaged attendees, and mobile app features convert attendees into session goers. The OS integrates marketing automation and CRMs to power customer segmentation and profiles, making every future marketing campaign more targeted.



# Key features:

**No-code private-labeled event website builder** to create stunning websites with opportunities for customization without the need for developer and designer partners

**Embeddable widgets** that embed Bizzabo registration, agenda, and speaker widgets into any custom website

**Dynamic and personalized registration** that enables personalized journeys according to attendee attributes, such as ticket type, location, or attendance type

**Email automation tools** to enable personalization and improve open and click-through rates (e.g. including smart lists and fields)

**SEO optimization** ensures event websites are destinations of their own

**Comprehensive branding opportunities** so there's no compromise for customers in terms of brand consistency

**Easy integrations** for marketing automation, CRMs, and other key MarTech platforms to enable personalized omnichannel marketing and journeys

**UTM tracking and Return on Event (ROE) tools** to take advantage of attribution, campaign tracking, and data-driven decision making

**Promo codes** can be generated automatically, managed, and tracked per use

**Hot Leads** that convert visitors into successfully registered attendees by supplying organizers with incomplete registration data

**Ticket booster** to incentivize registrants in exchange for social sharing

**Private label email configuration** that enables all event emails to come from a custom domain name for on-brand event marketing and less risk of spam filtering

**Customized invoices and integrated payment processing** for complete control over payment collection

## Additional Features

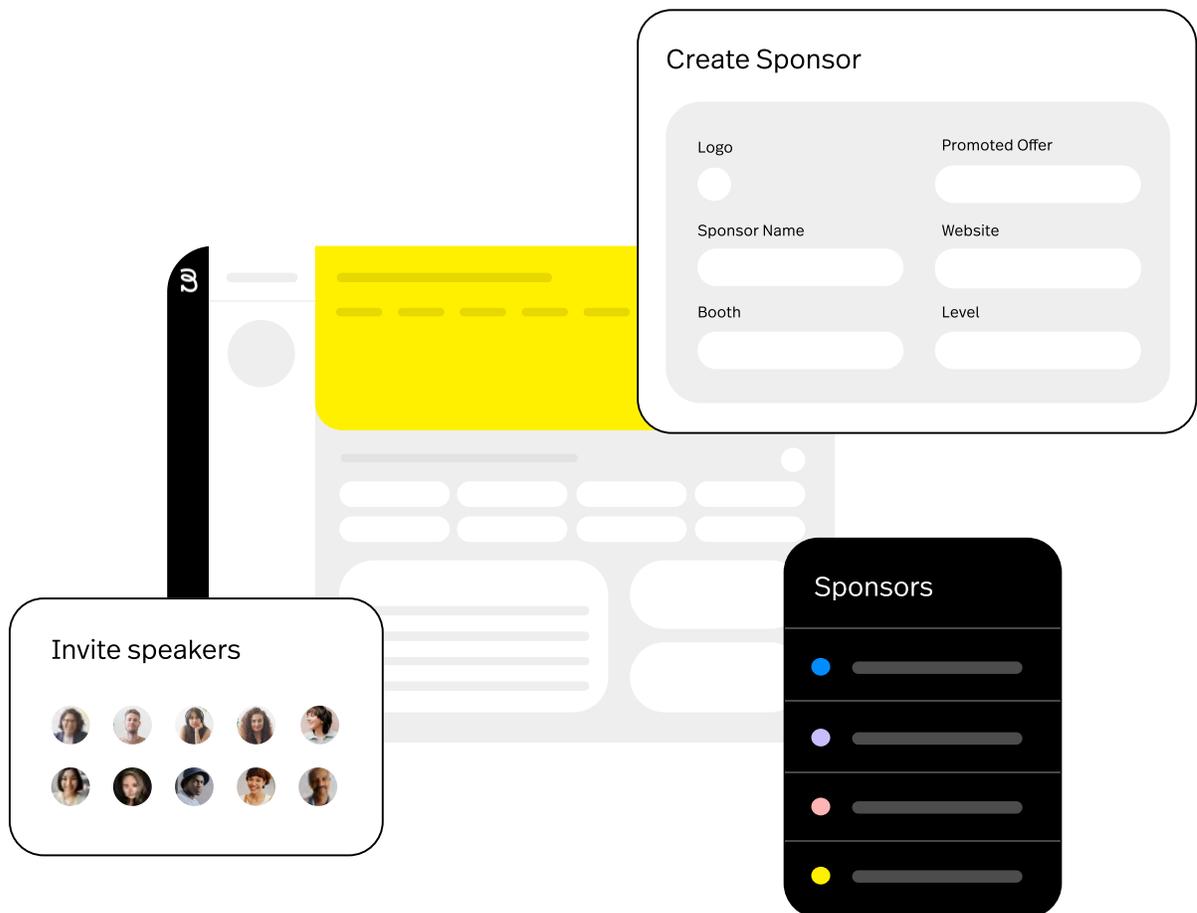
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**Tracking codes and pixels** to report conversions, build target audiences, and enable rich insights

**Event app with private-label branding** to create a unified and engaging brand experience

# Content

Craft personalized content experiences that give attendees the power to design their journeys with the Content module. Bizzabo's dynamic agenda empowers you and your team to build content any way you want, from single sessions to robust learning tracks. The event agenda presents even the most complex event in a simple, easily navigable interface, empowering attendees to construct their personalized learning and content journey.

