

The image features a white background with black silhouettes of several people walking. They are walking on a red path that starts as a horizontal line and then turns into a large, upward-pointing arrow. The silhouettes are positioned as if they are walking along this path. The overall composition is clean and modern, with a focus on movement and progress.

Event Organizer's Cheat Sheet

Eleven cheats

that will help you save money,
make your life easier,
and enhance
your attendees' experience

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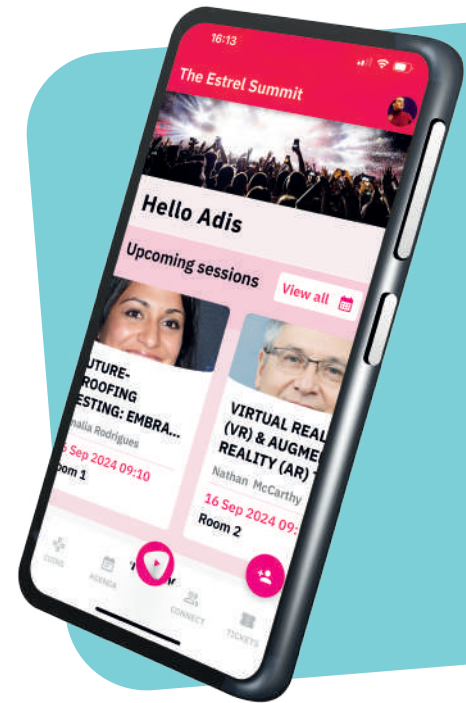
>Welcome!

Welcome to run.events, Event Management Platform built by professional event organizers, who were seeking for perfection. run.events includes all the features that event organizers need: those they expect, and many they didn't even know were possible. All of that is delivered with unparalleled quality and attention to detail.

1. Onboard Your Attendees Right After Registration – Here's How!

Once your attendees snap up their tickets, they're instantly part of the action! No fuss – they can dive straight into your event's mobile app using the same login details they registered with (say goodbye to the hassle of separate tokens or passwords for the mobile app!). They can immediately start weaving their own network, connecting with fellow attendees, and exploring the vibrant world of your exhibitors. It's not just about attending; it's about engaging and building relationships right from the get-go!

Find out more



2. Master Your Online Marketing Budget: Know What Works.

Navigating the maze of online marketing can be daunting, especially when tools like Google Analytics struggle to track campaigns across different domains. This often leaves marketing managers in the dark, trying to connect the dots between ad clicks and ticket purchases. But here's where run.events revolutionizes the game! We seamlessly track user journeys from the moment they land on your event website from a social ad, right up to their ticket purchase. It's like having X-ray vision for your marketing efforts! With run.events, you'll see precisely which tickets were sold through which marketing campaigns. No more guesswork, no more manual matching – just crystal-clear insights that empower you to invest wisely and maximize your ROI.



3. Don't Be Pushed Into Importing Speakers and Sessions into Your Event Mobile App: It's a Trap!

How often have you heard, 'You can import your sessions and speakers into our platform or mobile app'? While it may seem like a helpful feature, consider the chaos when content changes, speakers cancel, or you need to swap sessions mid-event to accommodate sudden agenda shifts. Repeatedly creating and importing Excel sheets? That's a logistical nightmare you should keep your hands away from. run.events offers a comprehensive solution, overseeing every step from the initial call for content, through the content selection process, to building and dynamically managing the agenda, all the way to enabling speakers to upload their session assets and materials. Changes made in the agenda are immediately updated across your event mobile app, website, digital signage, and more. Forget about exports and imports; run.events keeps your event fluid, current, and stress-free!

Find out more



F1: Toggle HELP

F2: FOV 35

F3: FOV 45

F4: FOV: 60

F5: FOV: 90

F6: FOV 110

Shift: Fast Walk

Tab: Switch Camera M

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4. Wow Your Exhibitors with Easy Booth Setup and Effective Lead Capture.

Exhibitors are the heartbeat of your event, and their experience with you can make or break their decision to return. run.events elevates this experience by guiding exhibitors through a stunning metaverse version of the expo. Here, they can not only visualize but also select their perfect booth spot. Configuring their booths becomes a joy, with options ranging from a user-friendly web-shop interface to an all-immersive metaverse adventure. But that's just the beginning! run.events revolutionizes lead capture, empowering exhibitors to swiftly tag and retrieve leads during the bustling event. Planning their own at-booth social events? Effortless with run.events. The icing on the cake? Every lead captured seamlessly flows into their CRM systems, weaving a seamless and unforgettable exhibitor journey from start to finish. Get ready to see your exhibitors wowed and eager to come back for more!

