A 365 event community

Protect your live events with virtual, interactive capabilities

zapnito

Recalibrating to the new reality

When Covid-19 eliminated face-to-face events over night, the $1,100 billion+ events industry along with every expert-driven business model was forced to recalibrate to this new reality.

The new reality where online expert communities were no longer a nice-to-have, but an essential component for events organizers, as well as brands, professional services and publishers.

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Bringing expert knowledge and genuine community together

Expert knowledge

A space for brand experts to share valuable knowledge and thought-leadership.

- Branded expertise hubs
- Video speaker interviews
- Online courses
- Panel discussions and Q&As
- Sponsorship / brand placement opportunities

Genuine community

Bringing networks of people and experts together, united by a shared desire to learn, connect and build a community around expertise.

- Networking spaces
- Speaker / delegate profiles
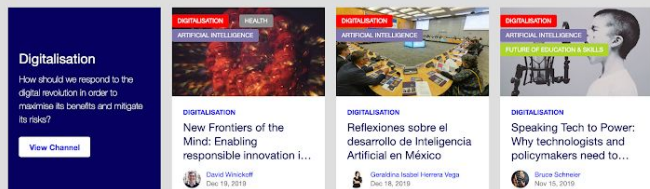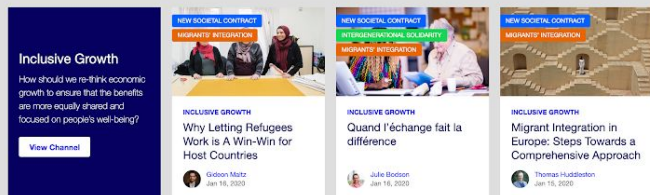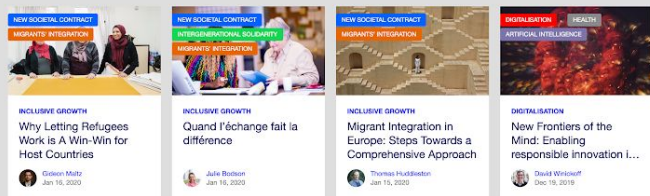- Conversation spaces
- Online training
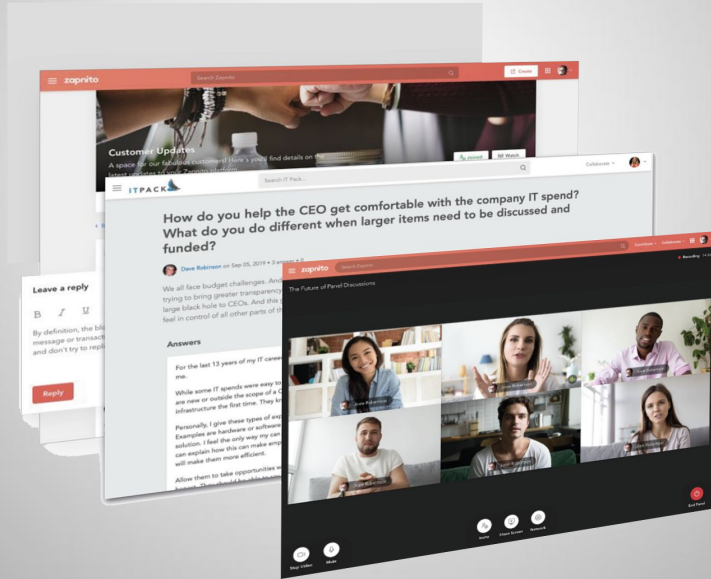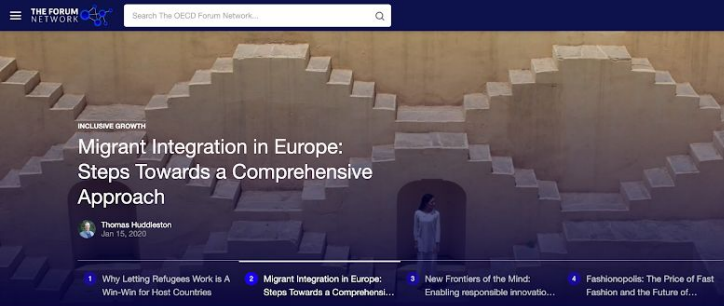
The Power is in the Community