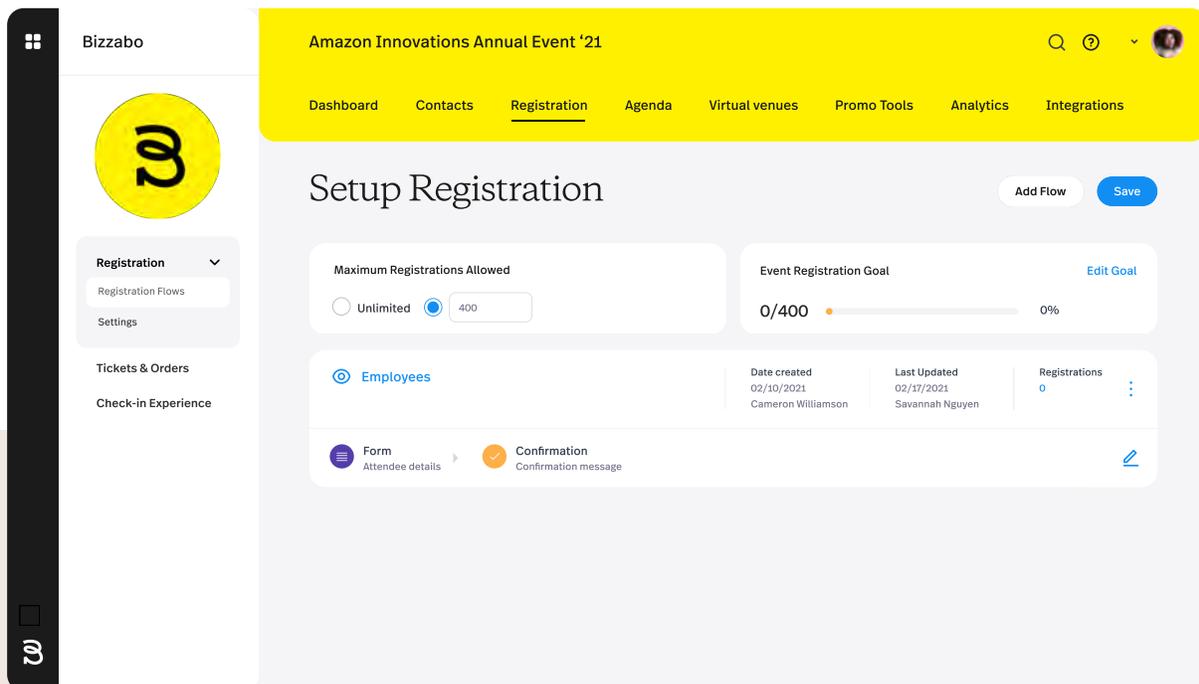


# Key features:

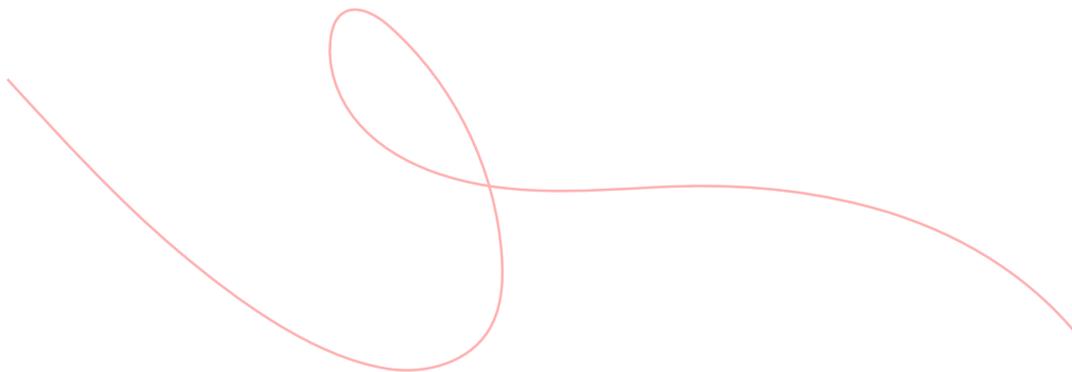
**Agenda Builder** so you can create branded, embeddable event agendas with pre-set filters to create session tracks for unique audience segments

**Speaker portal** that streamlines communication with speakers using automation and reminders to accommodate any number of speakers and makes them feel like VIPs

**On-demand content library** to transform event content into an evergreen growth machine that can be a revenue opportunity or an ungated engagement destination



# Sponsors



Create incredible opportunities for attendees to discover and engage with sponsors in-person or virtually with the Sponsors module, which allows you and your team to manage sponsors and exhibitors at scale while maximizing their branding and lead-generating opportunities. The module also makes coordinating with your sponsors effortless. Automated emails and tasks make it easy to streamline communications, share files and logos, and capture demonstrated sponsor value.

