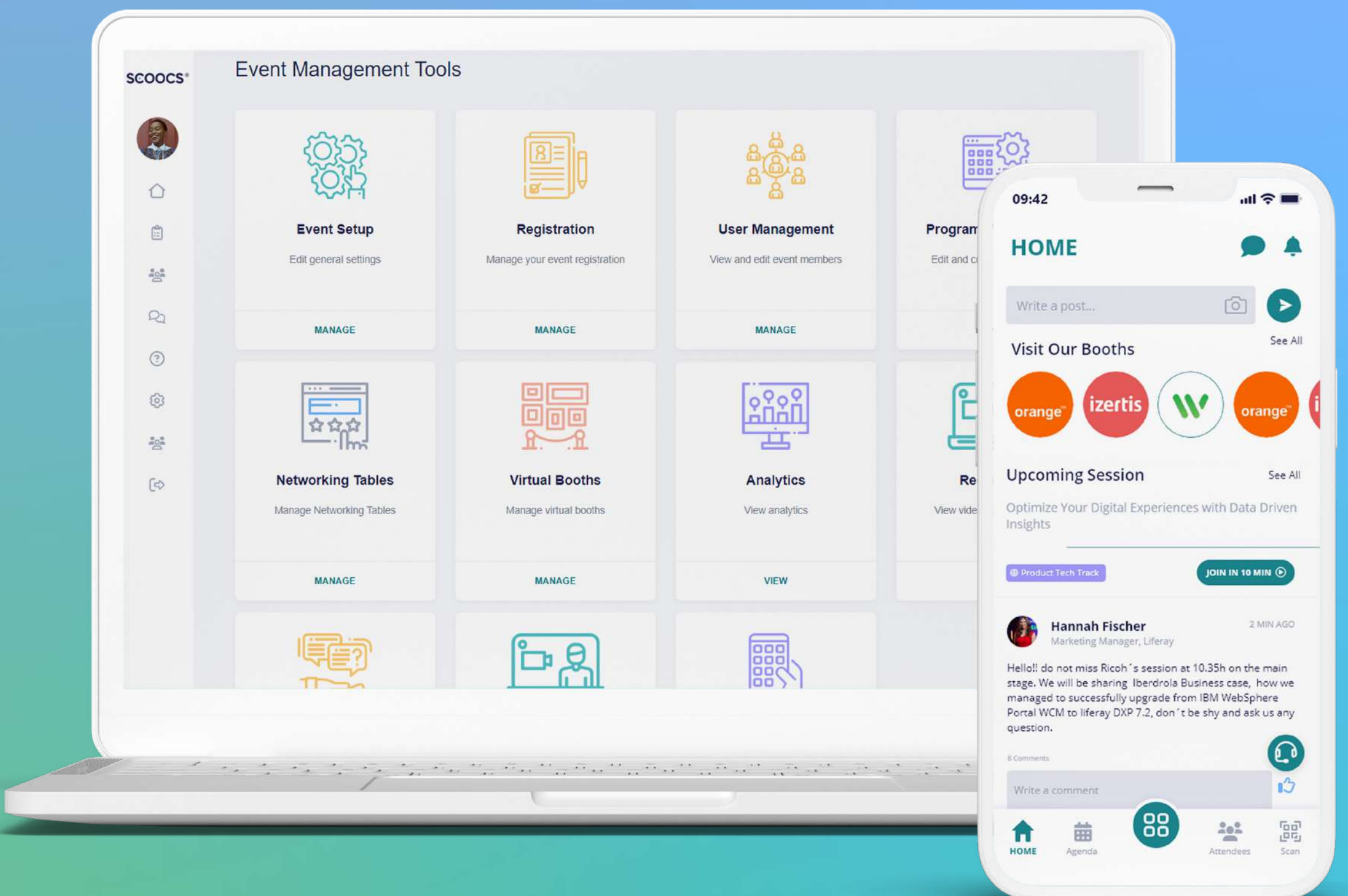


SCOOCs

READ THIS BEFORE CHOOSING YOUR NEXT EVENT PROVIDER



INTRODUCTION

Any organization's marketing and communication strategy must include events: They give businesses a platform to engage with their clients, associates, and staff, foster connections, and advertise their goods and services.

However, they require meticulous planning which can be taxing, particularly for large organizations with numerous events.

Event provider platforms can assist organizations in overcoming these obstacles and holding successful events by:

Saving time and money by automating many of the tasks involved in event management.