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

For attendees

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

For speakers/experts
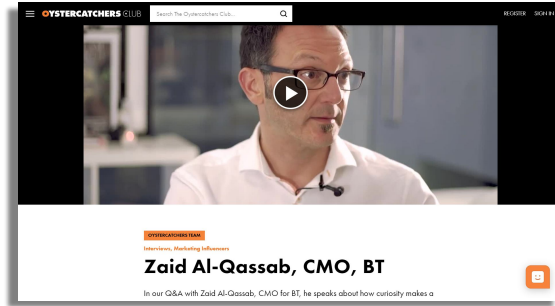
- Speaker profiles + directories
- Video interviews
- Video panels
- Live streamed sessions

For sponsors/partners

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

Support and enrich your event 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.
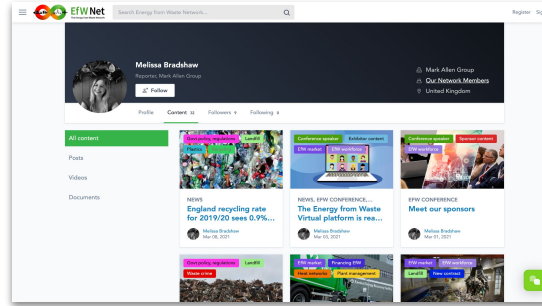
Profiling + networking

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

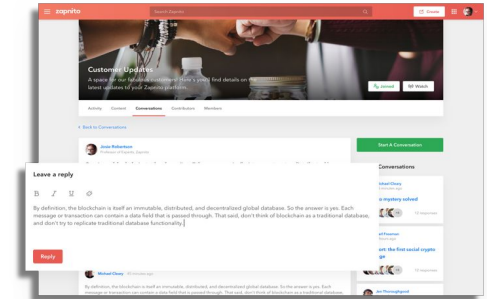Event tech services aim to bring the entire event online, but in doing so miss what is at the core of the event: the community

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 an events

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

A digital offering will extend that engagement.

community

Maintain engagement throughout the year with branded online offering

Typical event audience brand engagement
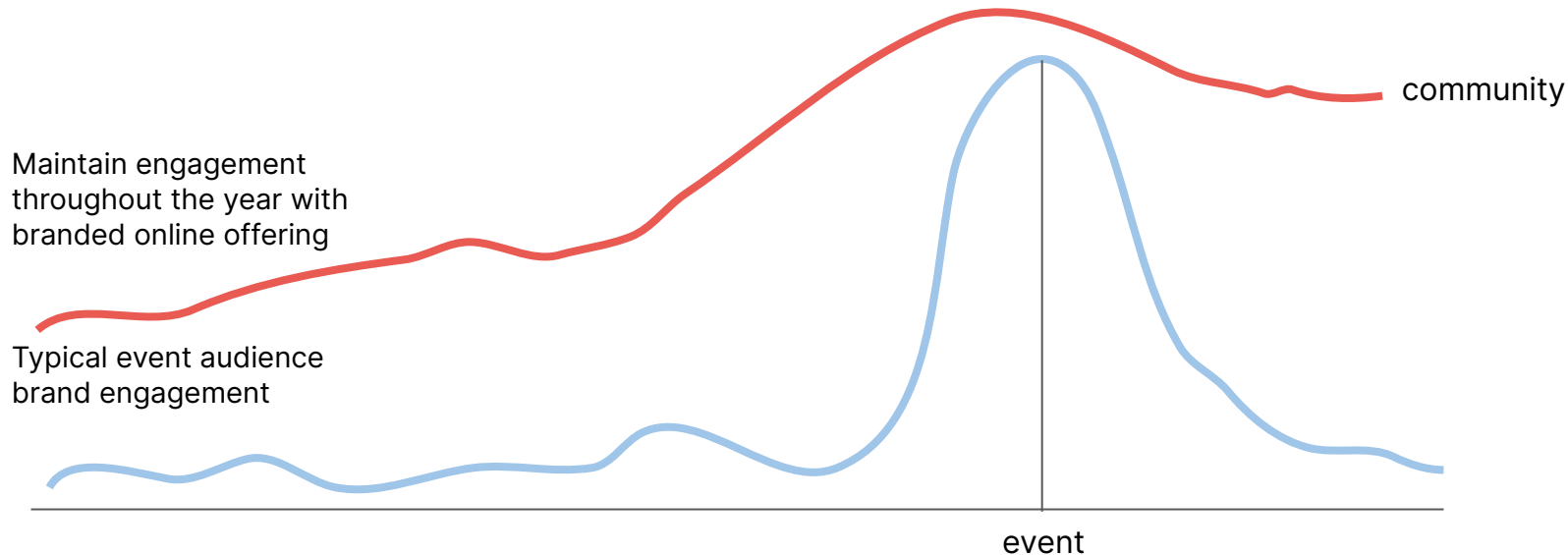
event

