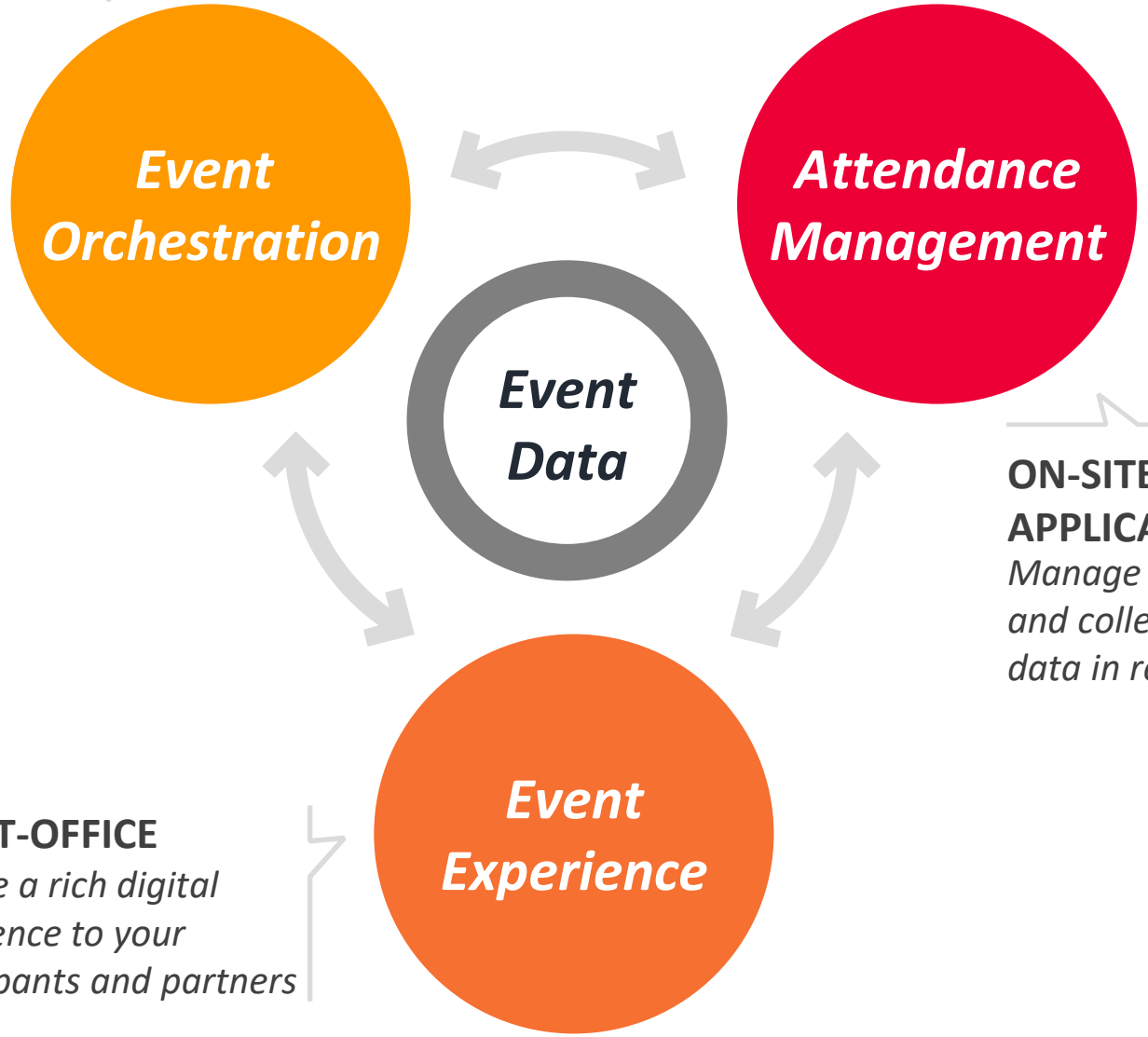
inwink, the ALL·IN·ONE

solution to orchestrate
your BtoB and BtoE events

inwink, the ‘Event-Intelligence’ platform

BACK-OFFICE
Orchestrate and drive your events from start to finish



ON-SITE APPLICATIONS SUITE
Manage on-site check-in and collect attendance data in real-time

FRONT-OFFICE
Provide a rich digital experience to your participants and partners

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inwink functional perimeter (as of today)

inwink

inwink connectors to third-party products

Marketing automation / CRM

HubSpot CRM

Marketo

salesforce

Payment

ingenico beyond payment

PayPal

Analytics

Google Analytics

Facebook Pixel

ensighten

Business

Webhooks

zapier

inwink

Main benefits of the inwink event-intelligence platform

1. Improve the quality of **data collected**, and track data in **real-time**
2. **Automate** events set-up, and minimize time and effort required
3. Impress participants with a rich, seamless and personalized **digital experience**
4. Treat your sponsors with an effective **leads-management** solution
5. Manage events 100% **in-person**, 100% **digital**, or a mix
6. Leverage data collected with synchronization into your marketing automation chain

→ In sum, maximize your event **ROI** !

