The innovative, fully featured platform for digital events & shows

LiveOn, the innovative, fully featured online platform for organizing digital conferences and exhibitions, comes to meet in the most ideal way the important and critical business needs that arose in the market of conferences, exhibitions and professional events because of the COVID-19 pandemic.

Designed for every type of event and fully adaptable to its needs, LiveOn transforms the entire exhibition and conference experience, offering unique opportunities for professional networking and targeted business promotion. Utilising advanced web technology, based on a secure cloud environment, offering a quick & friendly user interface to organisers and participants, LiveOn has a low and scalable cost of use and is built with Customer Success in mind.

LiveOn was developed entirely by ethosGROUP (ethosMEDIA, ethosEVENTS and ethosBUSINESS) technical team and is a result of the
• extensive (over 30 years) experience of the group companies in vertical cutting-edge markets (health, medicine, insurance, banks, economy, etc.),
• combined know-how in both digital information and communication as well as in the organization of industry information and networking events
• the strategic perception of the group, to create substantial networking opportunities for companies and professionals from Greece and other countries.

It is a product of the experience, know-how and strategic concept of ethosGROUP and its partners, where participants may watch 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.

LiveOn meets the modern business needs highlighted by the recent coronavirus pandemic and gives businesses the opportunity:
• to promote their products and services and to announce their activities even at times when physical contact is not possible,
• to communicate individually and online with the public they are interested in and in general with their market partners,
• take advantage of the impressive potential of digital technology not only in virtual and hybrid but also in live events, which is now on a prerequisite (and legally) for every event in the midst of a pandemic.

It combines in a web application, easily accessible via desktop, laptop and mobile devices
• the easy creation and management of any corporate and professional event (webinar, corporate presentations, product presentations, conferences, exhibitions, etc.) with the possibility of fully adapting it to the branding and marketing requirements of each organizer,
• the secure (with end-to-end data encryption and advanced

security features) and unobstructed browsing by atendees, sponsors and exhibitors in an organized environment that provides ongoing information, networking and promotion opportunities,
• the full digital integration of functional features of live events (booths, cards, promotional material, interpretation, etc.), so that they are instantly available after the end of each event for participants, sponsors, exhibitors and organizers, in detail, both quantitatively and qualitatively, statistical accounting data.

LiveOn: an organized user experience
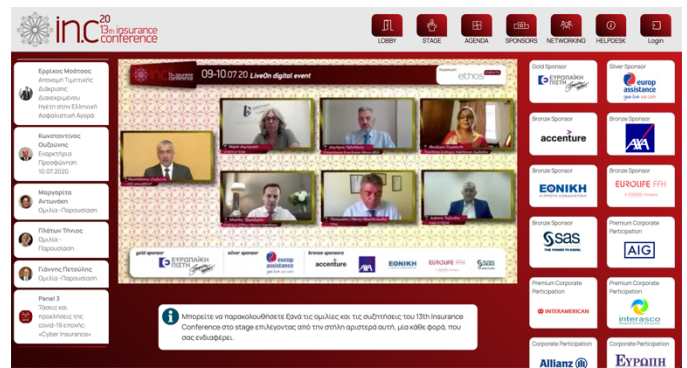
Main browsing areas of a LiveOn Digital Event are:

– Lobby: it is the introductory area of a LiveOn Digital Event. Here you may find the infokiosk with information on the topics, program and speakers of the conference you wish to attend.
- Stage: here you can attend the proceedings of the conference in real time and submit questions to the speakers.
- Agenda: here you will find detailed information on the conference program and speakers and you may select the option to get notifications for the sessions you are interested in, shortly before they start.
- Sponsors: here you can visit the sponsors' stands, leave your contact details, collect informative material specially prepared for you and communicate through video call and chat with the sponsors' executives.
- Networking: here you may get acquainted with other participants; exchange contact details and communicate through video call and chat.
- Helpdesk: here you may get support and information on LiveOn's functions and attend the event you are interested in.
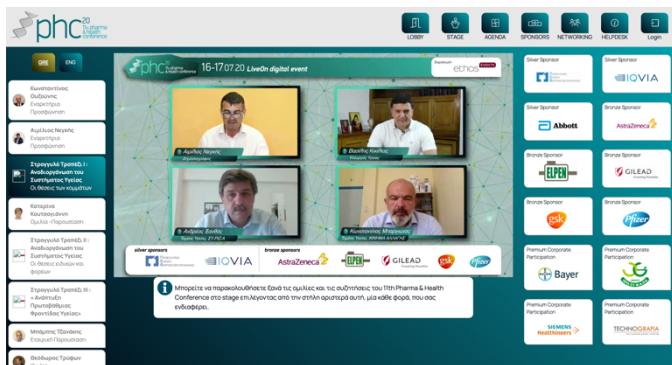
LiveOn: an enriched user experience.

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,** 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.

GENERAL FEATURES

Web application, easily accessible via desktop, laptop and mobile devices.

LiveOn is independent of the webinar or streaming service that the organizers work with, enabling them to choose the best solution in terms of quality and cost.

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

It 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).

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

It supports 1-to-1 meetings (right away or scheduled)

It supports multiple languages for the user interface

It supports multiple languages for the content.