Protection and growth

Safeguard revenue and reinforce what your community stands for

Revenue protection

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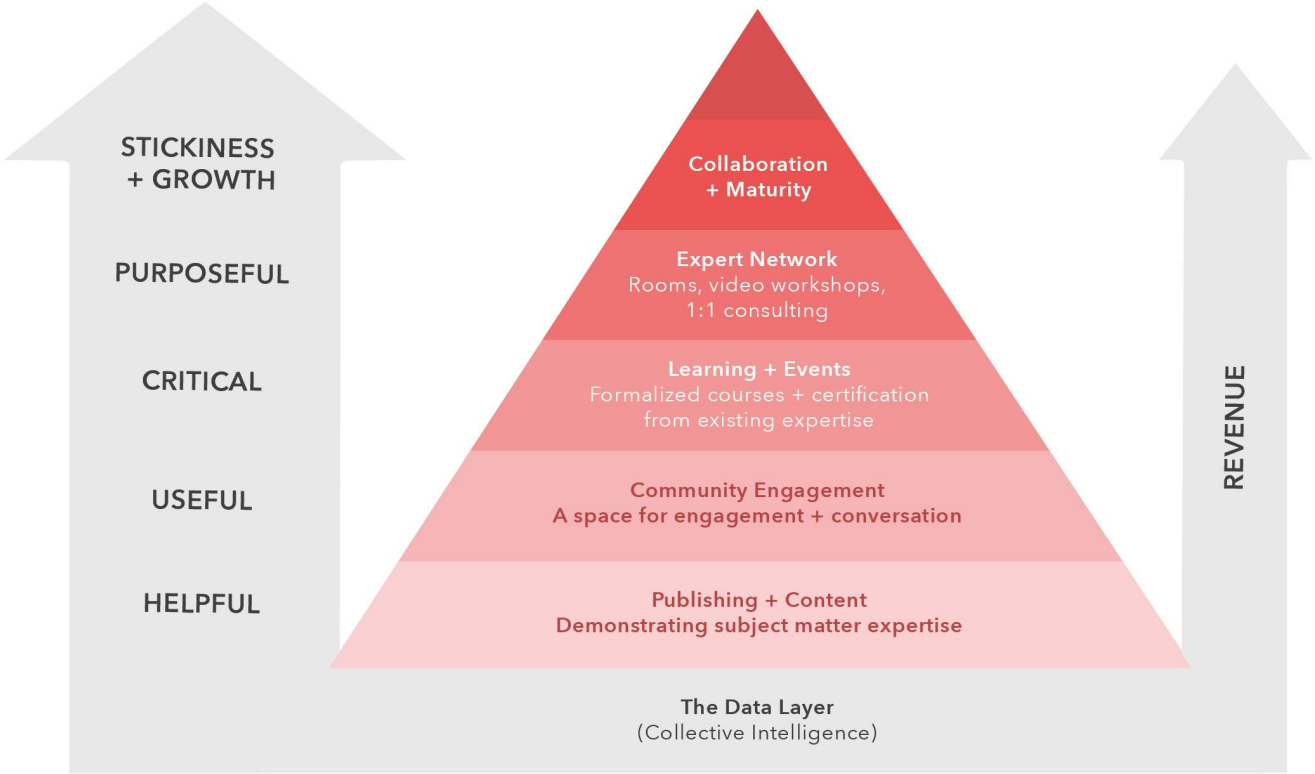
Brand protection

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

STICKINESS + GROWTH

PURPOSEFUL

CRITICAL

USEFUL

HELPFUL

Collaboration + Maturity

Expert Network
Rooms, video workshops, 1:1 consulting

Learning + Events
Formalized courses + certification from existing expertise

Community Engagement
A space for engagement + conversation

Publishing + Content
Demonstrating subject matter expertise

The Data Layer
(Collective Intelligence)

