



Functional description

This document describes the operation and features of eventmagix in each modality. eventmagix is a platform that generates mobile Apps for events, conferences and congresses. From the CMS Backend of eventmagix, the data for the different sections is introduced and published straight into the mobile applications.



Networking



Attendees list

The admin can create or upload event attendees from the Backend and assign them to groups for content segmentation. It's also possible to enable user registration from the App. Each attendee can view and edit their own profile, which will be shown in the attendee list, where they will find the rest of the event attendees.



Private messaging

While on another attendee's profile, the user has the opportunity of sending a private message. A push notification will arrive to the recipient where the message will show, giving them the opportunity to reply. As a result, a private conversation is created so that attendees can communicate through the event App.



Networking



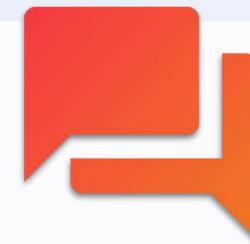
One-to-One meetings

The One to One meetings feature allows users to request meetings to other attendees during the event. The administrator decides the periods and duration of the meetings and the attendees set their availability, so they can later request to meet by searching profiles on the attendee list of the event or from the matching feature. The system will set the day and time of the meeting, which may also take place online through videoconference.



Matching

Attendees can find other users with which they share a professional interest. The event administrator will set a list of competences and users just need to select what they offer and what they look for on their profile. When entering this section, only those attendees who are compatible with the user will be displayed.



Comment wall

The comment wall allows all users to interact in the same section by sending messages, videos, documents and posting pictures that will be stored in an integrated gallery. In addition, it's possible to create separate themed chats that may also be restricted to certain user groups. This allows to create a different experience for each user and transforms the event App into a social App.



Interaction



Notifications

Notifications can be used to send instant messages to all attendees. When marked as 'push' they will arrive to the attendee's device as an instant messaging communication. They are useful for communicating information of interest and can be targeted to specific user groups. They may also be linked to agenda sessions, documents or other App sections.



Questions to speakers

From the agenda, whenever this option has been activated for one session, users will be able to send questions from the App. If there is more than one speaker, they will choose whether to target their question to all speakers or to one specific speaker. These questions can be moderated or not and may be shown to the public on a separate web.



Surveys

Create surveys for the event attendees and check the results from the Backend. It's possible to define several types of questions, such as multiple values, value between range, star rating and open text. Also, surveys may be scheduled at the event administrator's convenience.

Interaction



Live polling

Create live polls to boost audience participation. Unlike surveys, this feature enables the speaker to launch a poll from the Backend, so attendees can view it and answer instantly on their device.

After the countdown, the results may be displayed on the App, on the main screen or both.



Top questions

Display a ranking with the top questions to the speakers. Users may give their like to any question they find particularly interesting, so that these can be shown and projected according to their relevance.



