

Cybage equips industry-leading meetings, events, and hospitality technology provider to unlock virtual experience in event space.



ABOUT OUR CLIENT



Rated amongst the **top 10** software companies of 2020.



Enables its customers to **optimize the entire event management value chain** and manage hundreds of thousands of events.

Offers technology solutions to event planners for online event registration, venue selection, event management, mobile apps for events, e-mail marketing and Web surveys.



BUSINESS NEEDS



Provide end-to-end solutions for a virtual experience in the event management space.

Preparedness to organize fusion events. (Virtual/On-Premise)

Manage voluminous attendees of virtual events.

Drive engagement for virtual attendees.

OUR SOLUTIONS

- Delivered rich digital streaming content for attendees.
- Created a user-friendly platform to allow non-technical event managers execute events smoothly.
- Support for leading web-based meeting platforms. Integrated with high-quality HLS platforms.
- Tracking attendee activity during virtual events and create attendee profiles.
- Live polling, mobile app, gamification, and Q&A bots to improve attendee interaction.



TECH IMPLEMENTATION

TECHNOLOGY HIGHLIGHTS

Support for ZOOM and WebEx

Integrated with adaptive high-quality HLS video platform such as Brightcove and Vimeo

AWS hosted platform for scalability

Tools



BUSINESS IMPACT

Managed over **70,000** virtual events this year

3X more registrations than for on- premise events

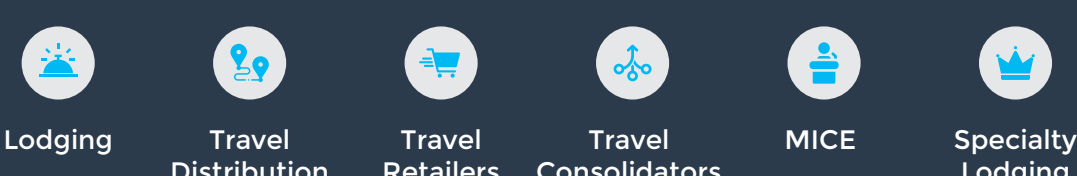
Post-event follow up time reduced to same day from **1 to 3 weeks**



0 loss of clientele despite the transition to purely online platforms

Attendee engagement data from **25 touch-points** used for targeted marketing campaigns

Cybage Travel and Hospitality



Let's enrich **virtual experiences**

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