# Key features:

**Dedicated sponsor portal** that streamlines management and communication at scale, simplifying logistics for your event team and your sponsors

**Lead tracking app** that organizers can resell to their exhibitors for a premium, allowing exhibitors to track, take notes, and qualify/retrieve leads from scanning badges on the spot<sup>1</sup>

**Meaningful sponsorship opportunities** offering multiple touchpoints for sponsorship, including the event app, sessions, or polls

**Virtual Exhibitor Booths** that offer powerful engagement analytics

**Branded splash pages and pop-ups** are available on the Mobile App to more effectively promote event partners

<sup>1</sup> Note: You must be using Bizzabo's Onsite Services for this to work.

The screenshot displays the Bizzabo event management interface. At the top, there are two main sections: 'Maximum Registrations Allowed' and 'Event Registration Goal'. The 'Maximum Registrations Allowed' section has two radio buttons: 'Unlimited' (which is unselected) and '400' (which is selected). The 'Event Registration Goal' section shows '0/400' with a progress bar and '0%' completion. Below this is a table of RSVPs. The first row is for 'Untitled RSVP', created on '02/10/2021' by 'Cameron Williamson', last updated on '02/17/2021' by 'Savannah Nguyen', with '0' registrations. At the bottom, there are two tabs: 'Form' (Attendee details) and 'Confirmation' (Confirmation message). The 'Confirmation' tab is currently active.

Event Name	Date created	Last Updated	Registrations
Untitled RSVP	02/10/2021 Cameron Williamson	02/17/2021 Savannah Nguyen	0

# Moments Creation

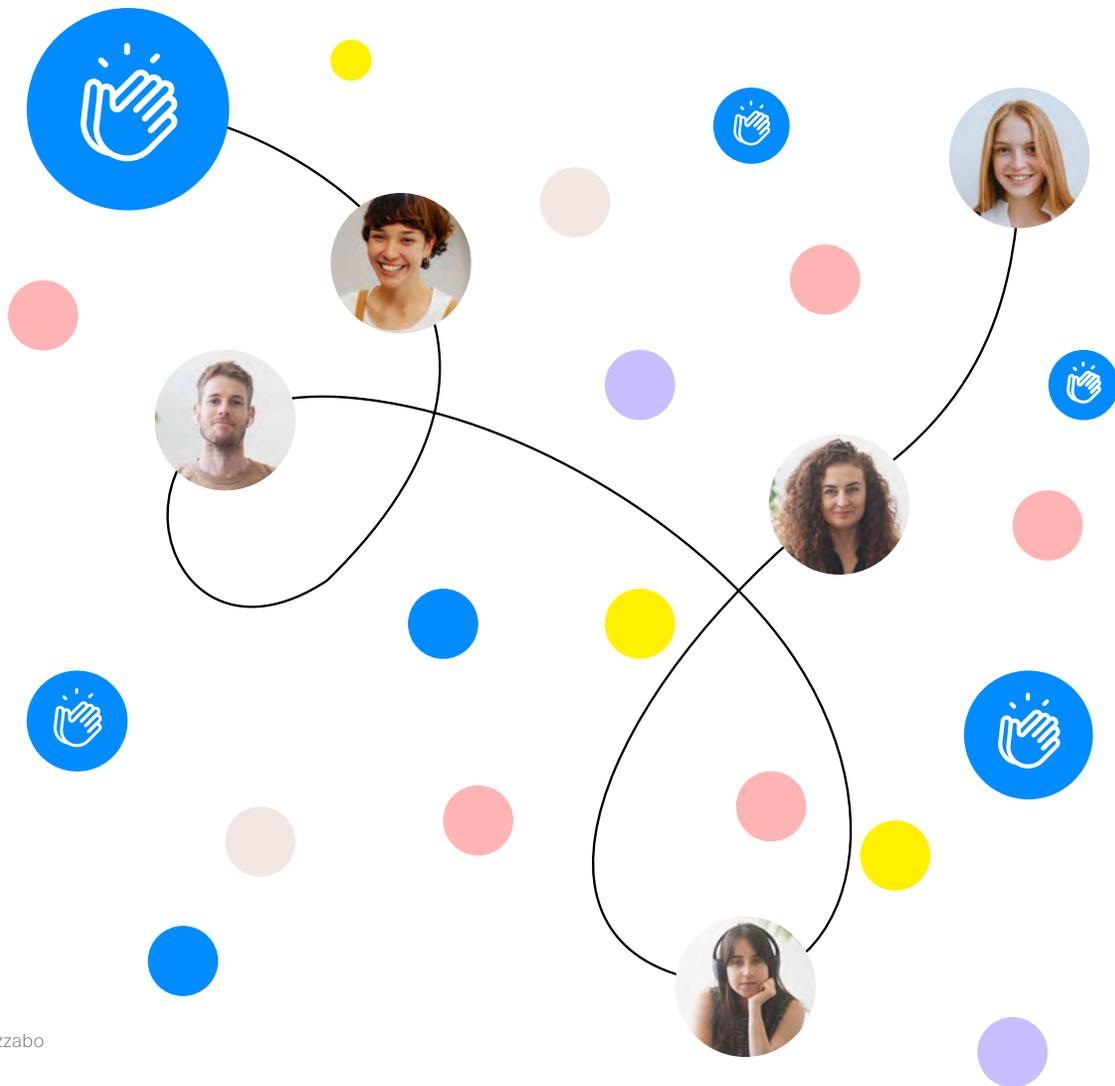
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## **Modules:**

