

Prepare yourself for the most productive conference you've ever had

Now you can properly prepare and stimulate your delegates *before* your event. Involve a wider community *during* the event. And, add real ongoing value by driving workshop outcomes, debates and comments *after* your event.

EventExtra™ is a complete conference briefing, reporting and online platform service that opens up a new dialogue between participants – visitors, speakers and other engaged individuals.

Reach out to a far wider conference community

Perfect for both public events and internal corporate conferences, EventExtra™ is ideal for gaining far wider participation than just the attending delegates.

Whether you open your EventExtra™ platform to the entire world or limit exposure to secure, private networks, EventExtra™ will become the stimulating focal point of your event. Delegates and their colleagues worldwide can see the feedback and comments arising from each session as they view it on large screens around the conference centre or at your local centres.

Maintain longer term value

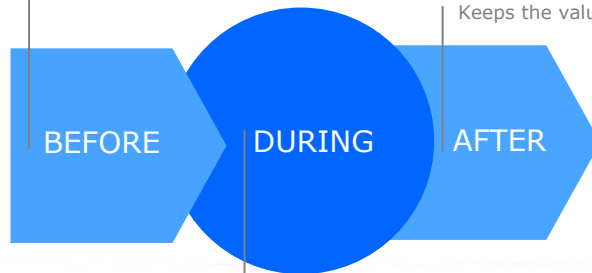
EventExtra™ keeps the debates alive and the conference community together for months after the event. It lets you report on workshop outcomes and helps to build new delegate populations and agendas for your next event.

Delegates, speakers, organisers and other interested individuals can post comments, ask questions and even record their ideas and assessments using on-site multi-media services.

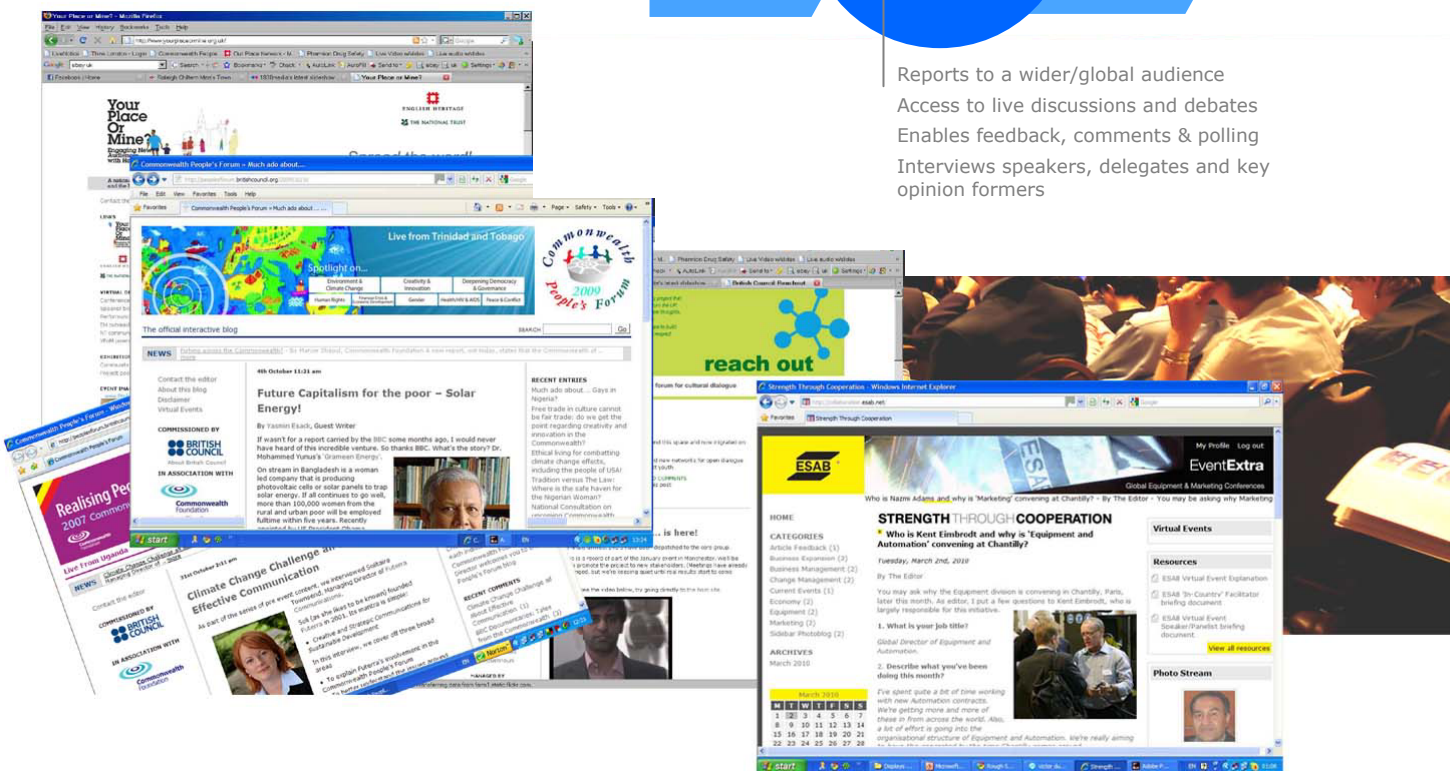
EventExtra™ helps to create a community of individuals with a shared professional, cultural or leisure interest linked through a shared collaboration platform.