Gamification

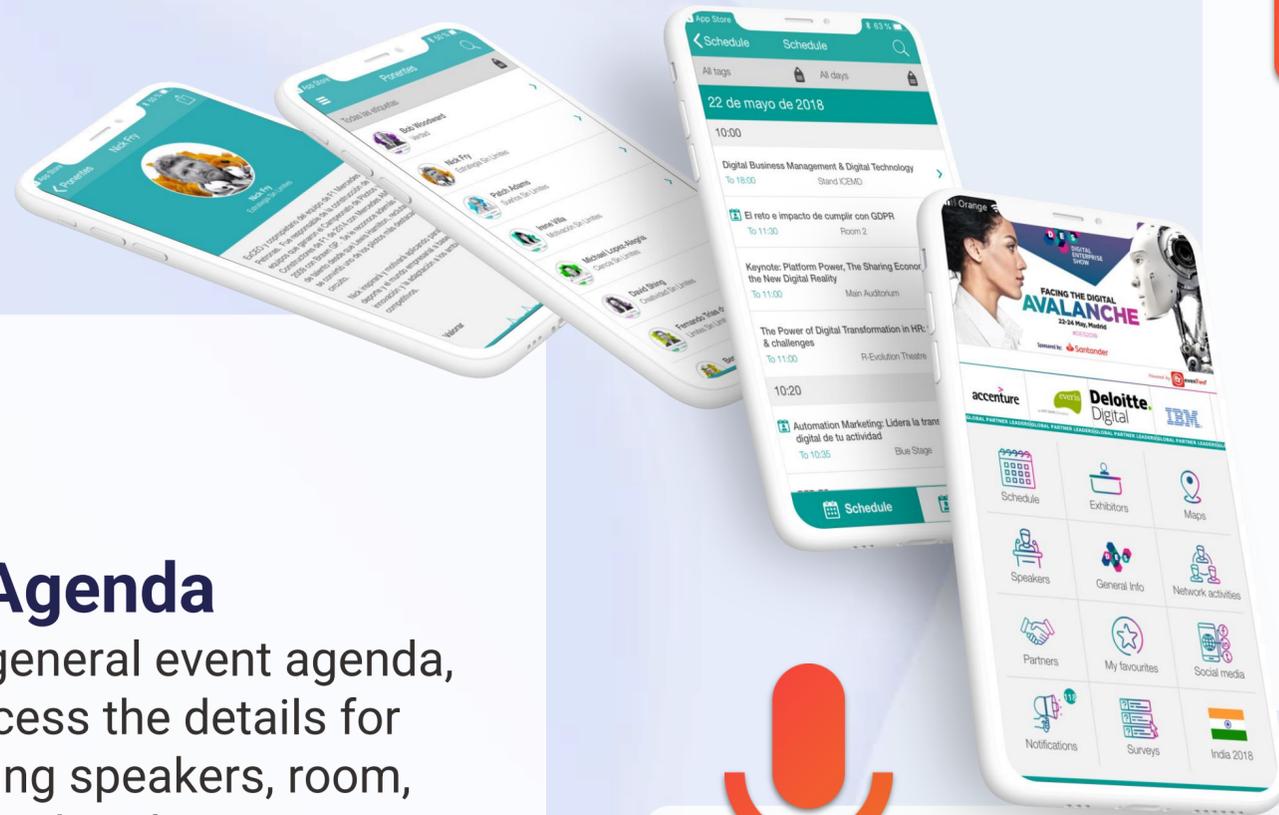
Users answer quiz questions and an algorithm combines the number of correct answers with the speed to determine the ranking, which can be shown by quiz or as a result of a multi-quiz challenge.

Information



Agenda / My Agenda

Users can view the general event agenda, filter by tags and access the details for each session including speakers, room, rating, comments or related surveys. Moreover, the user can add sessions to his device calendar and to “My agenda” inside the App, creating their own agenda, while the admin can assign independent agendas to different user groups.



Dashboard & menu

The dashboard is the main screen for each event App. This screen is fully customized and contains all features of the event. Sections order, name and icon are settable by the event administrator from the eventmagix Backend, as well as private sections if required.



Speakers

Create a speakers list and a profile for each of them. Users can view their photo, title, biography and social media links, and are also able to give them a rating that the event administrator can view on the eventmagix Backend.