Engagement, Networking, Broadcast,  
and Onsite

# Engagement

Master the art of attendee engagement with the Engagement module's suite of modern tools to foster interactions throughout the event. In this module, you'll find chat features, polls, surveys, Q&A, social sharing, audience amplification, and more features designed for events of all sizes.



# Key features:

**The Venue** is an online destination for virtual and in-person attendees where event participants can network, engage, and create memorable moments before, during, and after the event

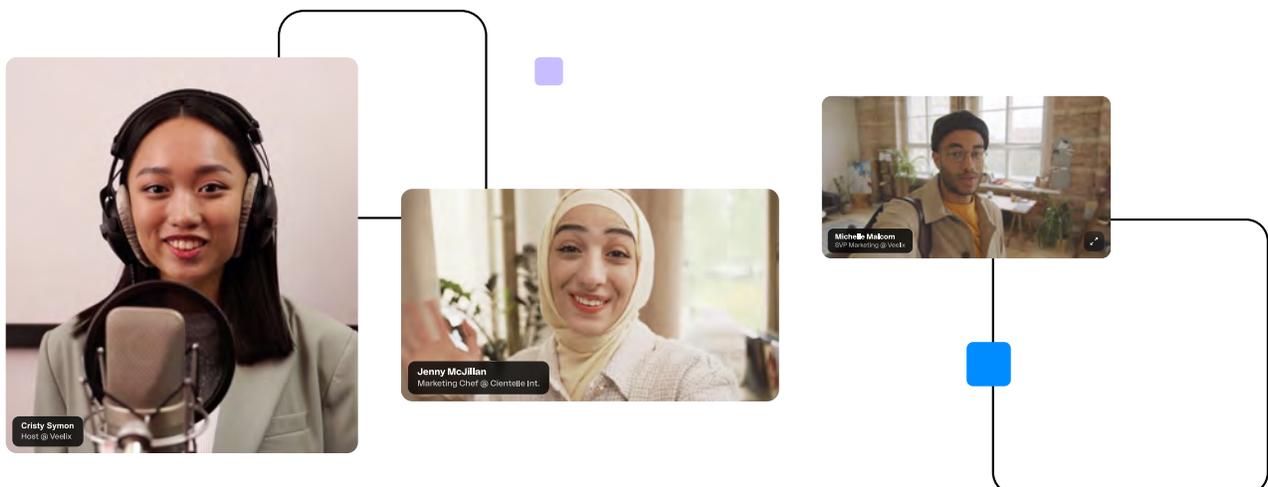
**Mobile App** allows attendees to interact with speakers and session content alike

**Active chat channels** – that you define – keep conversations focused on specific topics, tracks, or personas

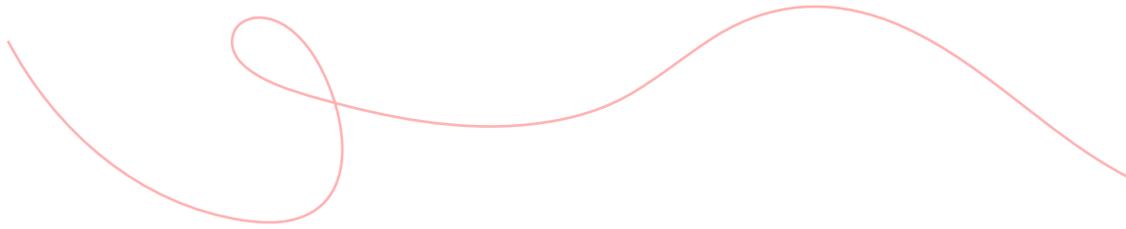
**Engagement tools** – including pre-session engagement, chat, polls, surveys, Q&A, social sharing, forums, and more – let attendees share feedback and connect with event organizers, speakers and other participants

**Real-time audience reactions and crowd amplification** allow virtual attendees to share reactions – such as virtual “clapping” – and experience everyone else’s, recreating the energy and excitement previously exclusive to in-person events

**Device-agnostic participant experiences** allow seamless movement among devices (e.g., mobile, web, desktop)



# Networking



Ensure that event leaders can spark connections among attendees by enabling serendipitous and spontaneous interactions once reserved only for in-person settings. The Networking module contains the tools to enable attendees to navigate their own experiences with a boost from an artificial intelligence instrument that draws from user-profiles and other data to suggest logical connections with automated scheduling built-in.