REVENUE

Face to face interactive experience

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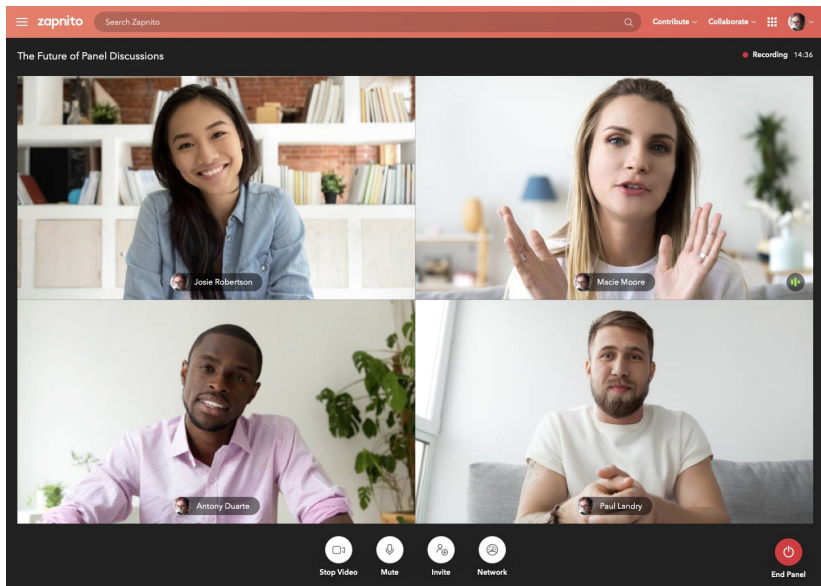

Seamlessly record real-time video interviews and panels with up to 12 people which can be recorded and published.

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 can integrate with third party webinar tools, depending on your requirements.

Case Study: Expert network to support the OECD Global Forum

## The OECD

https://www.oecd-forum.org/
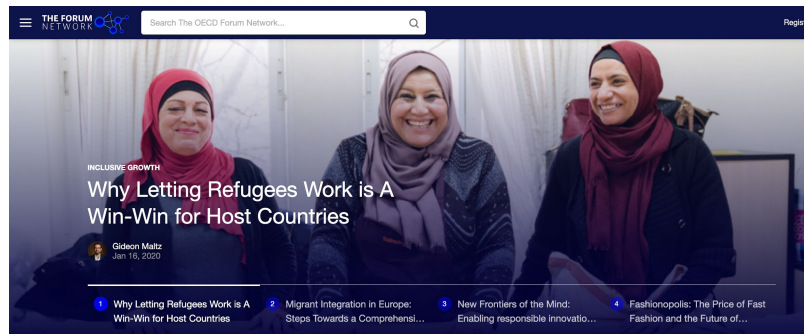
At the OECD Forum, policies and ideas are shared by a growing community of leaders in government, business and academia. The OECD Forum network allows the community around to extend their discussions and exchanges year-round and to expand the network to include those who cannot attend the conference in person, as well as support their smaller local events.
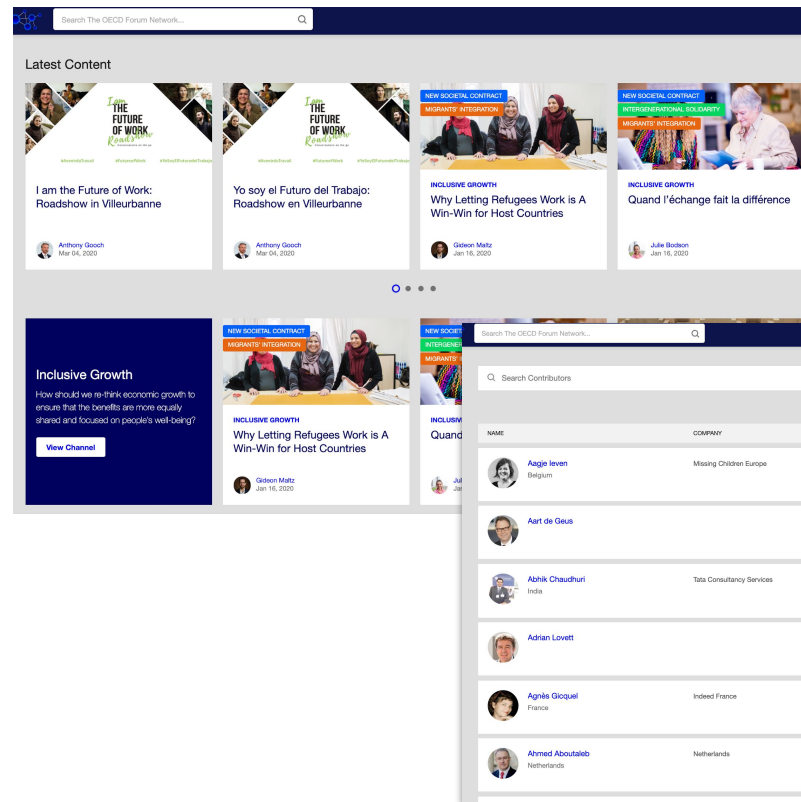
Case Study: Delegate and sponsor value through branded content