Improving the attendee experience by providing them with an easy-to-use and engaging platform to register for and attend events.

Track and measure the success of events by providing detailed analytics and reporting.

84%

A study by Cvent found that 84% of event organizers say that event technology has helped them to save time and money.

77%

A study by Bizzabo found that 77% of event organizers say that event technology has helped them to improve the attendee experience.

But why is it so important to choose the right event provider platform?

After all, there are many different platforms available, and they all seem to offer the same features.



The Truth is That Not All Event Provider Platforms are Created Equally

Some platforms are better suited for certain types of events and sizes, and some are more user-friendly than others!

To make it easier for you to choose the right event platform, we've created a checklist with thoughts and questions that cover all the important factors.



BEFORE THE EVENT

Consider your event goals:

What do you want to achieve with your event? Once you have a clear understanding of your goals, you can start to narrow down your options. For example, if your goal is to generate leads, you'll need a platform with robust lead capture features.

Think about your audience:

Who are you trying to reach with your event? What are their needs and expectations? Consider factors such as language, location, and technical expertise when choosing a platform.

Compare features and pricing:

Different platforms offer different features and pricing plans. Take the time to compare different options and find one that fits your needs and budget.

Read reviews:

Once you've narrowed down your options, read reviews from other event organizers to get their insights. This can help you identify any potential red flags or hidden costs.

Schedule a demo:

Once you've found a few platforms that you're interested in, schedule a demo to see how they work in practice. This is a great opportunity to ask questions and see if the platform is a good fit for your event.

EVENT FEATURES

EASINESS OF USE:

Is the platform easy to use for both event planners and attendees? Is the registration process simple and straightforward?

COMPREHENSIVE FEATURES:

Does the platform include all of the features that you need to organize your event, such as online registration, payment processing, event scheduling, and attendee management?

INTEGRATIONS:

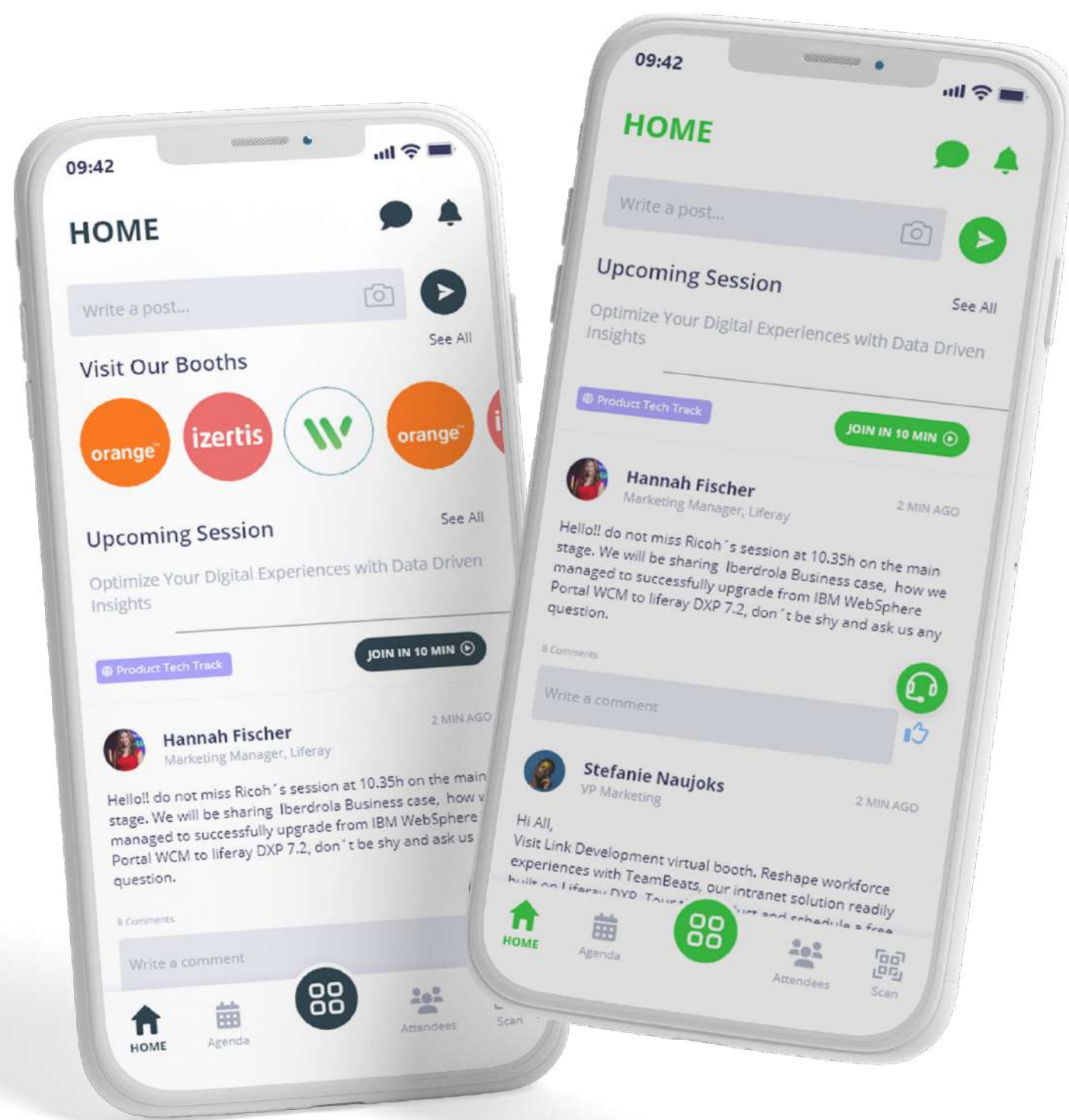
Can the platform integrate with other products and services that you use, such as your email marketing software and CRM system?