For the attendee, the personalized recommendations are an entirely new benefit to attending an event. At the same time, this allows your events team to gather new insights into meetings booked, overall attendee engagement, and more – all of which can more effectively demonstrate your event's success.

# Key features:

**Event Communities** that allow individuals to publish a User Profile to share attributes (like title and interests) with event organizers, sponsors, and other attendees

**Inbox chat** allows attendees to interact before, during, and after the event through 1:1 messages

**Real-time 1:1 meetings** enable in-the-moment connections and video meetings

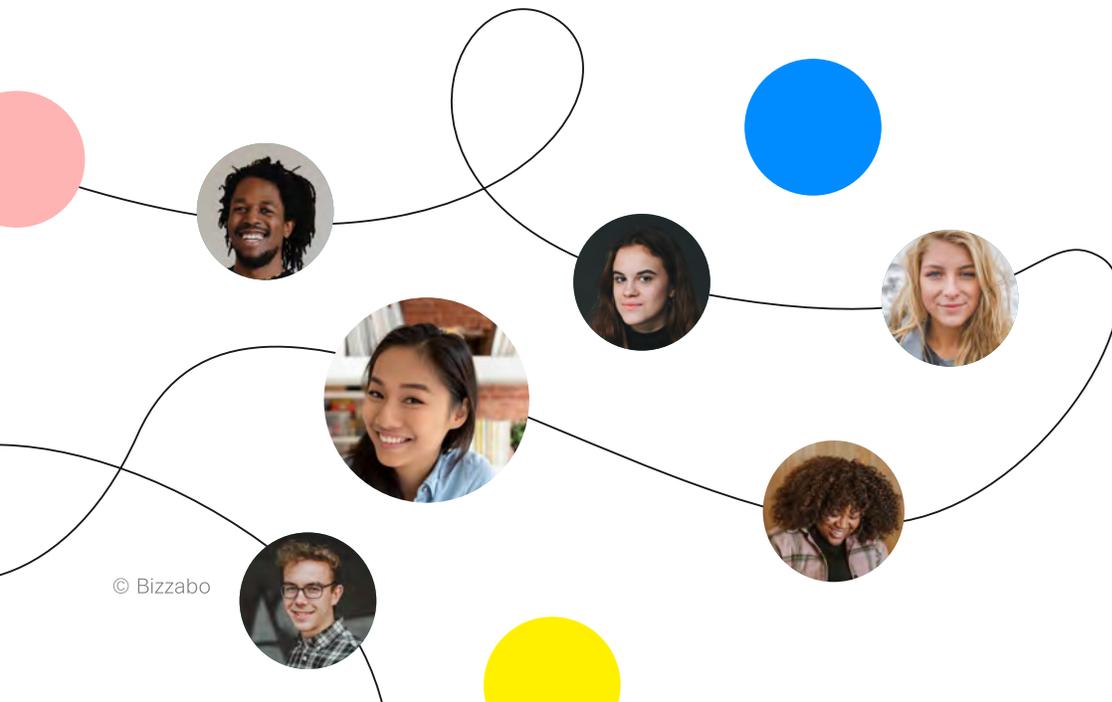
**AI-powered matchmaker** that makes recommendations to attendees about who to meet at the event