It supports weekly sessions (weekly online shows, discussions, interviews)

It is compatible with various mass email notifications systems (Moosend, Mailchimp, Mailgun and Mailpoet are currently supported, with the list of services constantly expanding)

Hosted in systems which guarantee the smooth operation no matter how large-scale an event is. With dedicated servers or cloud hosting, it can even support events of thousands of visitors and multiple stages.

ESPECIALLY FOR THE ORGANIZER

Purchase of licenses (for many events) and extra services by the organizer.

Automatic event creation by the organizer based on the licenses he has purchased

Setup wizard for creating an event by the organizer (event initialization guide)

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

Event evaluation research & automatic accounting report creation (option of 2-3 templates)

Export XML data to link to web sites

LOBBY

Option to choose between 2-3 ready-made Lobby templates or to create a custom template

Digital rollups to inform visitors about the event and placement of main sponsors.

Possibility to place two (or more) sponsors per rollup

Internal Infokiosk page with event description and dynamic display of the Program, the Speakers and the Sponsors.

Internal Helpdesk page with answers to Frequently Asked Questions.

Carousel with logos of the Event's sponsors.

Option to place a banner with welcome video.

Live chat for help (pages: infokiosk, helpdesk)

STAGE

Webinar or streaming platform option: organizers may choose the best solution in terms of quality and cost by selecting to incorporate the webinar or streaming service they work with.

Integration of any stream (with iframe),

Multi-stage support (main stages) - room selection on the top right position of the web page

Possibility of double (or multiple) stream for interpretation

Option to view cards with information for the current session with manual change on-the-fly, fully manageable

Prospect of polls by replacing the card display of information for the session - immediate display of results after the vote at the same point

Ability to view the number of attendees attending

Question box (moderated)

Organizers have the option to select which sponsors' categories they want to appear.

Automatically refresh the page (at the touch of a button) to view recorded sessions after the end of the event

Chat support between all (with the possibility for the organizer to have it moderated or not)

AGENDA

Participants may choose to receive notifications for specific sessions of an event.

"Add to calendar" button for every session.

"My Agenda" with a listing of the sessions that the atendee has stated that he wishes to be notified

List of session speakers

Possibility of sponsor logo at session level

Support of events of multi-day duration.

«Like session» & «Share session» options

SPONSORS

Starting page with all participating companies' booths (logos, kind of sponsor, description).

Ability to define the existence of a booth for a company

Three levels of sponsor visibility: large (1/2 wide), medium (1/4 wide) and small (logo only)

Logo, company name, video or photos, short description & company profile.

Option "Keep my details" to send the contact details to the sponsor.

List of company's executives with online/offline indication to enable 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 may be asked to chat or video call while to those offline are sent contact details of participants so as to get back to them.

The company may share files (presentations, videos or documents) with the participants so as to offer them more integrated information.

Application for sending a custom invitation (with logo and message) from the sponsor to a list of invited participants of his choice, with a numerical limit of automatic activation.

Control panel available to participating companies-sponsors so that they are able to manage their booths and representatives by themselves, as well as keep track of their statistics.

Sponsored notifications to booths visitors.

Existence of search filters (activity, size, etc.) in the listing of sponsors, in case of a large number of booths

Social links, Share button and Like button for the booth

Message board with editable announcements in the sponsor booth

NETWORKING

4 options: pending (requests to other participants waiting for answer), incoming (requests from other participants waiting for answer), My network (integrated list of contacts), participants (all attendees and speakers).

Indication online / offline for all participants.

Option of filtering "All" participants or "Just those who are Online".

Option to view participants in grid or list view.

Option to search for participants (smart search with on-the-fly results) by name or company

Notification system where all activities of each user are registered so that they do not miss anything important (e.g. who called them to chat or video call).

Possibility to communicate with contacts on the list "My network" by exchanging virtual business cards (via email, chat, video call).

Additional attendees search filters

Attendees social profiles

Possibility of star icon among attendees by adding the option "My Favorites" in the option "All / Only online" that displays only the selected as starred of each attendee

ATTENDEE'S PROFILE

Ability to edit the profile

Notification system where all the activity of the participant in the event is recorded (time, energy), such as chat, video calls, networking requests, etc.

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) by card, Paypal and offline

Coupons, special offers or Discount codes supported

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

EXPO EDITION EXTRAS

Display of Floor Plan

2-D & 3-D exhibitor booths. Possibility to choose standard kiosks of 4-5 sizes and 2-D & 3-D or use a digital kiosk selected by the customer

3-D Exhibition Hall Entrance/Lobby

Option for Chat / Video call with an executive (avatar) of an exhibitor

Option for B2B and 1-το-1 meetings

Multiple stages, parallel presentations

Digital stand to download brochures

Option to play exhibitor's video

Digital stand for downloading product catalogs (or links to the corresponding pages on the exhibitor's website)

STATISTICS

How many (and who) registered

How many (and who) logged in

How many (and who) watched per minute(connection to the session based on the manual display of the session card).

How many (and who)requested notification for each session

How many (and who) visited each 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) stated that they accept to receive emails from sponsors

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

Ready detailed reports (direct export)

Live view of the number of participants who are logged in and those who attend a stage

Link to the platform with Google Analytics to record quantitative data and automatically report sales

MARKETING

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

General notifications to all participants.

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 so that the attendee receives updates & notifications in these applications

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