Innovative, fully featured digital business communication technology

LiveOn, the innovative, fully featured digital business communication technology is today the ideal platform for organizing digital conferences and exhibitions, running business presentations, meetings, events, and planned B2B and B2C meetings while meeting the modern, critical business needs that arose because of COVID-19 pandemic.

LiveOn, is a culmination of ethosGROUP's extensive experience (over 30 years) in vertical cutting-edge markets (health, medicine, insurance, economy, etc.), the combined know-how of the group's team in both digital information and communication as well as in the organization of industry information and networking events, and the group's management strategic perception, to create substantial global networking opportunities for companies and professionals.

Designed for every type of event and fully adaptable to its needs, LiveOn transforms seamlessly the entire business communication experience, offering unique opportunities for professional networking and targeted business promotion. Built with Customer Success in mind, LiveOn utilises advanced web technology, is based on a secure cloud environment, is offering a quick & friendly user interface to organisers and participants, and -last but not least- is a subscription based service with scalable cost.

With LiveOn, the average business has the opportunity:
• to promote their products and services and announce their activities even when physical contact is not possible,
• to communicate individually and online with audiences they are interested in as well as with their market partners,
• to take advantage of the impressive communication potential of digital technologies not only in virtual and hybrid but also in live events.

LiveOn combines in a web app, easily accessible via desktop, laptop and mobile devices,
• quick setup and management of corporate and professional events and activities, fully customizable according to organizer's branding and marketing needs,
• secure (with end-to-end data encryption and advanced security features) and unobstructed browsing in an organized environment that provides ongoing information, networking and promotion opportunities,
• full digital integration of functional features of live events (booths, cards, promo material, interpretation etc.), so that they produce instantly and after the end of each event detailed data insights,

An organized user journey. At LiveOn, **participants may attend anything** -from seminars and presentations to integrated conference programs-, interact with each other through video calls and chat rooms and network with companies, sponsors and exhibitors. Their journey during a LiveOn Digital Event is organized in distinct areas:

- **Lobby,** is the introductory area of a LiveOn Digital Event. Here you may find useful information on the topics, program and speakers of the conference you wish to attend and perform your registration and login.
- **Stage** is the place where the sessions and proceedings of the conference happen, for you to attend in real time, submitting questions to the speakers and participating in relevant polls and surveys.
- **Agenda** is where you will find information in details on the event program (and speakers, where relevant), make your personal attendance plan and get notified on the sessions of your interest before they start.
- **Sponsors** (or Expo) area is the place to visit the event's sponsors/exhibitors stands, share your contact details with them, collect informative material specially prepared for you and communicate through video call and chat with their attending executives.
- **Networking** is the area where you may get acquainted with other online participants, exchange contact details with them and network through video call and chat.
- **Helpdesk** is where you can get support on LiveOn's function and operation during an event you attend.
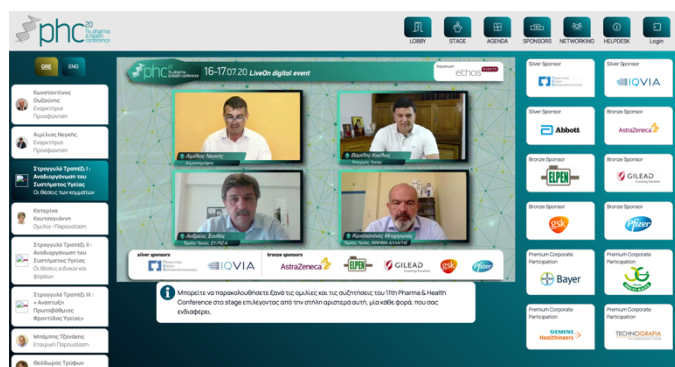
An enriched user experience. A LiveOn Digital Event is **the internet equivalent to a physical event**: you can still enjoy the content and networking experience, but online. It is a new enriched conference experience which offers:

- **Easy navigation** and option to attend the full program of presentations and discussions, enriched with information on speakers and informative material available for users to download to their computers.
- **Constant interaction** among speakers and participants in an environment facilitating their online communication and enabling them to ask and answer questions, take part in online polls and network after the event.
- **An organized browsing environment** which offers participants and sponsors more opportunities to meet, get to know each other and exchange views, even in parallel with conference presentations and discussions.
- **Digital stands for sponsors and exhibitors,** with increased options for targeted promotion, presentation areas and videos, download links for visitors and the possibility for sponsors' executives to discuss and network with visitors.
- **Option for participants** to interact with sponsors' executives (by visiting their digital stands) but also with other attendees (peer-to-peer networking), since LiveOn allows participants to view who is live and online!
- **Data reports** on the impact of sponsors' presence and detailed data on meetings held at the online event.
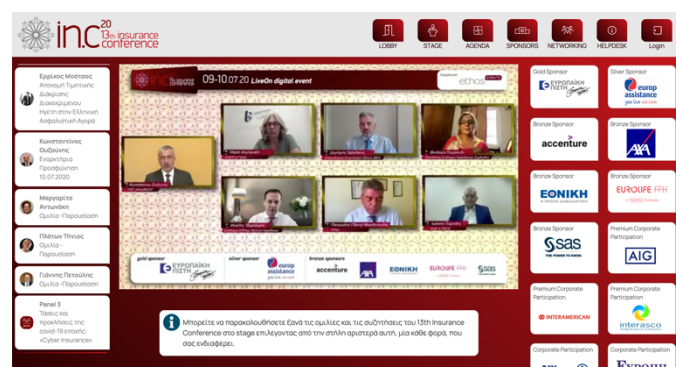
Why Go LiveOn? Here's the answer in a few words:

Advanced Web Technology	**Low & scalable cost of use**
Secure Cloud environment	**Fully customizable to each event**
Built with Customer Success in mind	**Quick & friendly user interface**

LiveOn 1.0 I Features List

GENERAL FEATURES

Web app, easily accessible via desktops, laptops and mobiles.

Can adapt to the streaming service organisers works with, enabling them to choose the best solution in terms of quality and cost.

Supports multiple designs, so that organizers may choose between ready-to-use templates and custom design.

Supports a great range of events, from small weekly sessions to big-scale events such as weekly online shows (talk shows, interviews), multi-day events, multiple stages (main stages), parallel sessions (company sessions or focused on a specific subject).

Supports B2B meetings at set dates/hours noted on a calendar and event invitation. immediately

Supports 1-to-1 meetings (on-the-spot or prescheduled)

With multilingual user interface, supports also multilingual content.

Supports repetitive events (ie weekly online shows & discussions).

Compatible with the most renown email marketing systems (among them Moosend, Mailchimp, Mailgun, Mailpoet etc)

Able to support events with limitless number of visitors, exhibitors and stages, due to our modular and scalable datacenter structure.

LOBBY

Fully customizable, with own design or choise between templates.

Placeholders (according to template) for sponsors promo & ads.

Placeholders for infokiosk (event specific info) and helpdesk (platform specific info).

Placeholder for ads carousel with sponsors' or advertisers logos

Placeholder for welcome banner and video.

STAGE

Integration of any video stream (with iframe).

Multi-stage support (main stages – with selection button).

Multi-stream support (interpretation - with selection button).

Fully manageable option for informatory cards during sessions, with manual change on-the-fly.

Fully manageable option for polls and surveys during sessions, with immediate display of results after the vote.

Ability to display number of active attendees.

Fully manageable question inbox (moderated at organisers choise).

Fully manageable sponsors' / advertisers area.

Stage auto-refresh after events to show sessions on-demand.

Chat option (moderated or not at organisers choice).

AGENDA

Option for attendees to receive notifications for specific sessions.

"Add to calendar" button for every session.

"My Agenda" with a listing of sessions chosen by attendees.

List of session speakers & sessions

Sponsoring possibility (logo) at session level

Support of events of multi-day duration.

Like & Share a session options.

SPONSORS

Section page with comprehensive listing of all sponsors' booths (logos, sponsorship kind, company description) and search filters.

Organiser defines whether a company will have a booth or no.