DATA PROTECTION AND PLATFORM SECURITY:

Does the platform have robust security measures in place to protect attendee data?

SUPPORT:

Does the platform provide responsive customer support?





What level of customer support do I need?



What is my budget?

ADDITIONAL QUESTIONS YOU SHOULD ASK YOURSELF



What are my specific event needs?



Do I need a platform that supports virtual, hybrid, or in-person events?



What features are most important to me?

YOU MAY ALSO WANT TO TAKE THE FOLLOWING FEATURES INTO ACCOUNT



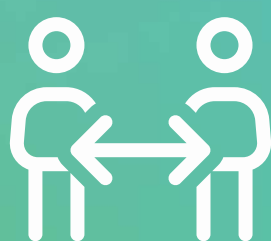
BRANDING:

You can alter the platform's appearance and feel to better reflect your branding on some platforms. This is a terrific method to provide your attendees a more coherent experience.



REPORTING AND ANALYTICS:

Some platforms provide thorough reporting and analytics options. You can use this information to evaluate the outcome of your event and make adjustments for subsequent ones.



TOOLS FOR NETWORKING:

Some platforms provide networking resources that can be used to connect attendees before, during, and after the event. This can be a really effective technique to increase participation and foster relationships among participants.



Subscription Fee:

Is there a monthly or yearly subscription fee?



Per-Event Fees:

Are there any per-event fees, such as charges based on the number of attendees or the length of the event?

AND WHAT ABOUT THE PRICING?



Add-On Features:

Are there any add-on features that you need, such as custom branding or live streaming? If so, what is the cost of these features?