**AI-driven meeting scheduler** that automates finding mutually agreeable times to meet

## Additional Features

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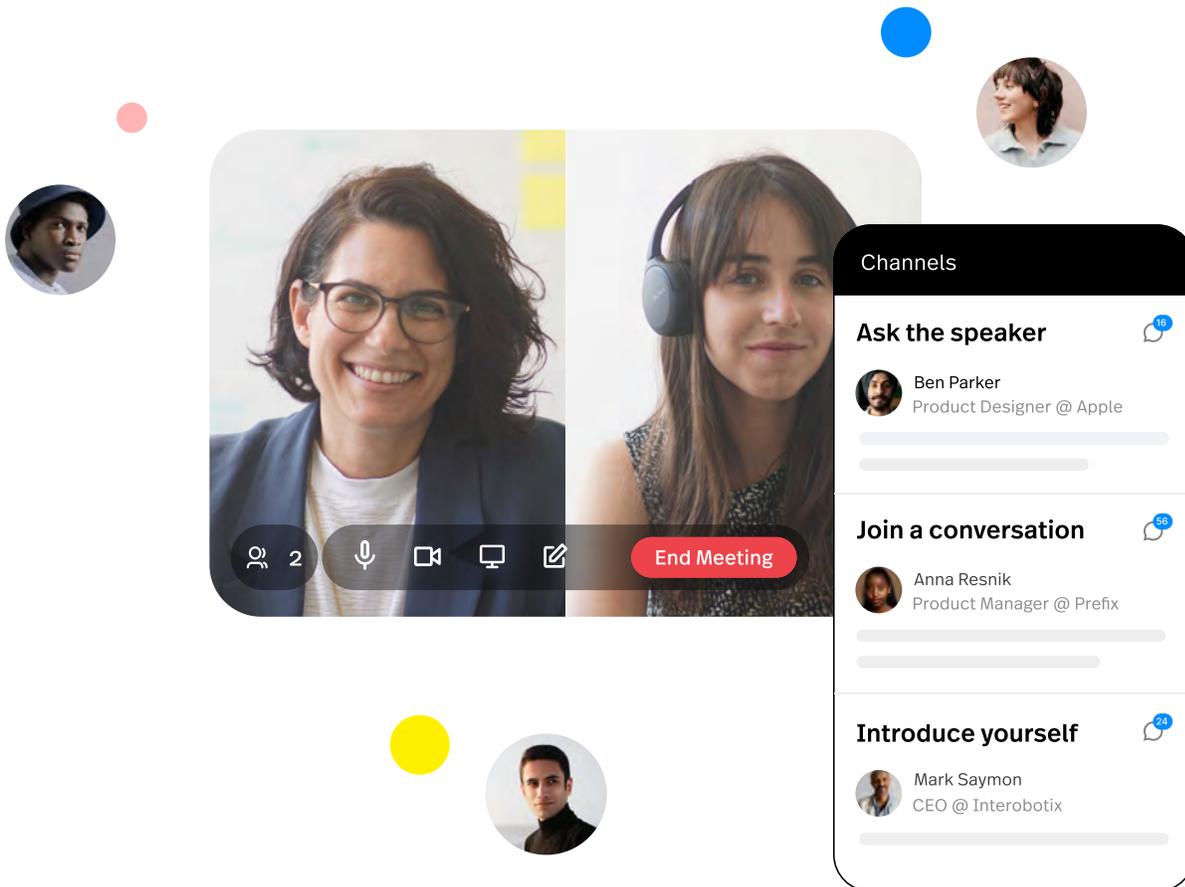
**Interactive breakout rooms** for fostering high levels of engagement among participants



# Broadcast

Captivate audiences with live, recorded, or on-demand video. This module's video solutions and services offer the flexibility, stability, and robust capabilities you need, whether you're organizing an intimate event or a massive conference reaching tens of thousands.

Produce professional, TV-quality videos, distribute them using a scalable streaming platform, and everything in between (including production services that can do the work for you). And no matter what solution you choose, Bizzabo's analytics will capture data and metrics on every session.



# Key Solutions for Interactive Sessions

**Ultimate** is a production suite for creating studio-quality video for live virtual and hybrid events – all from a single, easy-to-use platform – featuring interactive chat, Q&A, and the unique ability to bring attendees “onstage” easily

**Interact** is ideal for sessions and events that require high interactivity between participants – such as roundtables, virtual happy hours, breakout rooms, and networking sessions – and is limited to 300 participants and five concurrent speakers

## Key Solutions for Broadcast

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**Stream 2.0** lets you broadcast to larger audiences with highly produced live streams while still keeping engagement up with polls and Q&A – perfect for one-to-many sessions, including keynotes, webinars, product demos, hybrid sessions, panel discussions, and more

- **Embedded production app** – allows you to use an out-of-the-box producer application to produce highly branded broadcasts easily; use pre-loaded or custom overlays, backgrounds, lower-thirds, and more for a fully branded environment

**Stream Standard** is the chosen solution for many one-to-many sessions that allows event organizers the flexibility to pre-load playlists and leverage Session Initiation Protocol (SIP) to connect video conferencing tech to Bizzabo Stream Standard