Functionalities

Overview of inwink features
by way of some examples

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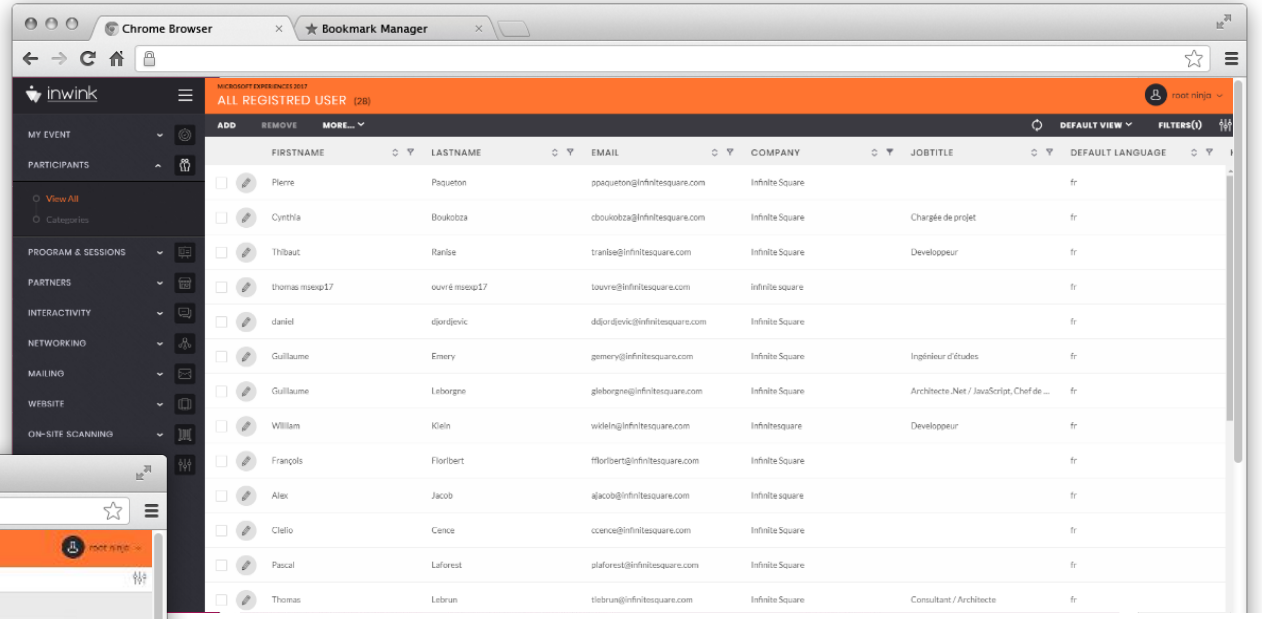
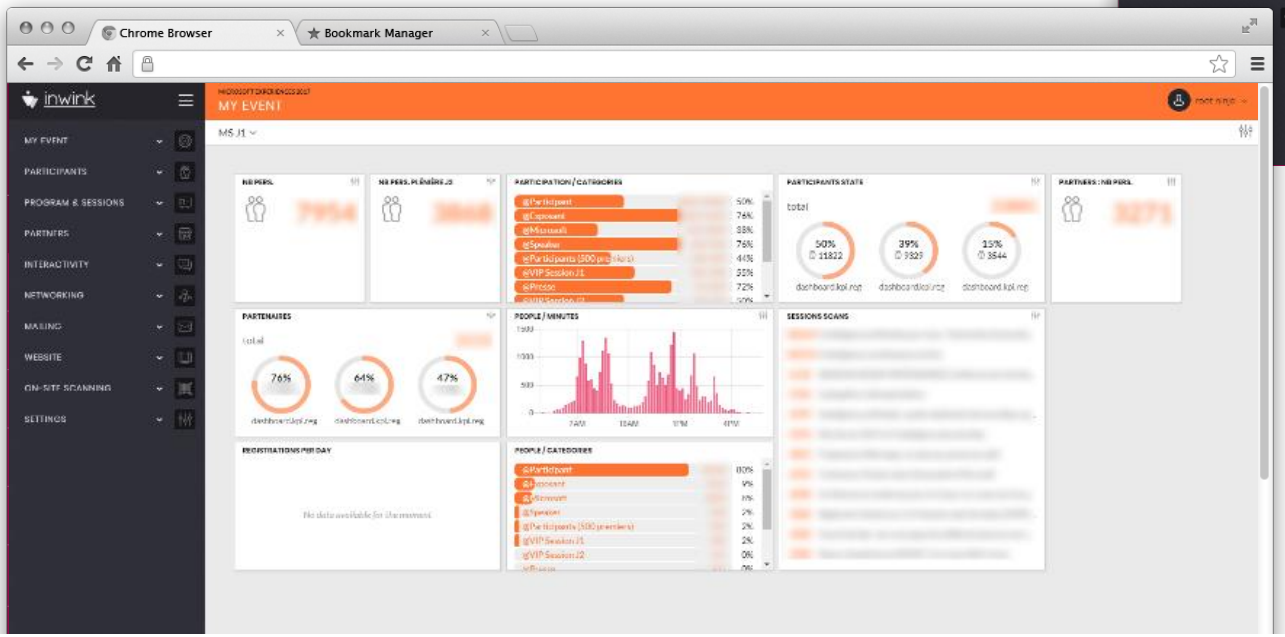
Back-Office