Find out more



5. Integrate Ticketing, Badging, Registration, and Entrance Control into One Smooth Process.

When we say “integrated,” we mean business. Imagine a world where your attendees use one set of unified login details to do it all – buy tickets, register for the event, and even store their tickets in the mobile app. That’s just the start. With their ticket, attendees can effortlessly pick up a badge during registration or use self-service kiosks to print their own. This badge isn’t just a piece of paper; it’s their all-access pass to the venue and individual sessions. Lost badges? No problem. Old badges can be invalidated and new ones issued on the spot, eliminating any worries about duplicates. This seamless integration of ticketing, badging, registration, and entrance control ensures a fluid, hassle-free experience for your attendees. It’s not just a process; it’s a smooth, secure, and sophisticated journey from the first click to the final entry.



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6. Have a Beautiful Event App, and Make It Use Real-Time Data.

Your mobile event app isn't just an app; it's the gateway to your event, offering the first taste of what's to come even before attendees step into the venue. The login experience sets the tone: seamless access with their event registration credentials versus the frustration of different usernames or one-time codes can make or break that crucial first impression. And it's not just about function; it's about form too. Is your app a jumble of icons, or is it a beautifully crafted dashboard, intuitively accompanying attendees through the event? The run.events mobile app stands out with its stunning design and intelligent layout. It's more than an app; it's a true event home – a central hub where attendees can network, communicate, check the agenda, and connect with sponsors and exhibitors, all while being updated with real-time information. It's not just about providing information; it's about enhancing the entire event experience.

Find out more



7. Your Event Starts at the Hotel: Make Sure That Your Attendees Can Register Where They Stay.

Say goodbye to those annoyingly long registration lines that dampen the event spirit! Self-service check-in kiosks have been a game-changer, but why stop there? With run.events, we're taking registration to a whole new level of convenience. Our cloud-based system lets you set up self-service registration kiosks not just at the event venue, but wherever your attendees are: their hotels, favorite dining spots, you name it. This isn't just about easing queues; it's about reinventing the attendee experience. By bringing registration to their doorstep, we're transforming a routine process into an effortless, delightful start to their event journey. With run.events, it's not just an event; it's a seamless, memorable experience from the moment they check in.



8. Use Influencer Power to Skyrocket Your Ticket Sales.

Unlock the secret weapon in event marketing: influencer power! While paid social media campaigns have their place, they often scatter your precious budget across the wrong audience. But imagine harnessing the reach of those who are already your biggest fans: your speakers, current attendees, and sponsors. These influencers are a treasure trove, connecting you directly with an ocean of potential attendees. run.events makes tapping into this power a breeze, enabling influencers to share personalized, magnetic event posts on their social networks with a single click. This isn't just sharing; it's strategic amplification. And we don't just set it and forget it. run.events tracks every ripple of

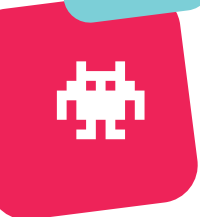
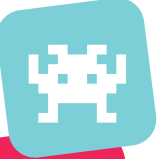
impact, from the number of influencers who join the campaign to the clicks and registrations they inspire, right down to each ticket sold. This is more than marketing; it's unleashing a wave of authentic, powerful endorsements that can propel your ticket sales to stratospheric heights.

Find out more





9. Maximize Attendee-Exhibitor Engagement: Gamification Works!



Boost attendee-exhibitor interactions at your event with an exciting twist of gamification! Say goodbye to standard freebies, and make every interaction a chance to earn. Attendees gather coins by visiting booths, joining sessions, and providing feedback. These coins become their pass to exclusive gadgets and goodies from exhibitors, or for a much-needed cup of coffee. Each exhibitor with their cool gadgets is listed in the event mobile app, inviting attendees on a fun-filled treasure hunt throughout the event. This way, exhibitors get tons of opportunities to interact with attendees. Additionally, by displaying the top coin collectors, a leaderboard available in the app fuels a competitive spirit. run.events-powered gamification turns your event into an adventure that benefits everyone and is also the key to elevating your exhibitors' experience to a completely new level.