## Additional Features

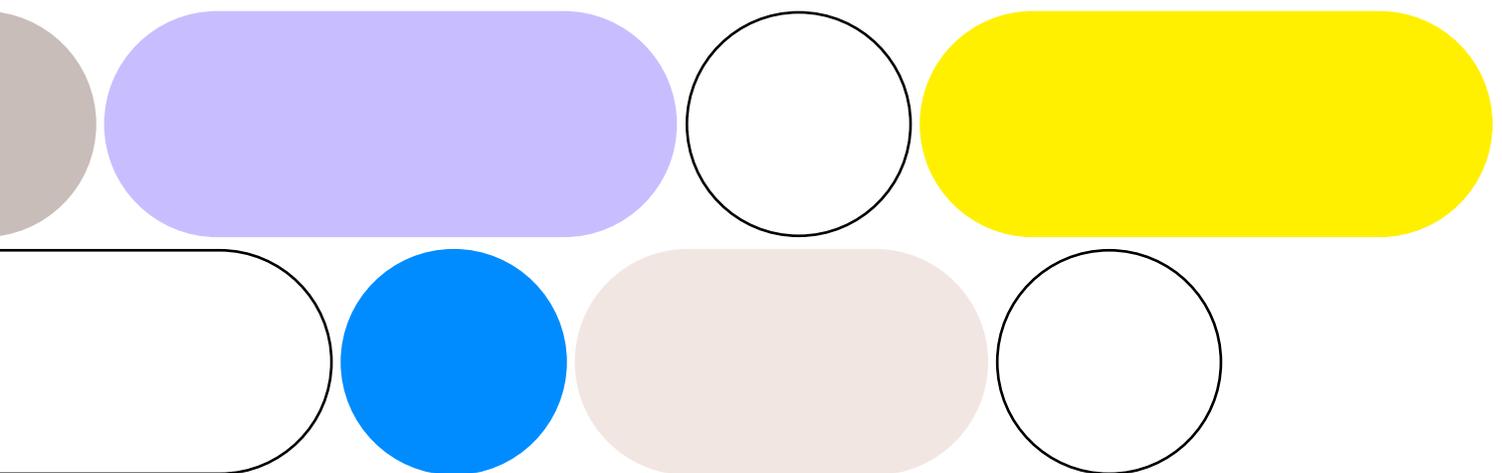
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- **Simulive sessions** enable broadcasts of pre-recorded content as if it were live
- **Translations and closed captioning** for live and virtual audiences
- **Virtual Production Services packages** allow your team to expand live events and provide a quality virtual experience to all remote attendees
- **Video On-Demand (VOD)** allows attendees the option to view your event’s video recording after an event has aired to expand the audience

You have everything you need to produce high-quality video broadcasts with these virtual production solutions. And, if you want any additional support, our in-house production services team or partner agencies can support you.

# Onsite

Ensure that in-person attendees get the most out of every event – from a seamless event and session check-in experience to intuitive mobile engagement throughout their attendance – with the Onsite module. The private label Mobile App keeps attendees informed and engaged with segmented notifications, an interactive event guide, access to session Q&A, and a venue map. This module also includes our in-house onsite and production services for flawless execution of day-of activities.



# Key features:

**Mobile App** empowers in-person attendees to navigate the venue and enables all attendees to engage with sponsors and organizers

**Advanced onsite software and services** tailor the experiences for different audiences from self-service to assisted or (contactless) check-in

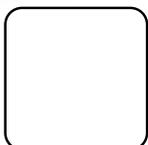
**Session Check-in** allows organizers to track session attendance and optimize speakers and content for future performance

**Custom badge printing** that includes badge printing on-demand

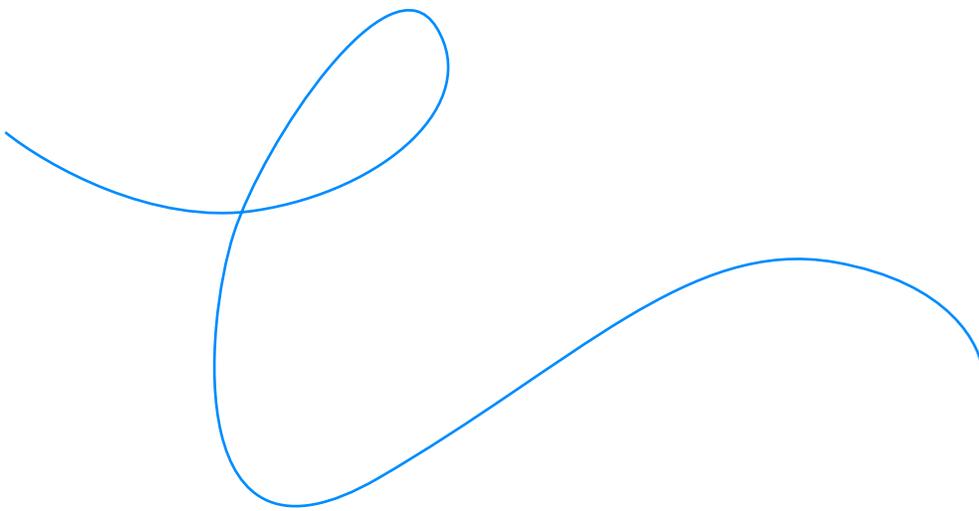
**Bizzabox** is a complete solution for you to easily plug in pre-configured stations, check in attendees, and print beautiful badges at any time

**LeadMagnet** empowers exhibitors and sponsors to capture, prioritize, and organize leads

**Real-time engagement data** helps to enable in-the-moment program revisions



# Beyond The Modules



The Event Experience OS is more than just innovative modules and features. We power everything we do by weaving the Global Event Center of Excellence, Enterprise Infrastructure, and Event Intelligence into everything we do. The result? A more secure, scalable, and impactful solution for the events industry.