- Drive your event with a modern, powerful, and feature-full Back-Office





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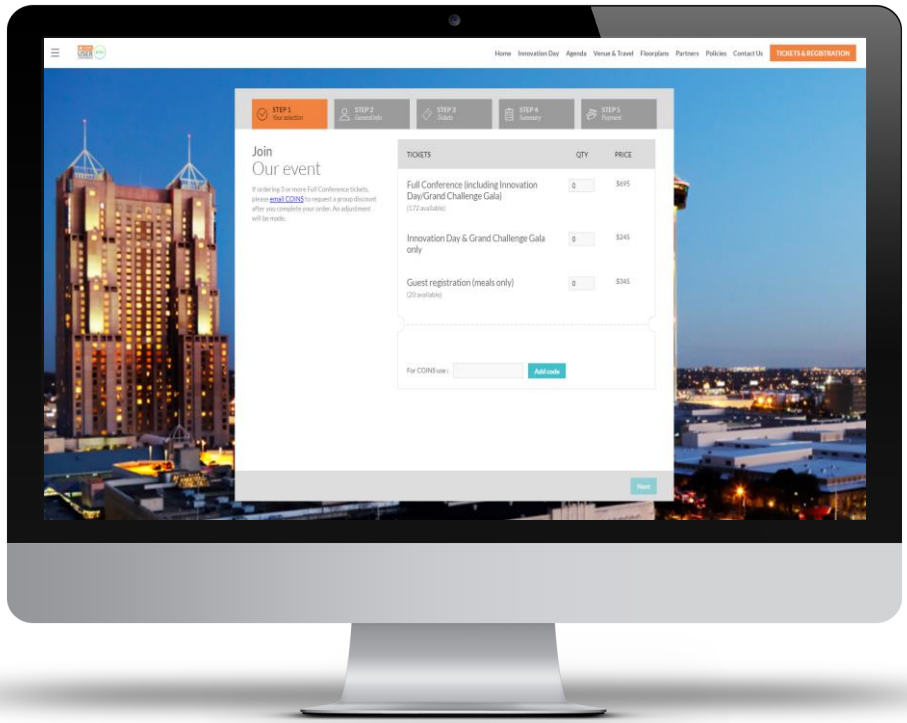
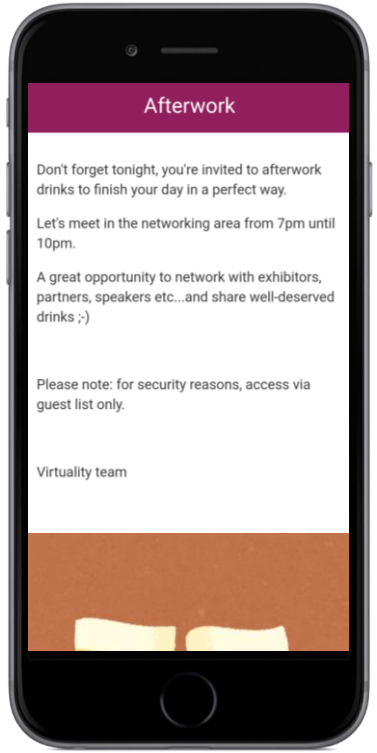
Registrations

- Create a fully-customizable online registration form
- Send personalized emails to Registered Delegates in just a few clicks





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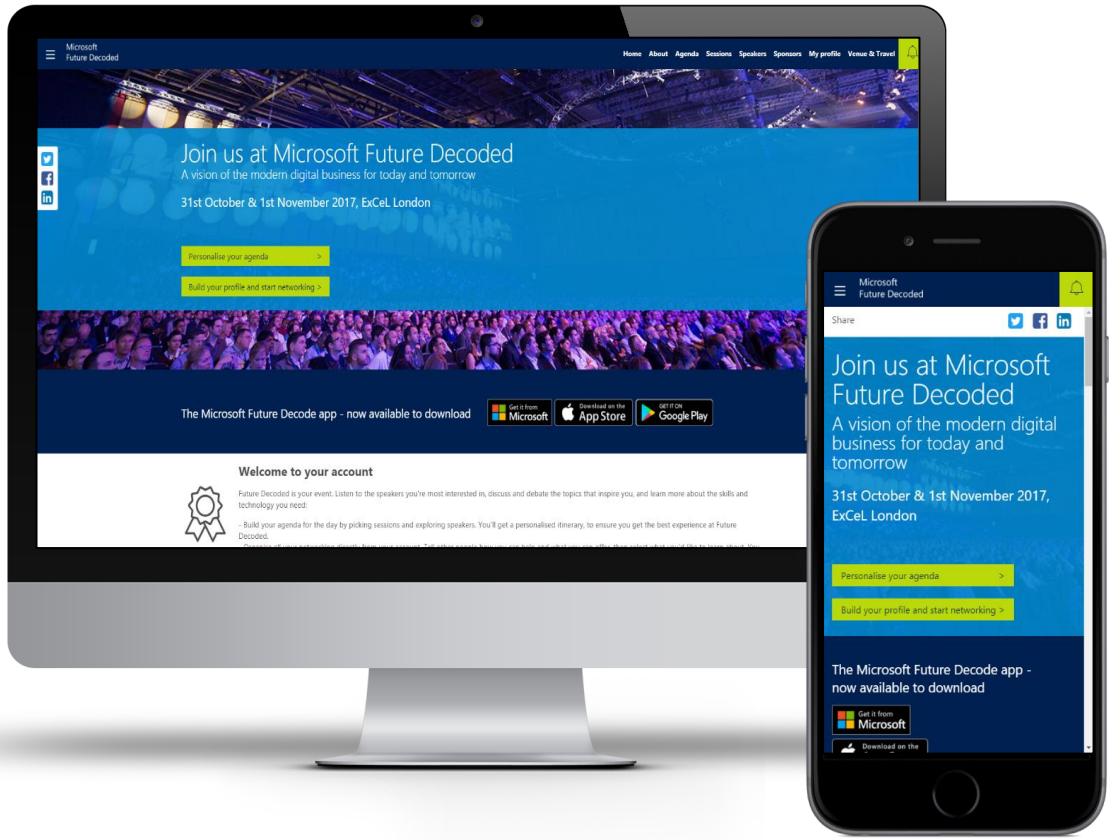
Web site – Web App

- Create a website tailored to your event and designed for smooth browsing on smartphones and mobile devices