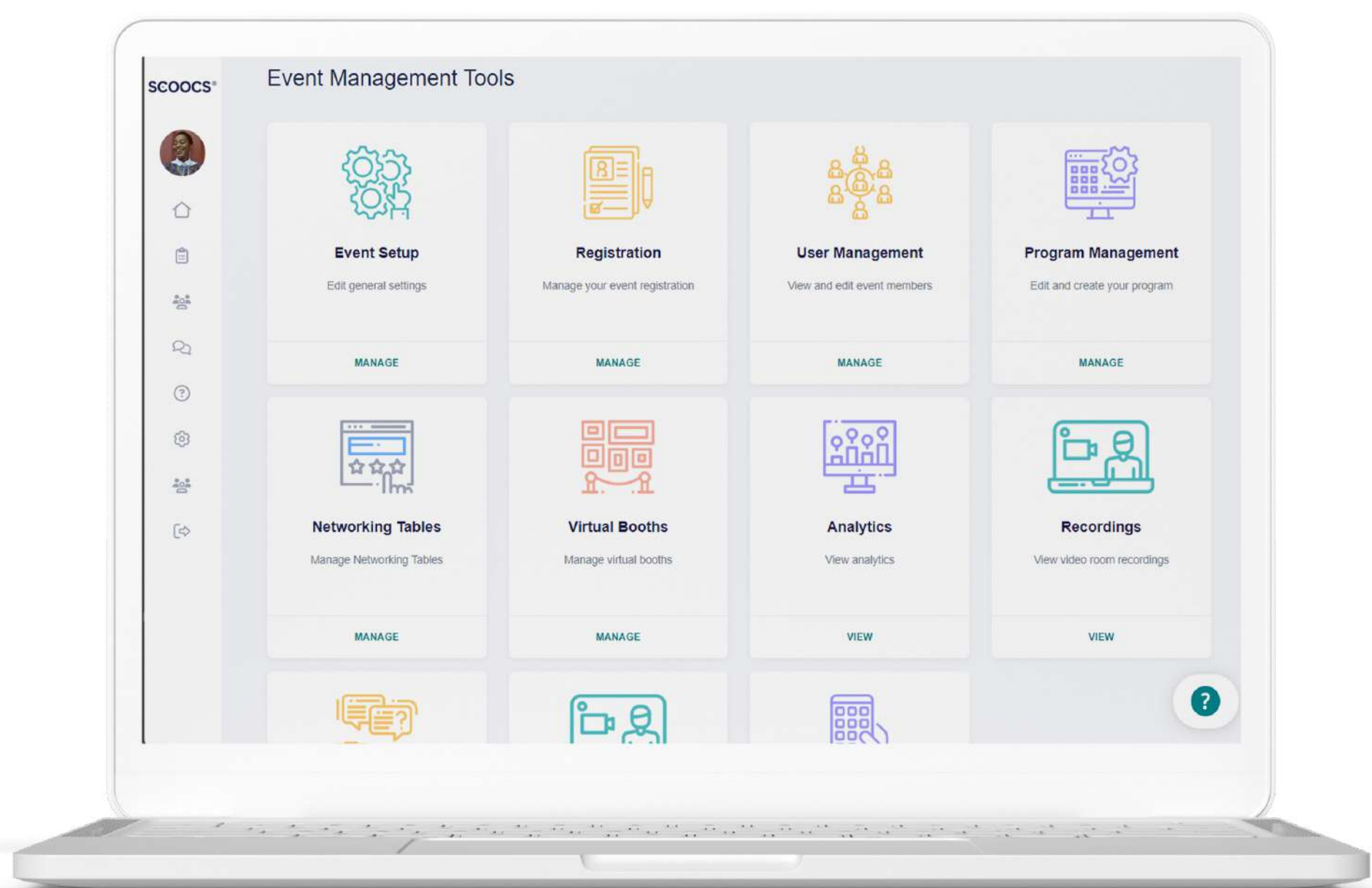


Transaction Fees:

Are there any transaction fees such as a percentage of the ticket price or a flat fee per transaction?

MORE PRICING TIPS

- ✓ Create a spreadsheet to compare pricing plans side by side.
- ✓ Factor in all pricing factors, including subscription fees, per-event fees, transaction fees, and add-on features.
- ✓ Consider the size and type of events you host.
- ✓ Read reviews to see what other event organizers are saying about pricing.
- ✓ Negotiate with the platform provider.
- ✓ Look for discounts.
- ✓ Take advantage of free trials.
- ✓ Ask for a quote from each platform.
- ✓ Compare pricing for all features you need.
- ✓ Consider the length of the contract.

