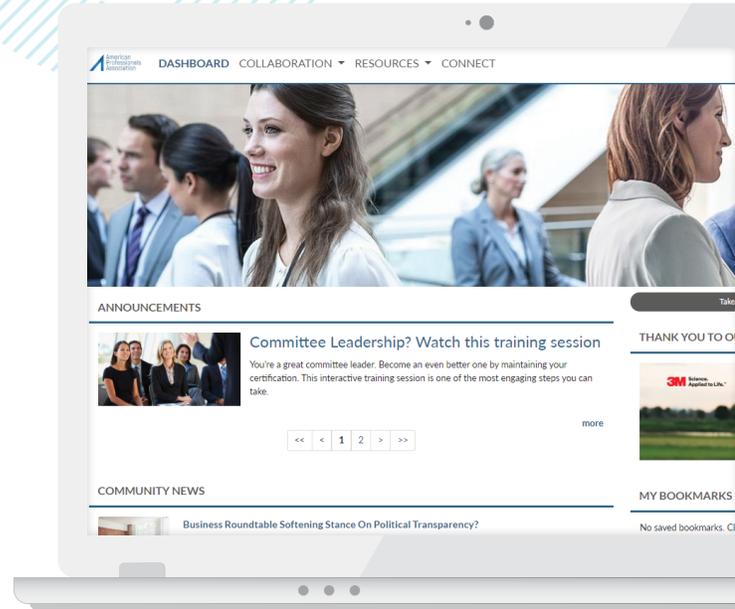




Personify Community for Events

Driving Engagement, Extending Value

Community. It's a place you feel part of, where you share something in common with others. A place where you can learn, interact and make meaningful connections. The in-person events you produce work hard to bring these experiences to life for attendees and exhibitors, but what happens after the show floor goes dark? How can you extend the opportunity for interaction and keep the conversation flowing?



Personify Community complements your exhibits, meetings and conferences with a rich digital space where attendees, exhibitors and sponsors feel like they belong. Share ideas. Talk about what you heard in a workshop, schedule a fun run to keep relationships strong or local meetup for additional networking opportunities. Our platform provides extensive collaboration, communication and sharing capabilities to create an environment tailored to your target audience and needs. Welcome new members, celebrate achievement, share fresh information, insights and tips, and partner with others to extend learnings across the miles. The possibilities are endless.

A Feature-Rich Platform

Social Hub: Bring your attendees, exhibitors and sponsors together in a branded online destination where you own 100% of their mindshare and provide tools for deeper interaction, including badging and gamification.

Crowdsourced Knowledge Base: Extend the knowledge available about your event program by enlisting the help of the community. Provide tools to aggregate information across the web, collaborate on documents and share experiences.

Voice for Members: Empower your audience with a voice. They want to be heard. Give voice to their passion for your event and create a channel for direct, ongoing feedback on your activities.

On-the-Go Access: Reach your community members, wherever they are, with mobile-optimized experiences, email-based alerts and multi-language options.

User-Generated Content: Provide tools to share SEO-rich user-generated content in the form of videos, files, images and more to enrich the user experience and grow your organic search rankings and traffic.

Collaborate and Organize: Give exhibitors and sponsors a space where they can collaborate and communicate with attendees.

Management Controls: Manage community member data and content. Segment users and create a personalized experience with filtered access you control.

An Experienced Partner

Our Implementation team provides the strategic consulting, design and set-up services to guide you through the process of establishing a successful online community. This includes helping you gather requirements, designing the right look and feel, configuring your community's settings and training your team to ensure they have what they need to build a vibrant community.

Our team is also available to ensure your community remains vibrant, with the know-how and best practices to ensure that your community delivers value for your users and your organization.

Strategic Configuration: Our team takes the lead in creating new pages and content, making modifications, and updating areas for the optimal experience.

Member Engagement and Vibrancy: Access programs to make sure members are engaged when they arrive and have a positive experience, so they keep coming back.

Member Acquisition: Our consultants evaluate entrance paths, existing databases, social accounts, and sign up strategies to provide recommendations for getting members in the door.

Moderation Support: Setting and maintaining the right tone is important to success. We create and implement guidelines to help you achieve it.

Unrivaled Flexibility: Create custom widgets, configure options, or seamlessly integrate with other technical solutions to extend our platform's capabilities to meet your needs.

Advanced Metrics and Reporting: Drawing from platform statistics, Google Analytics, and your organization's internal data, we provide the information to track progress toward your organization's goals.

Our Commitment to Your Success

Our mission is to empower organizations to connect and engage with their supporters and make the world a smaller place. With our combination of enterprise-grade tools alongside our full-service community-building approach has helped us achieve successful results for our client organizations and the people who call them home.



Learn more about Personify Community

personifycorp.com



Want to see it in action?

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