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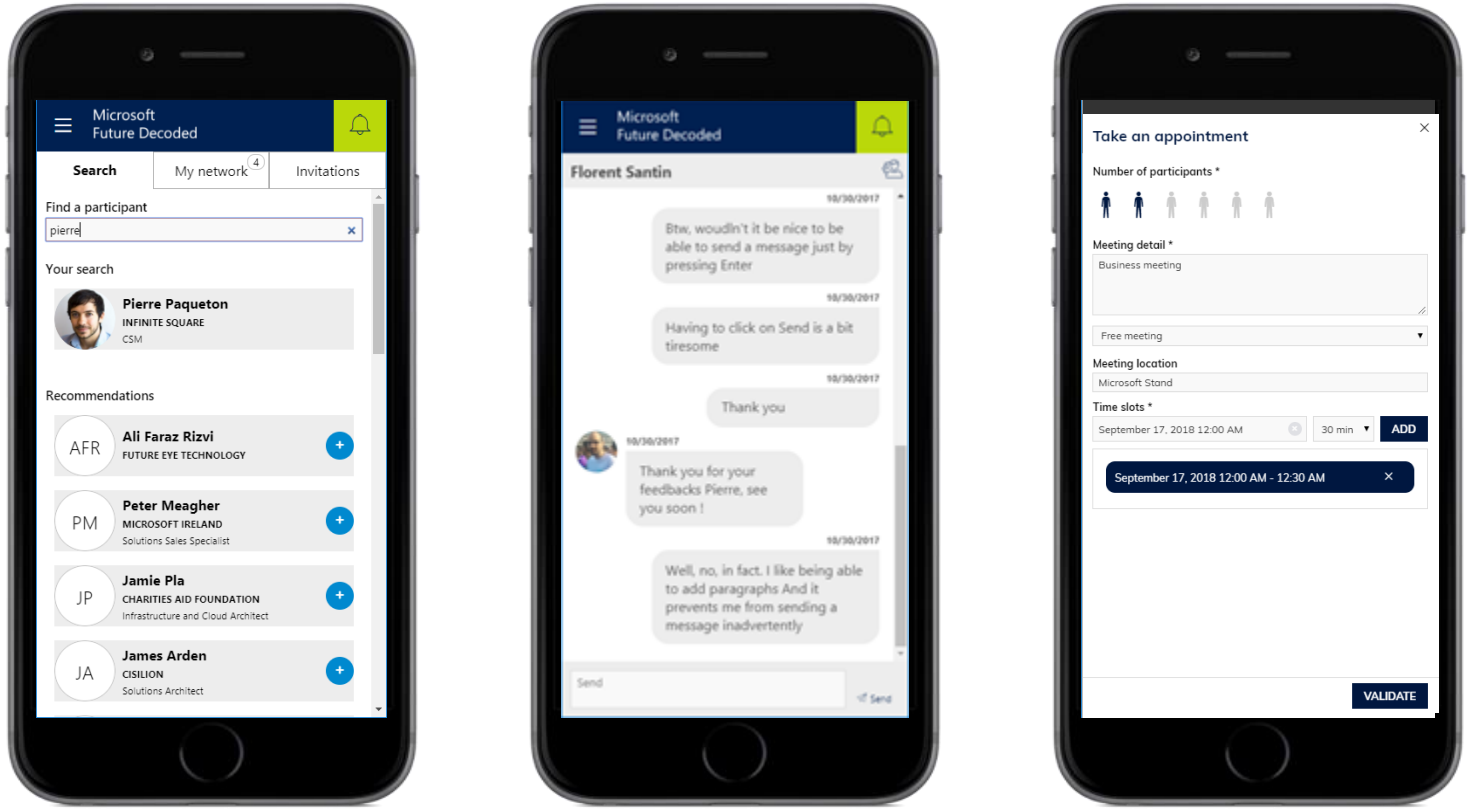
Networking

- Offer participants the possibility to meet other delegates based on shared topics of interest, to chat and to schedule meetings (in-person during the event or digital)



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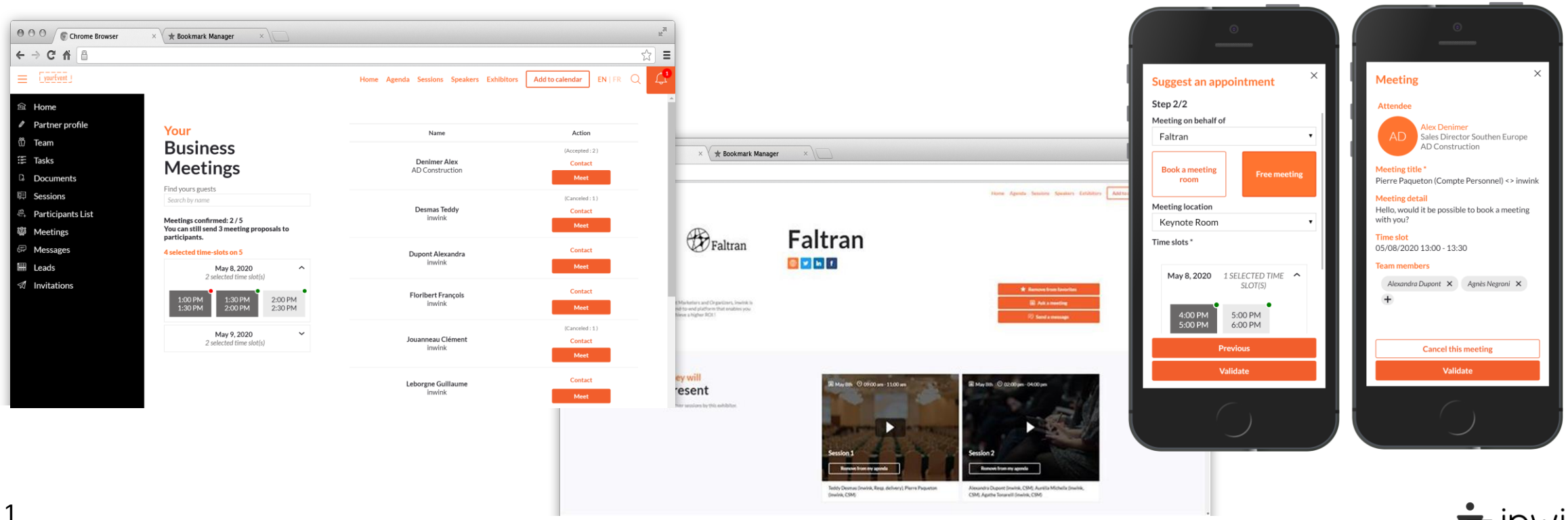
Business Meetings