- Briefs delegates
- Focuses on upcoming issues
- Seeks wider opinions
- Provides downloads & resources
- Prepares for workshops

- Reports on progress
- Drives delivery on workshop outcomes
- Shares content and assets
- Sets the agenda for follow-up events
- Keeps the value alive!



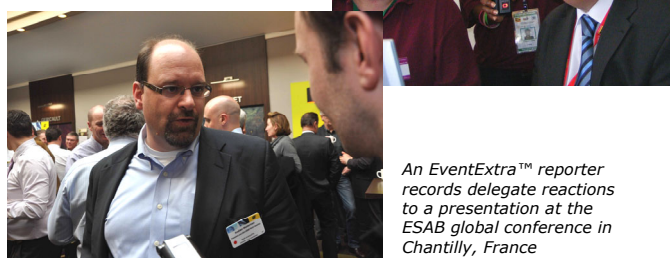
- Reports to a wider/global audience
- Access to live discussions and debates
- Enables feedback, comments & polling
- Interviews speakers, delegates and key opinion formers



Prepare yourself for the most productive conference you've ever had



Uganda's vice president (above) and the Maltese Foreign Minister (right) visiting the EventExtra™ centre at the Commonwealth Heads of Government Meeting



An EventExtra™ reporter records delegate reactions to a presentation at the ESAB global conference in Chantilly, France

What does the service include?

- Customised platform set-up, designed to client's requirements/identity
- Content planning and acquisition, editorial and pre, during and post event reporting, interviews and discussion moderating
- Liaison to ensure relevance of content capture
- Subject-specific writers for specialist event content
- On site (at event) content acquisition (Text reporting, audio/video, photography, comment organization)
- Training of your staff to work alongside the EventExtra™ editorial team for internal facing projects
- Support with pre and post event promotion as appropriate
- Hosting
- All technical support

Plus! Discover OpenSpace participatory event design at www.eventextra.net

For further information please call

Matt O'Neill: matt@eventextra.net
Direct: +44 (0)20 7 193 0104 mobile: +44 (0)781 587 6904

David Paul : david@eventextra.net
Direct: +44 (0)20 7 043 6050 mobile: +44 (0)776 801 0162

EventExtra Limited, Siena Court, The Broadway, Maidenhead, Berkshire SL6 1NJ United Kingdom

www.eventextra.net

EventExtra reserves the right to change product descriptions, profiles and specifications without prior notice

Why a managed EventExtra™ platform?

Creating a dynamic event platform that becomes a genuine centre of attention and debate is all about creating good content. That requires real competence in both journalistic and online media skills.

So key to driving content on the platform is an experienced EventExtra™ editor, whose job is to maintain focus, seek out articles and comment and encourage feedback.

Your EventExtra™ editor works alongside your internal teams to engage with your participants and audience several weeks before the event opens.

At your event

Once your conference is underway, EventExtra™ journalists are on site to record and upload interviews with presenters, contributors and delegates as well as summarise presentations and review workshop outcomes.

Add Virtual Events™ for even higher levels of engagement and participation

Live webcasting to remote discussion groups is an exciting option for users of EventExtra™, but with Virtual Events™ you bring discussions and debates directly to colleagues situated anywhere in the world.

Two or three panellists take part in a 60 minute live webcast discussion, the timing of which has already been promoted on your EventExtra™ platform.

Once your audiences log in, they see and hear the discussion in real time. The system then allows the remote audiences to text in questions and comments that are put to the panellists through a moderator. Virtual Events™ work best when the live stream is projected to remote groups assembled in meeting rooms together with a local facilitator to feed back comments and questions.

Perfect for all organizations wanting greater value from their investment in events

EventExtra™ is perfect for both open and closed events organized by trade associations, professional bodies and companies involved in pharmaceuticals, medical equipment, engineering and commerce. EventExtra™ is also popular for events dealing with social, cultural and environmental issues organized by government organizations and international agencies.