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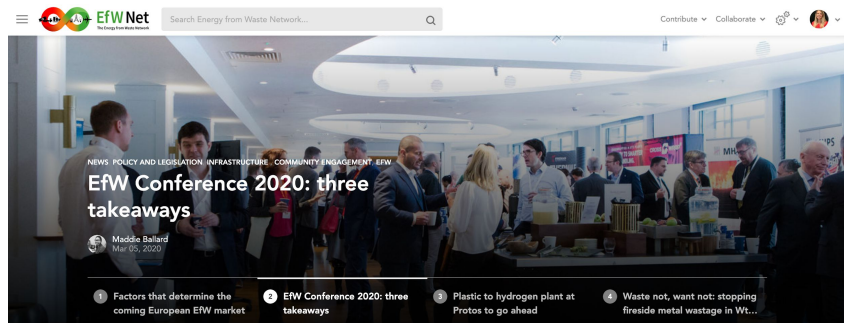
https://network.efwconference.com/
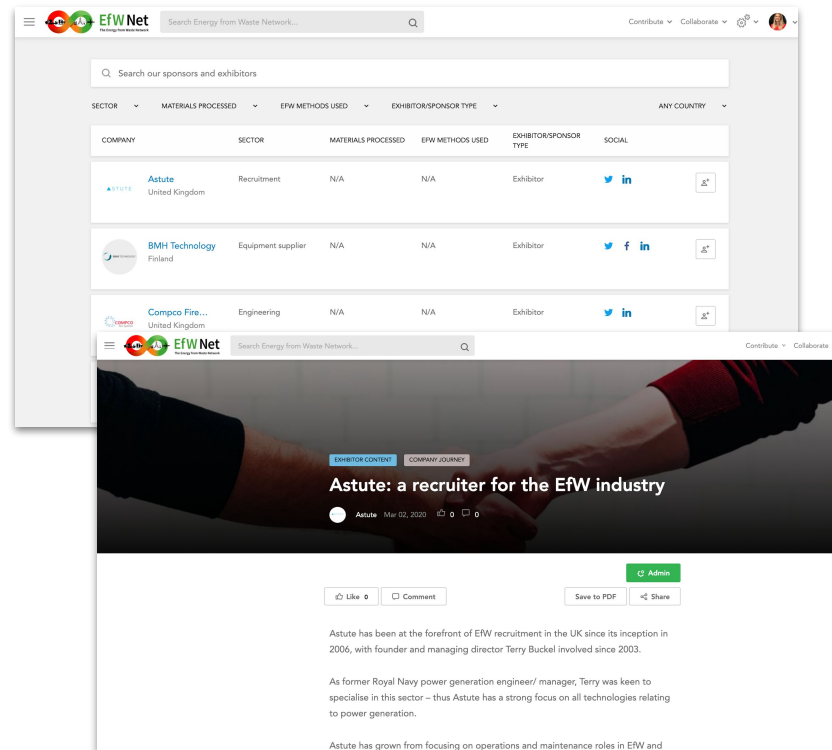
The Energy from Waste Network (EfW Net) is an online hub for industry experts. The network runs alongside the live conference, and is designed to carry on the EfW conversation all year round.

Their network provides additional opportunities for sponsors to deliver thought leadership and provide value to attendees, before, during and after the event.
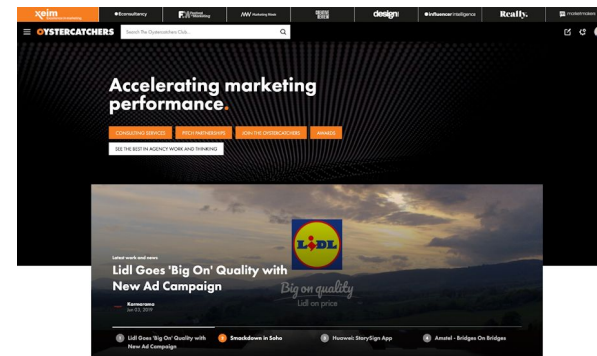
Case studies: A digital offering to underpin event series
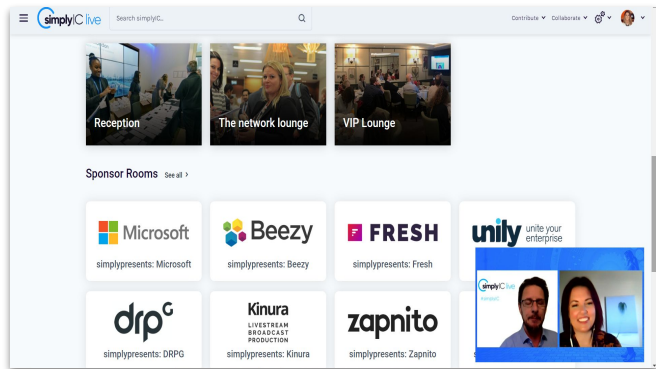
simplycommunicate