- Provide your partners with a qualified list of participants whom they may contact to schedule meetings (in-person during the event or digital at any time)
- Enable participants to contact partners directly to schedule meetings (in-person or videoconference)



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Live interactivity

- Stimulate attendees' engagement with social walls and live interactivity

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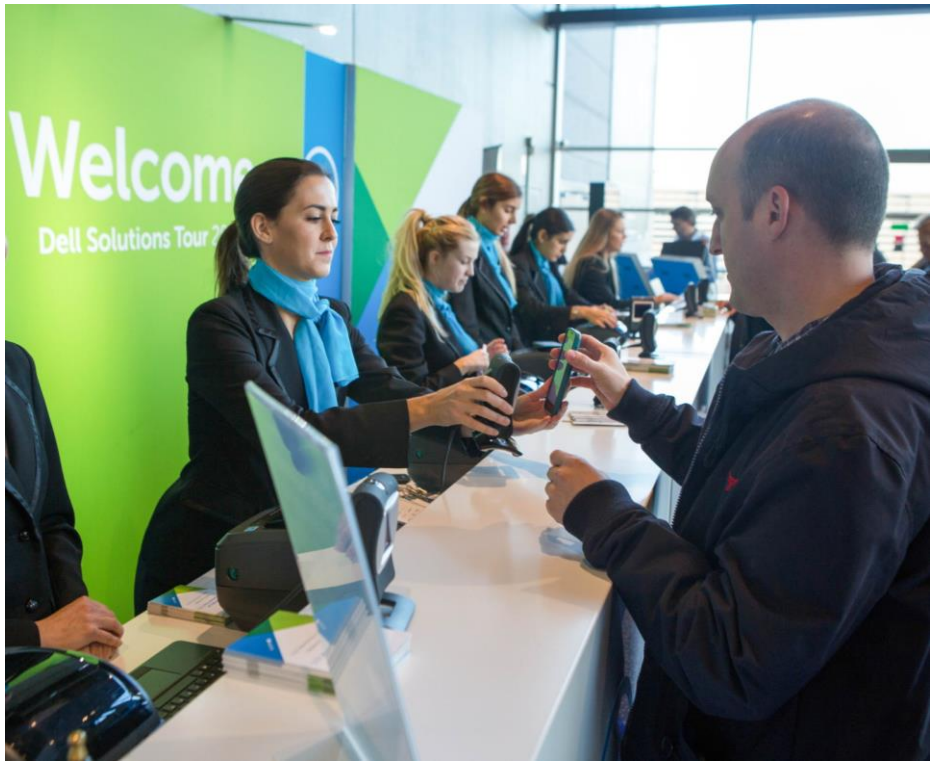
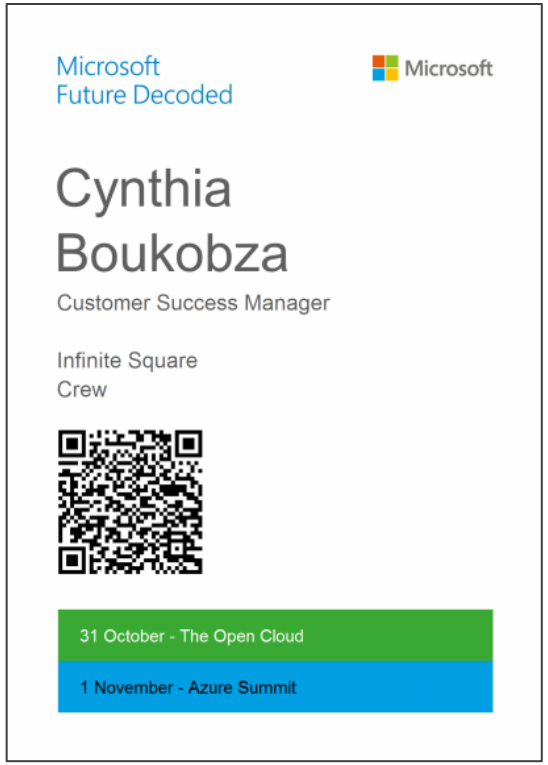
Badges and check-in

- Create personalized badges for your participants, send the badges by emails, and scan the QR codes upon arrival and anytime anywhere during the event