Three levels of sponsors' booth: large (1/2 page-wide), medium (1/4 page-wide), small (logo only).

Booths content: logo, name, presentation video or photos, Company profile & material for download. Availability defined by organizer.

"Keep my details" button for attendees to leave their contact details to a sponsor's booth during their visit to it.

List of company's executives with online/offline indication to allow participants to contact them.

Option for chat / video call with the first available executive of the sponsor.

Option for chat / video call with a specific executive of the sponsor. Those who are online receive request to chat or video call, those offline are receiving request notification so as to make a reply call.

Special application for sponsors to send their own custom branded invitation to their selection of invited participants, with a numerical limit for automatic activations.

Control panel available to sponsors so that they manage booths and representatives and keep track of their statistics.

Sponsored notifications to booths visitors.

Social links, Share button and Like button for the booth

Message board with editable announcements in the sponsor booth

NETWORKING

Four listing options: Pending (requests to other participants), Incoming (requests from other participants), My network (integrated list of my in-event contacts), All participants (list of all attendees and speakers), with various search filters in all.

Indication online / offline for all participants.

"All" participants vs "Online Participants" filtering option.

Grid-View or List-View for participants.

Smart search for participants by name or company.

Registering and notification system on all participant's activities (e.g. who called them to chat or video call).

Listing of attendees' social profiles (facebook, linkedin, twitter)

"Star" option on attendee to further sort them and display only the starred ones under "My Favorites" at "All / Only online".

ATTENDEE'S PROFILE

Full ability to edit the profile (except from registration e-mail)

Notification system where all in-event activity of the attendeee, such as chat, video calls, networking requests, is recorded (when, what).

Downloads page for downloading notifications file (CSV), contacts file (vCard, CSV), digital bag

Option to register / login via Linkedin account

REGISTRATION - TICKETING

Tickets purchase (one or more) via card, Paypal and offline

Coupons, special offers or Discount codes supported

Sponsors' invitations (maximum number of participants, sponsor's branding, check by organizer).

STATISTICS

How many (and who) registered and logged in.

How many (and who) watched per minute.

How many (and who) requested notification per session.

How many (and who) visited what sponsor's booth.

Number of "my network" contacts of each attendee.

How many (and with whom) communications were made via chat.

How many (and with whom) communications were made via video call.

How many (and who) accept to receive emails from sponsors.

Ability to export lists (attendees, logged in, gdpr, per minute).

Ready-made and detailed reports (direct export).

Link to Google Analytics for quantitative data and report.

MARKETING

Conference/Exhibition Digital Handbag: it contains marketing info material gathered (per sponsor) in one cloud zip file; event attendees are sent a notification with the download link during the event.

Sponsor/Exhibitor Digital Handbag: Automatically send sponsor material to attendee when he/she visits the sponsor booth and talks with an executive (along with executive details).

Option to send a personal message (one-way) to a specific participant.

Different types of announcements (notification, attention) with the possibility for sticky notes and different call to action buttons

Integration with Viber and Whatsapp to notify and update attendees

EVENT ORGANIZER OPTIONS

Online multi-event purchase of licenses and services.

Automatic event creation based on the licenses purchased

Setup wizard for event creation, with event initialization guide

Support for in-event surveys (thematic, satisfaction, evaluation)

Event evaluation research & automatic insights report.

Export XML data to link to web sites

MANAGEMENT PANEL

User and role management

Sessions management

Sponsors and files-to-share management

Announcements management

Roll ups management

Static page management (infokiosk, helpdesk, PPP)

Option of limited management of Lobby elements (logo, welcome banner / video, background, carousel arrows, etc)

Stream on / off switch button (for immediate response when testing with speakers before the event)

Event switch off button (to automatically change the format of some pages such as the Stage showing the recorded videos)

Code integration for Google Analytics

Code integration for Google Ads (top main sponsor banner)

Colors & fonts management

Management of sponsors displayed on the carousel

Management of sponsors displayed on the Stage

Option of total management of event data (organization in tabs)

Emails editor for complete notifications management (emails) by the organizer

Updated 27.10.2020