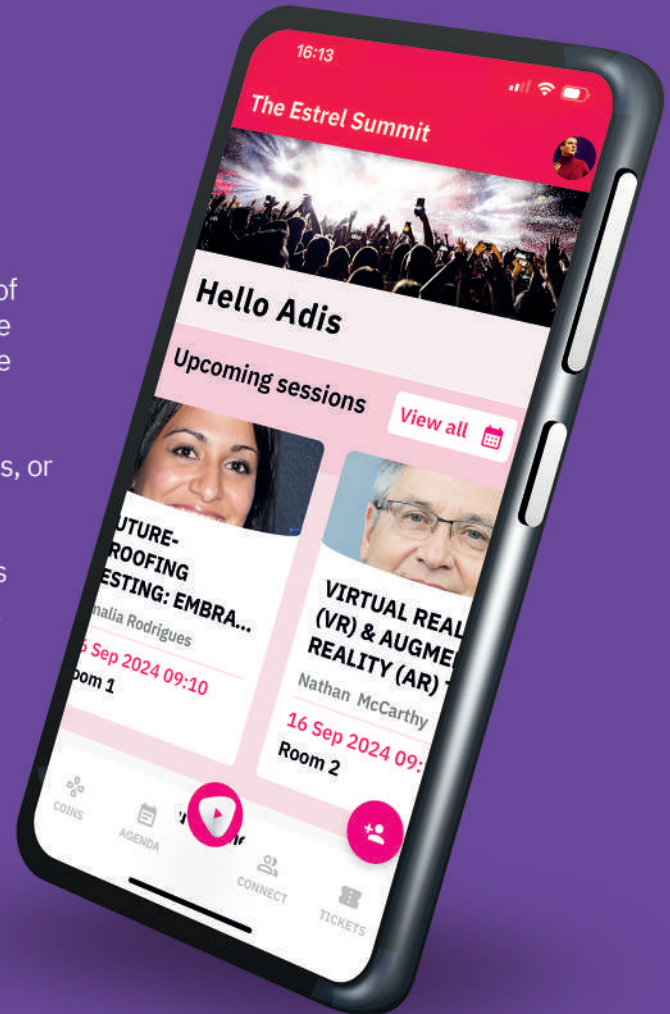
It is your app, for **your** event!

run.events mobile app takes over the visual identity of your event, which significantly improves the attendee experience and boosts the identification between the event and attendees. Users can easily browse the agenda, speakers and sessions, connect with other attendees, chat with them, create private chat groups, or join public ones.

The home feed of the run.events mobile app displays upcoming sessions, important notifications, pending connection requests, and incoming messages from various chats.

You as an organizer can use the run.events app to send attendees mobile notifications, or to display in-app banners, which you can use for important announcements, or for promotion of your sponsors.

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10. Keep Your Attendees Informed, and Ask Them What They Think.

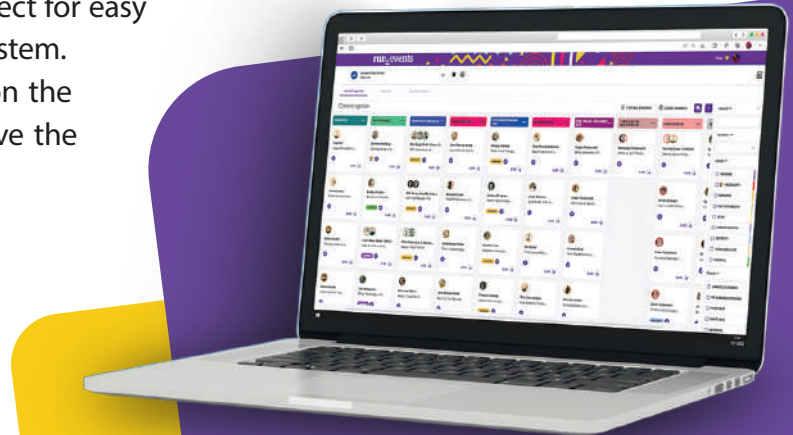
Elevate your event's communication to an art form with run.events! Engage your attendees, sponsors, and speakers like never before, from the initial buzz of pre-event excitement to the reflective moments post-event. Keep the information flowing seamlessly with tailored emails, timely push notifications, and captivating in-app announcements, ensuring everyone is in sync every step of the way. Add a splash of visual flair with strategically placed mobile app displays, creating a dynamic and interactive atmosphere. And when it's time to listen, send out engaging surveys directly through the app or via email. This isn't just communication; it's an immersive experience that keeps your audience connected, informed, and valued throughout the entire event journey. Get ready to wow them at every turn!



11. Simplify Your Life: Integrate Invoicing with the Registration Process.

Transform the duller part of event management into a breeze with run.events! Say goodbye to the tedious task of writing attendee invoices: run.events effortlessly integrates invoicing with registration, eliminating the need for separate software. Not only does it streamline the invoicing process, but run.events also fully handles invoice cancellations and money refunds in a compliant way. Whether you need pre-payment or post-payment invoices, VAT-compliant documents, or fiscalized invoices with real-time VAT reporting for certain EU countries, run.events handles it all.

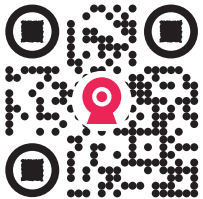
Plus, every invoice is an e-invoice, perfect for easy integration with your accounting system. Streamline your workload and focus on the exciting parts of event planning – leave the boring invoicing part to run.events.



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Everything is under control.

Visit the web site



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