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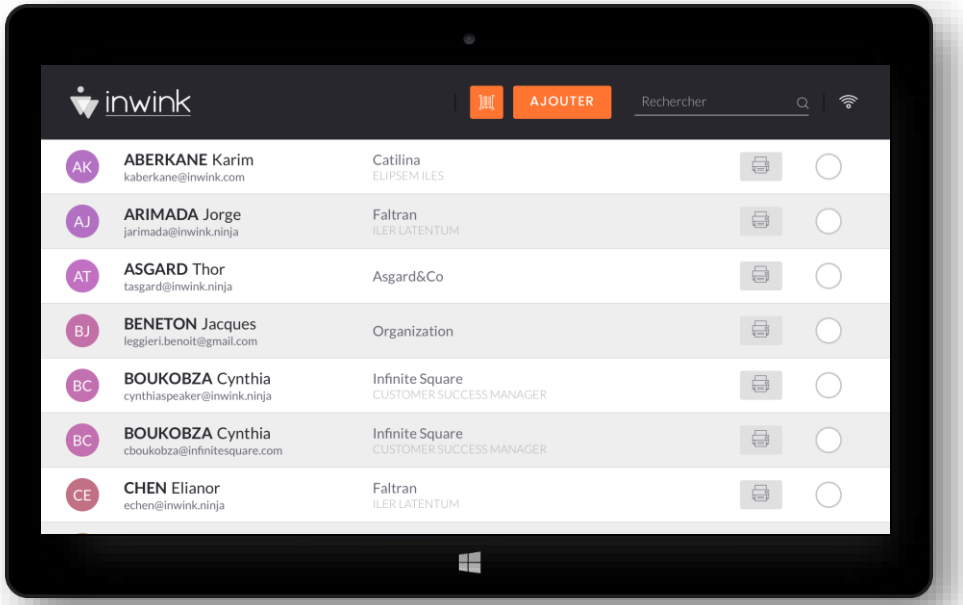
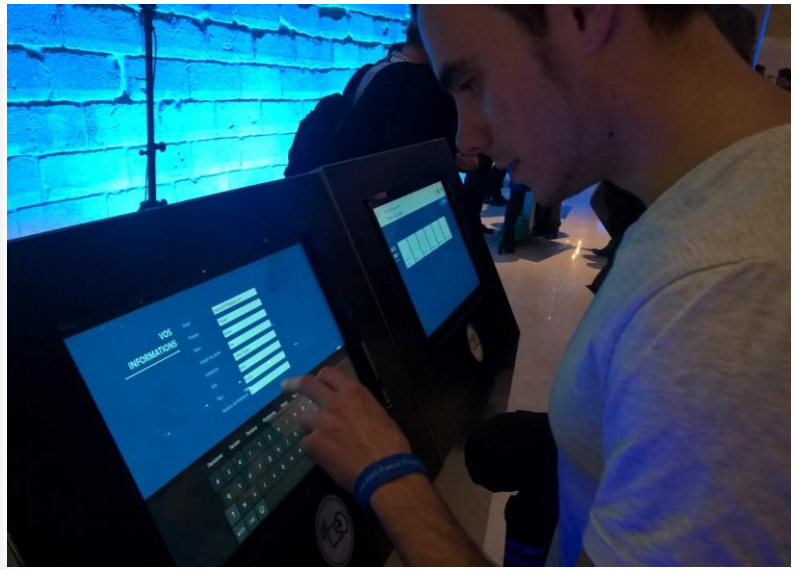
Badges and check-in

- Different possibilities to check attendance of participants :
  - Scan QR codes on badges
  - Check-in from a registration list
  - Self check-in by participants with onsite printing of badges
- Or enable onsite self-registration by attendees





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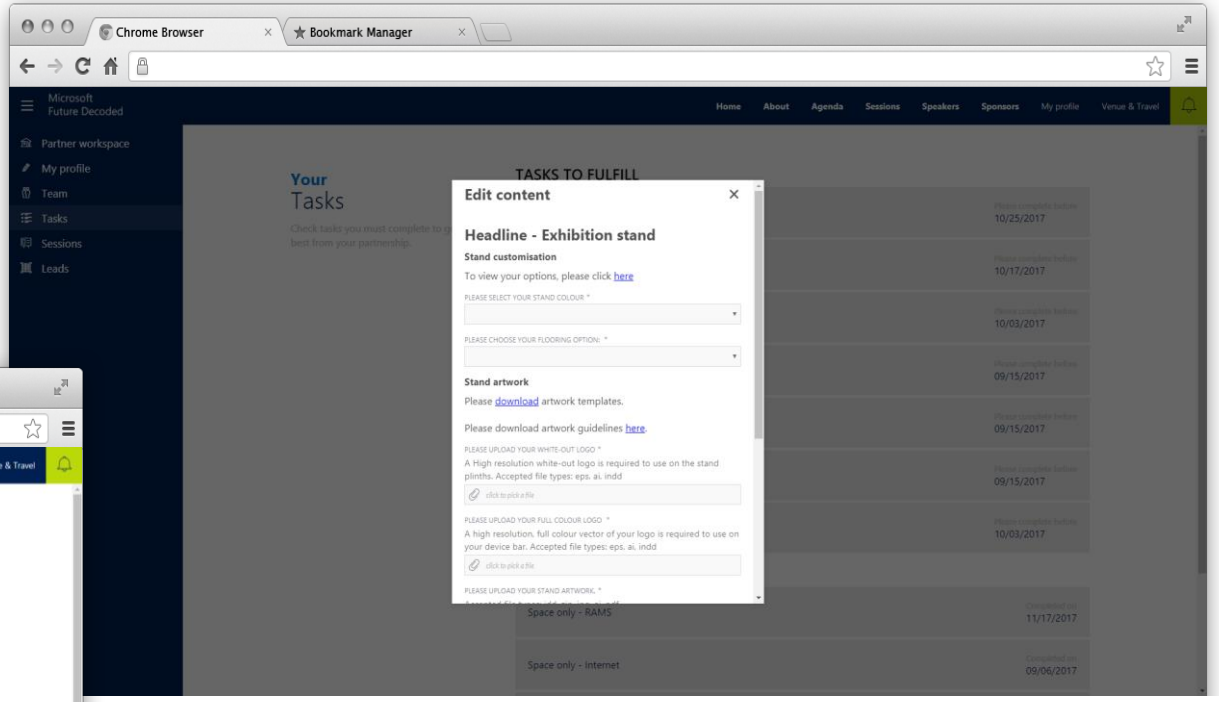
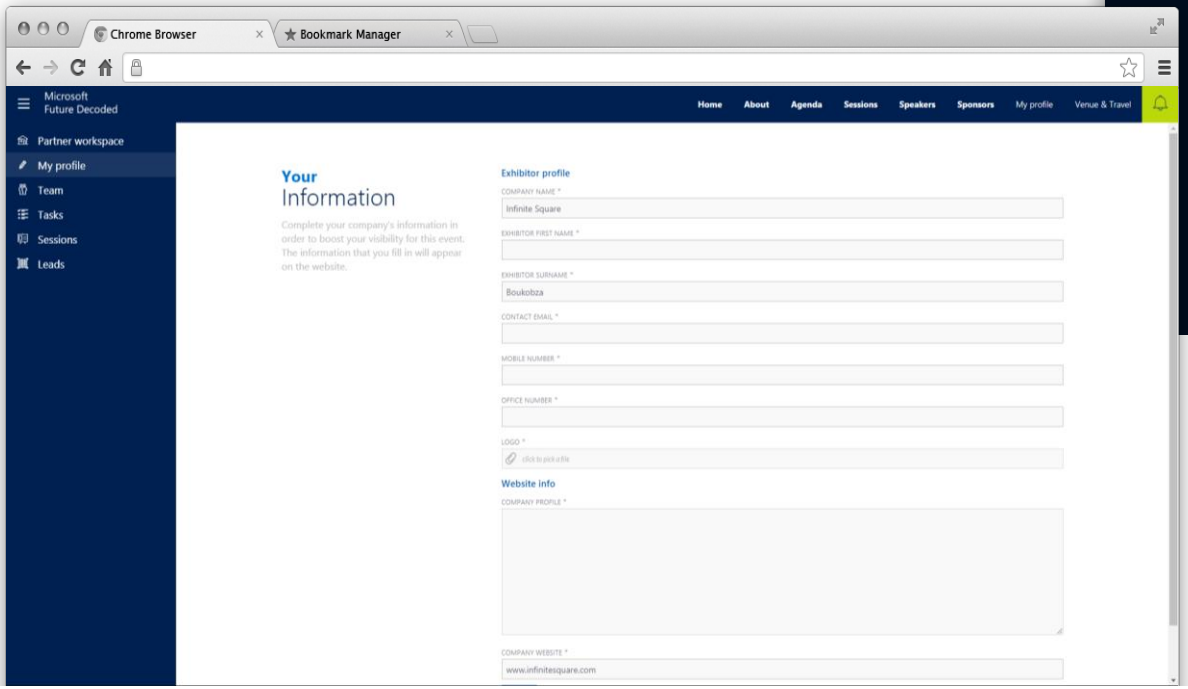
Partners workspace