Read the full case study

simplycommunicate is a network of over 300 internal communication professionals. In response to the Covid-19 lockdown, simplycommunicate turned to Zapnito to help run their event, simplyIC, in a virtual format and create an online community around it.
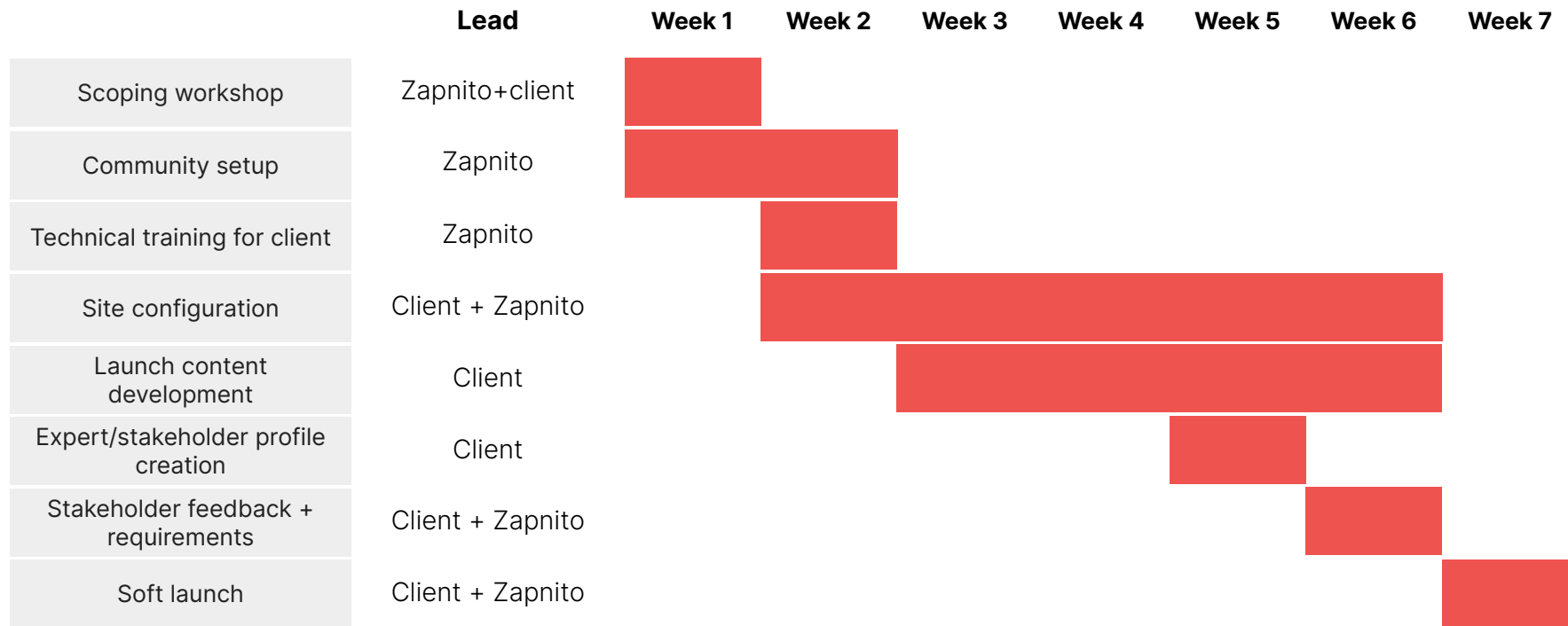

The Oystercatchers Club

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

	Lead	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Scoping workshop	Zapnito+client	■						
Community setup	Zapnito	■	■					
Technical training for client	Zapnito		■					
Site configuration	Client + Zapnito		■	■	■	■	■	
Launch content development	Client			■	■	■	■	
Expert/stakeholder profile creation	Client					■		
Stakeholder feedback + requirements	Client + Zapnito						■	
Soft launch	Client + Zapnito							■

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

Solutions 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.

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