

CERTAIN® PARTNERS WITH PATHABLE® FOR FIRST SOCIAL NETWORK JUST FOR MEETING & EVENTS

Certain Software and Pathable have an integrated social networking solution designed specifically for events and meetings. Attendees look for collaboration with other attendees, while meeting and event planners are able to offer value-added services and build communities for their event.

BENEFITS TO MEETING ATTENDEES WITH SOCIAL NETWORKS

Attendees are coming to events to network, make connections, meet peers, customers and vendors. Finding the right people is hard.

Certain's partnership with Pathable makes it easy by providing an online community to get to know the other attendees before they arrive and providing them with a way to follow-up and stay in contact after the event.

By providing an active space for attendees to begin to engage with other registrants in the months prior to the event, there is additional incentive for early registration and additional early bird type of promotions. Social Networking will provide event registrants:

- Increased satisfaction, retention and renewals
- Improved communication before/during/after event
- More meetings/connections with the right people with less effort
- Increased and earlier registrations
- Great data on true interests / actions

BENEFITS TO THE EVENT SPONSORS WITH INTEGRATED ONLINE REGISTRATION

Certain's partnership with Pathable provides individual pages for sponsors to communicate their value proposition to meeting attendees. Representatives from the sponsoring organizations get special placement on the page, making it easier for attendees to recognize and contact them during the event.

- Connection with attendees before during and after the event
- Contextual promotion throughout event online
- Incremental value and offering as part of sponsor packages

SOCIAL NETWORKING THROUGH CERTAIN MEETINGS AND PATHABLE

Social networking is an online community, a forum, or "social network", for your conference or event. Attendees fill out short profiles, and then use the site to start conversations with and get to know the other attendees. The site has your brand and can be embedded in an existing event web site.

Social Networking is fast, easy to deploy, and integrate - usually less than one day as it is integrating with the online registration form in Certain Meetings.

SOCIAL NETWORKING AND EVENT REGISTRATION IMPLEMENTATION

When an attendee registers for an event through Certain Meetings, Pathable automatically pulls their data from the online registration form, creates an account for them and sends them a personalized invitation to join the conference community, including a link that will allow them to sign in, set their password and complete their profile.

Pathable polls Certain's Application Programming Interface (API) and imports a list of attendees on a scheduled basis, usually every ten minutes. From an attendee perspective, they will purchase their ticket through Certain, and then within minutes, receive an e-mail that says, "Now that you've registered, come join the community of people you'll meet..." Then your social networking will begin. Your event will be greatly enhanced as you build community around your event, your memberships and your similar interests.

SOCIAL NETWORK FEATURES

Attendee Community

- Attendee directory with photo, links and bios
- Customization of registration questions and categories
- Attendee match-making recommendations
- 1:1 private messaging plus interest-based discussion groups
- Blog, Twitter, Flickr feed display and aggregation
- Optional single-page conference-wide wiki
- iPhone, Blackberry web interface to above

Conference calendar

- Upload calendar from CSV
- Multi-track support
- Attendee-printable personalized schedule
- Optional per-session attendee-editable wiki
- Hosting of materials per session (Powerpoints, PDFs, etc.)

Event Sponsors

- Front-page representation
- Full page, including links to web site, Twitter, etc.
- Automatic roll-up of attending representatives
- Top-line placement in relevant searches

Event Management Dashboard

- Attendee, sponsor and calendar management tools
- Customizable host-to-attendee invitations and messages
- Surveys / Polls
- Fully integrated with Certain Meetings services and API
- Secure hosting and privacy controls

Event Badging System (optional)

- Choose from 4 badge templates that include matches and tags
- Custom badge templates (extra cost)
- Ability to generate printer-ready PDF of badges on demand
- NOT included: Materials, printing and distributing badges