# Global Event Center of Excellence

The Event Experience OS powers your events, and Bizzabo's team of domain experts empower you. From our events-obsessed founders down to the newest hire on our success team, Bizzabo partners with you as a trusted adviser. We see our role as bringing the OS to life to ensure you're getting the most out of it, so you can focus on delivering exceptional experiences that achieve your business outcomes.

For us, impact comes from a partnership that takes customer success to the next level. We embed our event expertise in everything we do – starting with onboarding and extending through knowledge-sharing in the Bizzabo Academy, the BizzaKnowledge community, and our industry-leading events.

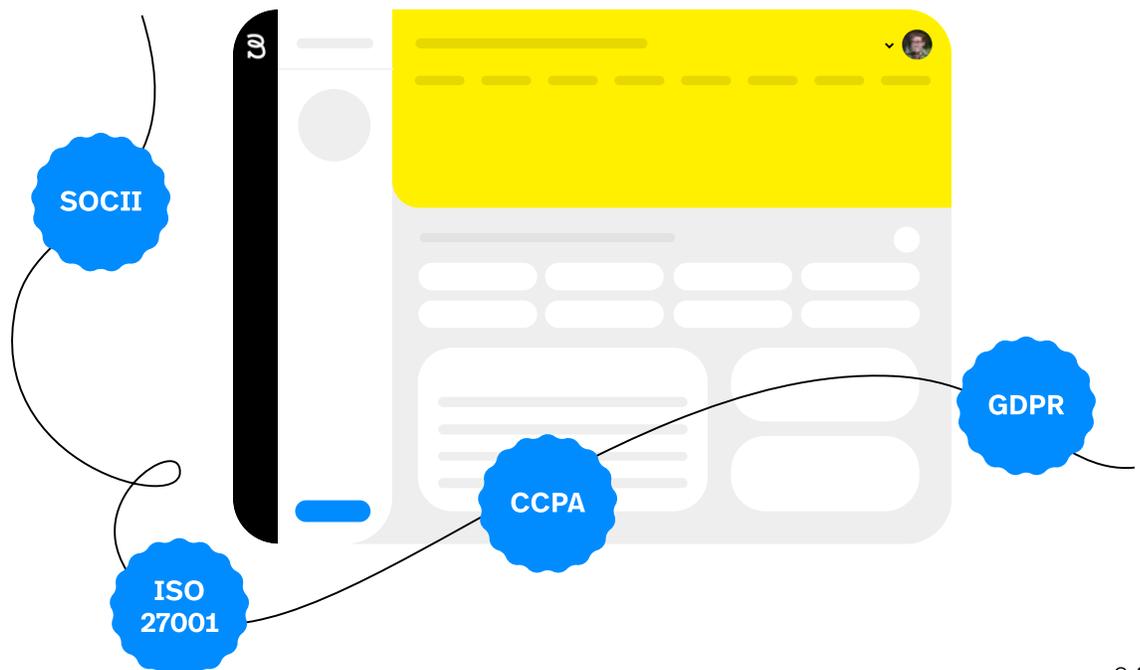
# Enterprise Infrastructure

Enterprise infrastructure is the backbone of security and scalability. Our security satisfies the most risk-averse stakeholders and scales at the enterprise infrastructure layer to accommodate the most complex events from an operational and support perspective. This commitment to security cascades throughout the system, empowering administrators to manage access control among team members, event leaders, and attendees.

We've built the Event Experience OS on enterprise-grade infrastructure with unmatched reliability, scalability, and security. We've invested in – and maintain – the highest levels of security standards and industry best practices, including SOCII, ISO27001, GDPR, CCPA, and

ADA compliance. Over the past decade, we've seen these are non-negotiables for our customers like Amazon, Salesforce, Bloomberg, and Siemens. But security isn't just an enterprise play – larger, more-resourced companies are establishing requirements that will benefit all prospects and customers who look to these companies to set the standards for secure events.

Of course, our enterprise focus doesn't end at security. The Event Experience OS is truly one platform for all event types – whether for internal stakeholders, external attendees, or both – and provides analytics at both the events portfolio and individual event levels.



# Event Intelligence

We've woven event intelligence into every corner of the Event Experience OS, which means that every attendee, sponsor, or exhibitor engagement bolsters the intelligence of the entire system. The unseen dotted line that connects all the modules is that data flow. There's no closed loop within the system – that intelligence flows freely to and from your other systems. Your data is yours, and you can move it around any way you want.