Information

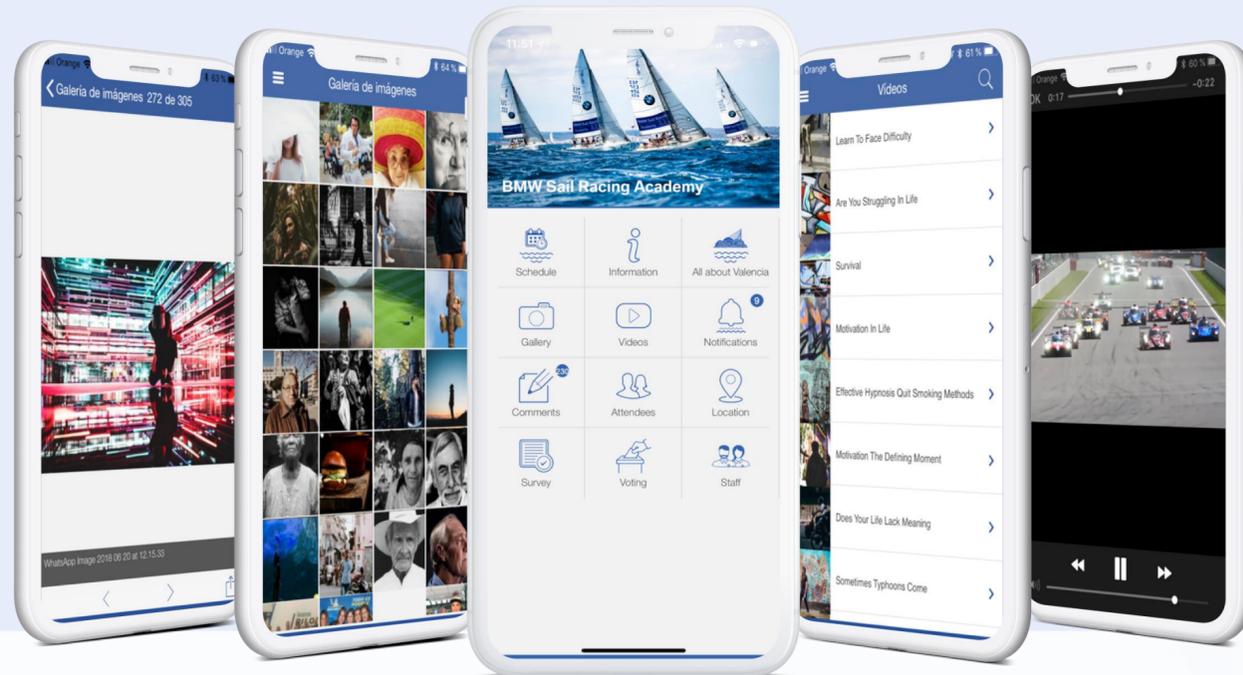


Image gallery

Create several image galleries from the eventmagix Backend with pictures from the event and sort them by categories. Users will access the gallery and share or download the pictures on their devices.



Videos

Upload and store videos directly in the App so that users can reproduce them without the need of external applications.



Documents

Upload and organize all documents related to the event for the attendees to download, save and share with their devices. Documents may be linked to notifications or agenda sessions.



Maps

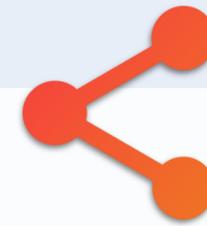
Link geolocated maps to explain the attendees how to get to the event and link your own images to guide them through the venue. This feature will be integrated through the Maps app on their devices.

Information



Abstracts and scientific posters

Medical congresses include communications and scientific posters that professionals submit before their peers during the event. With this feature you'll be able to easily find them either by navigating across the specialties or by using the search box.



Social media

Create a link for every social network associated to the event. When the user clicks on them, they will be opened on the browser or on their preferred application.



User-specific docs.

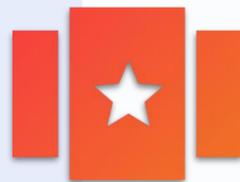
Assign specific documents customized for each user. Users can check their personal documents in a separate icon in the App and, once downloaded for the first time, they will be able to view them even offline. For instance, it may be used to allow each user to view their personal travel documentation.

Monetization



Sponsors

This feature enables event organizers to give further relevance to their sponsors by including a list and sorting them by categories. Each sponsor has their own profile with their logo, name, description and social media links.



Sponsors carousel

It gives a preferential space to the main sponsors of the event by placing them on the dashboard of the App. Users slide the carousel sideways and click on a logo to access the details of the company.



Exhibitors

An exhibitors list and be created, together with a profile for each of them, where their logo, name, description and social media links may be included. Also, each exhibitor can be associated to a specific map on the maps section for attendees to easily locate them at the venue.