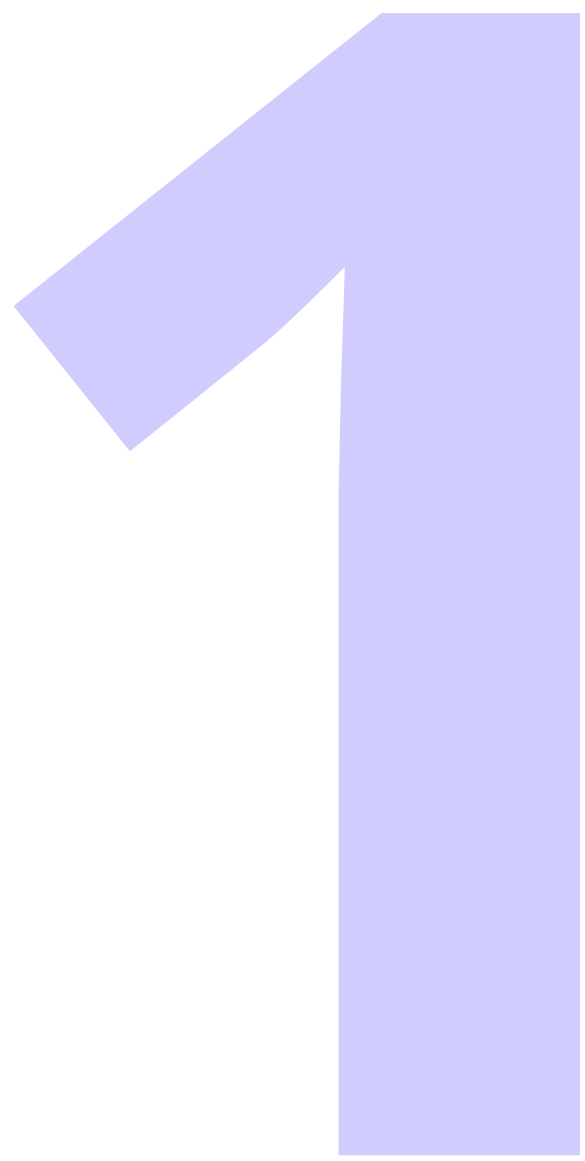


ENHANCING EVENT ENGAGEMENT

According to a recent study by Eventbrite, 90% of event organizers believe that attendee engagement is the most important factor for a successful event. But what truly defines an engaging feature?

Here are some key elements to consider:





ENHANCING EVENT ENGAGEMENT:

Interactive sessions:

Attendees are more likely to stay engaged when they have the opportunity to participate actively in sessions. Look for software tools that offer features like Q&A tools, polls, quizzes, and chat rooms.

Gamification:

Gamification elements can add a fun and competitive twist to your event, incentivizing attendees to engage more deeply. Leaderboards, points, badges, and challenges are all popular gamification elements.

Networking Opportunities:

Networking is a top priority for many event attendees. Look for software tools that offer features like virtual lounges, breakout rooms, and one-on-one meeting schedulers to facilitate connections among attendees.



LEVERAGING SPONSOR ROI:

Your sponsors play a vital role in making your event a success. But how can you ensure that they get the best return on their investment?

Sponsor booths:

Offer virtual booths where sponsors can showcase their products, hold live demos, and interact with attendees.

Sponsored content:

Allow sponsors to host sessions or workshops, which can boost their visibility.

Analytics:

Provide sponsors with data on booth visits, content engagement, and leads generated, so they can measure their ROI.

3

ENSURING ATTENDEE SATISFACTION:

For an event to be successful, it's important that attendees find value in it. Here are some tips for ensuring attendee satisfaction:

Seamless User Experience

Choose software that is intuitive and easy to navigate. Technical glitches can quickly frustrate attendees.

Relevant Content:

Ensure that the sessions and workshops offered are aligned with the interests of your audience.