- Provide a dedicated workspace to your partners where they can effectively manage their participation and track leads





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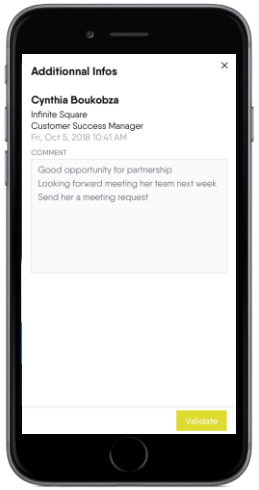
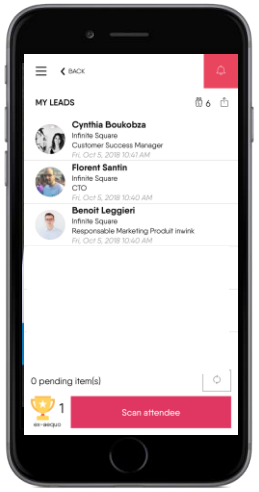
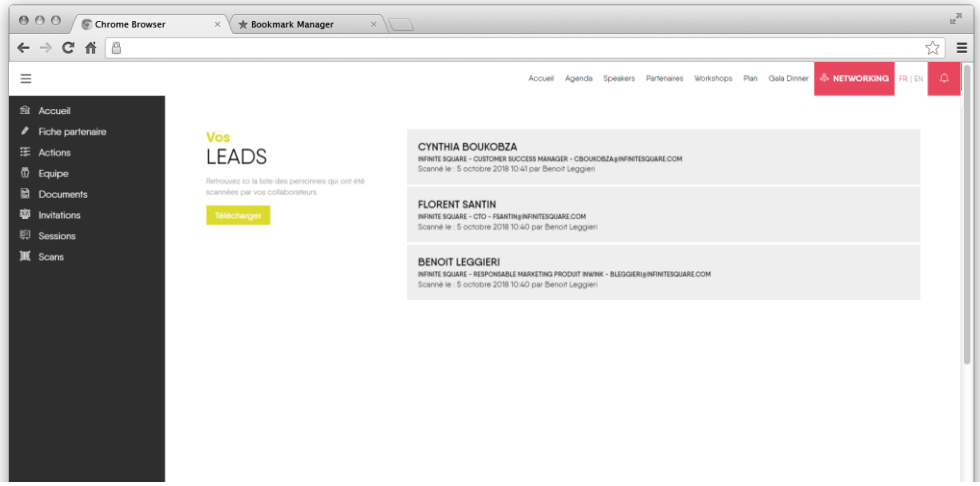
Lead Generation

- Provide your partners with the opportunity to scan participants' badges and track leads generated :
  - Partners scan badges with the event app on their smartphones,
  - and at any time, input and edit notes associated with the leads captured





- Partners can check and download the complete set of scanned leads on the « My Leads » page in their partners workspace



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Event automation with inwink