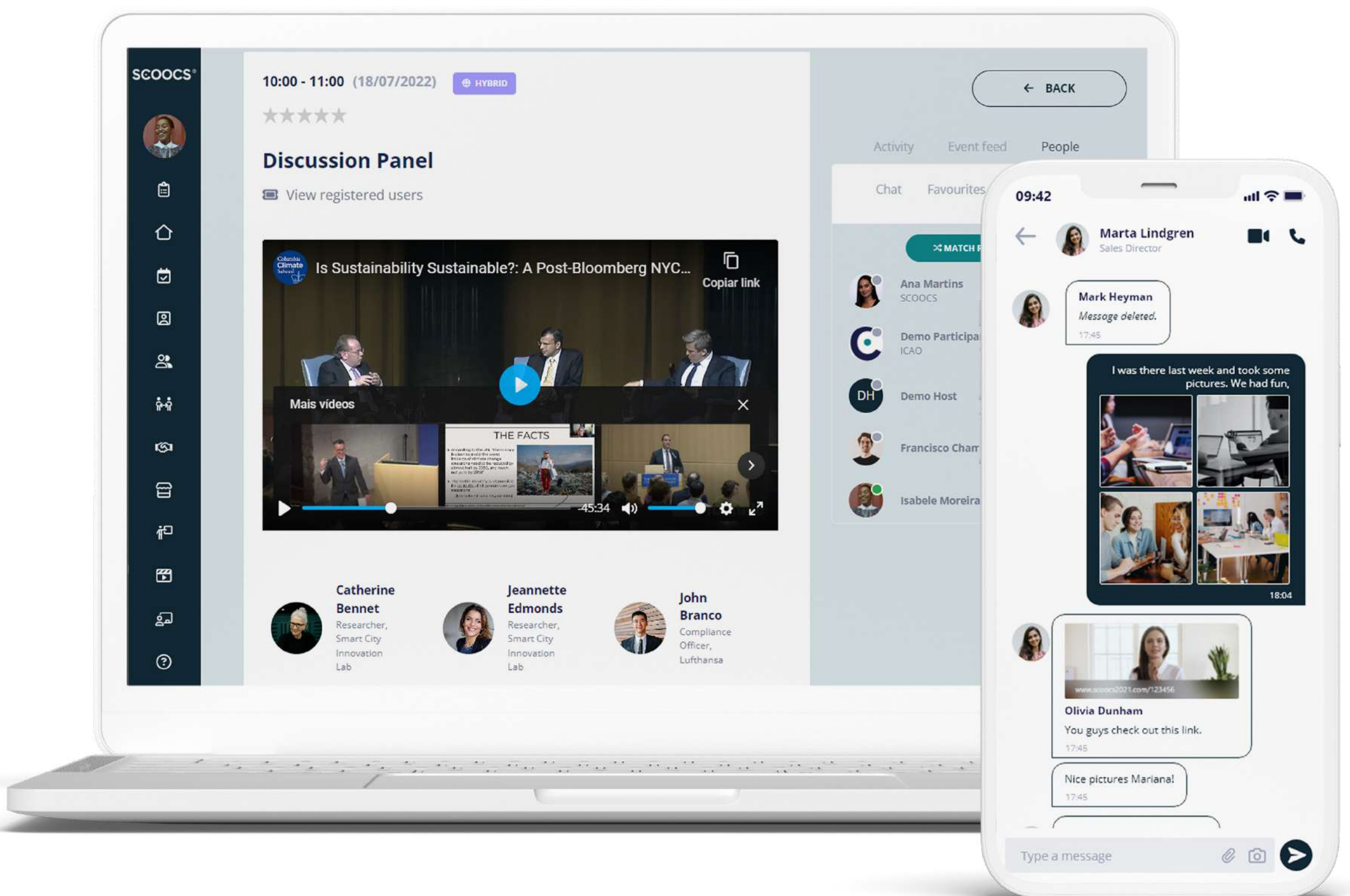
Feedback Mechanisms:

Incorporate feedback tools like surveys and feedback forms to gather insights on what attendees liked and disliked about your event. This feedback can be used to improve your events in the future.

ALMOST THERE

Choosing the right event provider platform is an **important decision for organizations** of all sizes. The platform you choose will impact everything from the ease of registration to the quality of the attendee experience.

When choosing an event provider platform, be sure to consider your specific needs and budget. **SCOOCs** is a great option for organizations of all sizes that are looking for an easy-to-use, affordable, secure, and sustainable event platform.



SCOOCS IS AMONG THE LEADING EVENT SOFTWARE PROVIDERS, AND FOR GOOD REASON!

Here's a snapshot of what we offer:

Versatile Event Formats:

Whether you're hosting a webinar, a workshop, or a multi-track conference, Scoocs can support it.

Robust Networking Tools:

With features like virtual lounges and personalized meeting schedulers, attendees can effortlessly connect with their peers.

In-depth Analytics:

Track every aspect of your event, from attendee engagement to sponsor ROI, using Scoocs' comprehensive analytics dashboard.

ALSO SCOOCS IS:

Easy to use:

SCOOCS is designed to be easy to use for both event organizers and attendees. The platform is intuitive and easy to navigate, so you can spend less time worrying about the technology and more time focusing on your event.

Affordable:

SCOOCS offers a variety of pricing plans to fit every budget. You can choose a plan that meets your specific needs and requirements, without breaking the bank.

Secure:

SCOOCS takes security seriously. The platform uses the latest security technologies to protect your data and the data of your attendees.

Sustainable:

SCOOCS is committed to sustainability. The platform is designed to reduce your environmental impact and help you host a more eco-friendly event.

MANY HAVE REAPED THE BENEFITS OF USING SCOOC'S FOR THEIR EVENTS. HERE'S WHAT SOME OF THEM HAVE TO SAY:

"With Scoocs, our annual conference was a massive success.

The platform's intuitive design made it easy for attendees to navigate, and the networking tools fostered meaningful connections."



Alex M., Event Organizer

"As a sponsor, the analytics provided by Scoocs was invaluable.

We could measure our ROI in real-time and adjust our strategy accordingly."



Priya R., Sponsor

SCOOCS

CONVINCED THAT **SCOOCS** MIGHT BE THE RIGHT FIT FOR YOUR NEXT EVENT?

Book a demo today and experience firsthand the myriad of features and benefits that **SCOOCS** offers.

It's time to take your events to the next level!