Automate the set-up of events with inwink event masters

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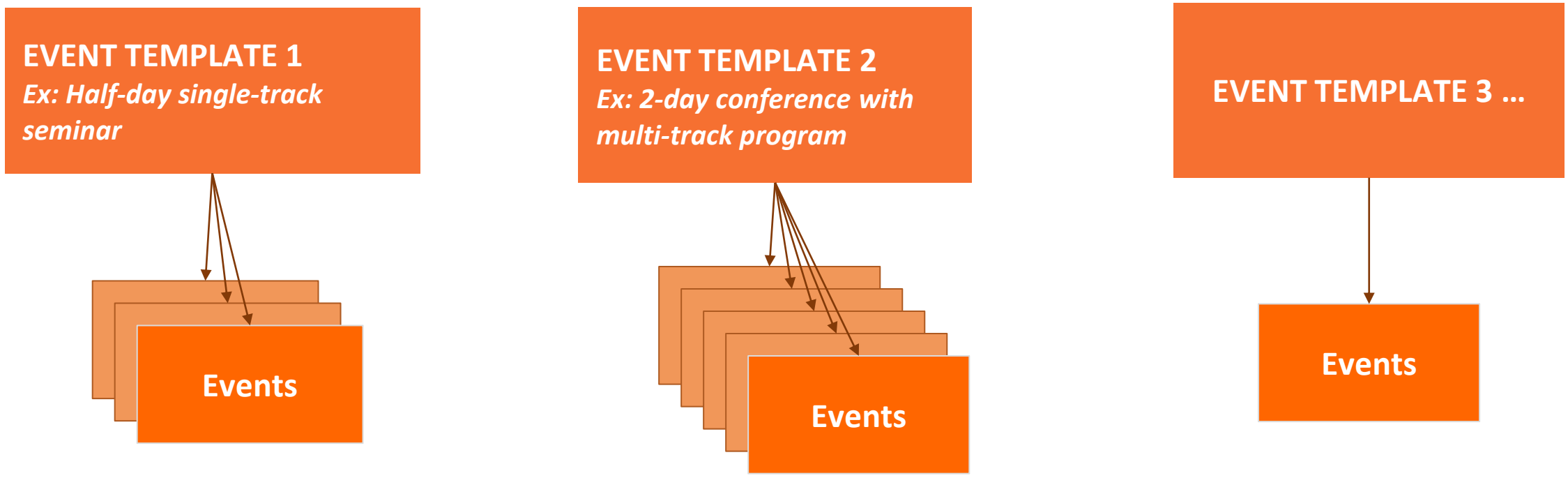
Event automation with inwink

- Within a company or an organization, different event teams may run different types of events with different objectives and requirements
- inwink covers a broad spectrum of functionalities and is flexible to enable the event teams to manage all kinds of BtoB events :
  - *Working breakfasts with small numbers of participants*
  - *Half-day seminars with a single-track agenda*
  - *Several-day conferences with a multi-tracks agenda*
  - *Partner-sponsored trade shows*
  - *Events with registrations requiring purchase of tickets*
  - *Etc…*
- All these requirements are addressed by creating different inwink **event templates** for the various types of events

Event automation with inwink

- An inwink **template** is set-up for each type of event



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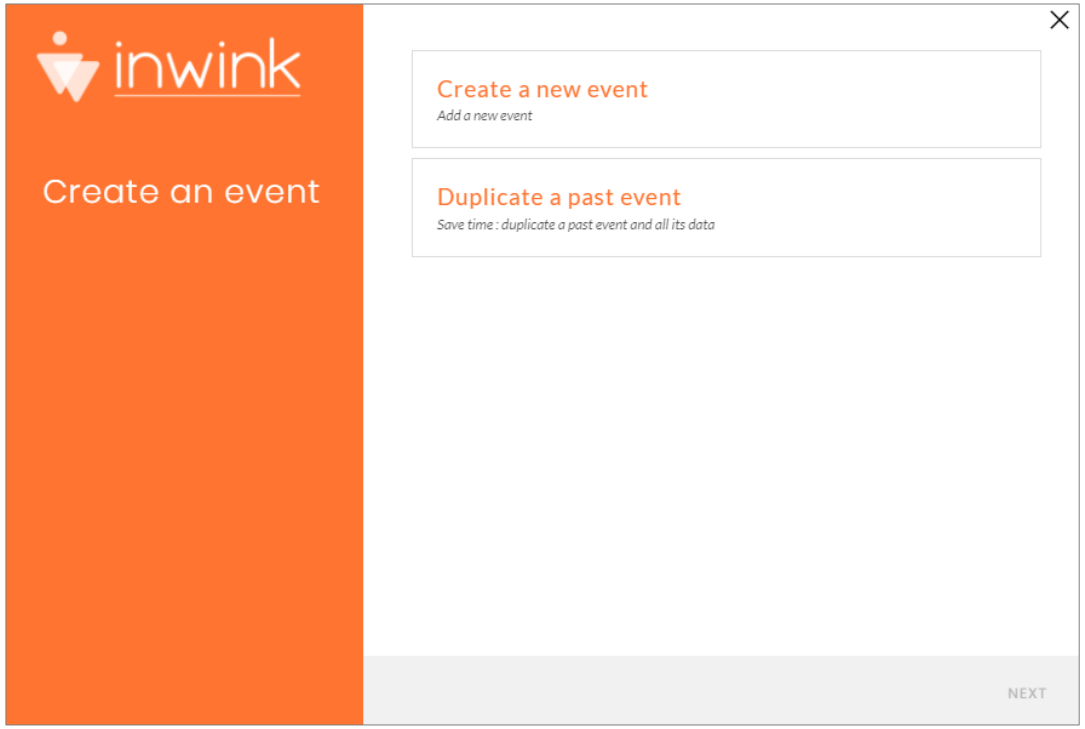
Event automation with inwink

- Once the event template is created, the event team can :
  - Manage registrations and participants
  - Manage content : agenda, sessions, speakers, partners…
  - Modify pages : logistics, welcome message…
  - Modify emails
  - Check responses to the various forms



Thank you for your attention

contact@infinitesquare.com
www.inwink.com

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