



Idloom.events

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Features

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1 idloom.events – The Software

1.1 General

Idloom has developed a proprietary software that will seamlessly manage all registrations. idloom-events is a state-of-the-art events registration platform, designed to help you organize and manage your events (of all kinds: seminars, webinars, courses, meetings, public gatherings and events, trade shows, commercial fairs and shows, etc.) effortlessly through the automation of most processes (creation of a complete multipage and multilingual event website, attendee management, payment processing, badge printing, hotel room booking, invoice generation, on-site check-in, session management, etc.).

The tool allows for substantial savings both in terms of time spared and in terms of costs, while offering professional event management features significantly simplifying the process of organizing an event.

Compared to our competitors, we offer more customization options and work hand in hand with our clients to find the solutions that answer their precise needs the best.

Our key differentiators are:

- User-friendliness - in less than an hour, anyone can master the tool without any IT background,
- Unique features - multilingual settings, time zone management, track management, waiting lists, online event management, endless customization options... idloom offers the industry's most advanced features,
- Integrations - idloom allows for seamless synchronization with any third-party system (CRM, mailing platforms, ERP, AMS...).

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- Security - we guarantee our clients full confidentiality and ensure their data is protected and cannot be used by idloom or any third party.
 - 5 Star customer service – dedicated support person, personalised approach... We are not your supplier; we are your partner.

Furthermore, we guarantee our clients full confidentiality and ownership of data, and ensure this data is protected and cannot be used by idloom or any third party. All data is stored on servers located in Belgium and fully owned by idloom. We comply with all EU regulations when it comes to data protection and privacy, and are of course GDPR compliant.

This results in a more efficient management and an overall more professional image of your events and ultimately of your organization.

Please feel free to visit us at www.idloom.com/events.

Here are some examples of events that you can actually register to and test the entire registration process: <https://example.events.idloom.com> .

Here's a summary of what our software offers along with some live examples of client events: <https://www.idloom.com/en/events/idloom-events-nutshell> .

1.2 The features

Based on your requirements, you will require the Corporate plan for the capabilities it offers, giving you access to the following features (as standard);

- **Unlimited free and paid events** and sessions
- **Unlimited participants** to each event
- **Unlimited users** for the account with custom access roles (for each event or profile, define the accesses / restrictions and actions allowed for each user of the platform)
- **Custom access roles** – define the accesses / restrictions and actions allowed for each user of the platform (i.e. some staff can only access check-in features).

<https://www.idloom.com/en/events/blog/manage-access-rights-your-account>

- **Multi-profile settings** – Several profiles can be created with different branding and settings (i.e., 2 brandings for different types of events/organizers/geographical locations). Unlimited users across several account profiles and with roles/permissions customizable for each user, per profile.

Example: BMW Group has profiles for each brand (BMW, Mini, Motorcycles) as well as for each individual dealer (hundreds of profiles in total).

With the standard license, 3 profiles are included. Additional profiles can of course be added later on.

- **Online registration** - editable and fully customizable forms. You can create and edit a large number of fields, add drop-down menus, multiple choices, and more. Registrations can be taken on-site as well.
- **Unlimited conditional logic** – create unlimited registration tracks with various sets of fields and available sessions thanks to dynamic forms that automatically adapt based on the input of the registrant.
- **Document upload** – registrants can upload documents when registering.
- **Group registrations** – manage multi-ticket settings or consecutive, nominative registrations.
- **Registration modification and cancellation** – allow participants to modify their registrations themselves, or even cancel their participation (if allowed; refunds are not automated).
- **Customizable event websites** (logo, colors ...), with **several pages** (programme, speakers, sponsors, etc.) and simple to build (available in multiple

languages simultaneously).

All websites are **fully responsive** and available on all devices and screen sizes. A **custom URL** will be created for each of your events, based on our standard format (custom URL formats can be created for each event upon request, for an additional fee per URL).

- **Multiple languages** simultaneously – create websites, registration forms, emails, etc. in as many simultaneous languages as you like, and manage it all easily in a centralized guest list accessible directly from your backend.
- **Multi-location event management** – edit multiple locations for one event, and let participants add to their calendars the specific locations for each event/sub-event/session.
- **Session management** – set up several sessions/courses within your events. For each sessions/course, you can define date, time, and location (with time zone).
Organize your sessions per date, timeslot, location; manage sessions happening at the same time/parallel sessions and courses; organize specific check-in and reporting per session; add sessions to calendars; etc.
This feature will easily allow you to organize events and sessions over several days/weeks. A **calendar view** is also available.

Idloom-events gives you full control over your plenary meetings, parallel break-out sessions, workshops, courses, seminars, etc. by letting you set up and manage a detailed sub-events architecture in an intuitive and efficient way.

- **Events landing page/listing** – create a single page displaying an overview of all your events and maximize their visibility. (If you rather keep your events private, a feature allows you to prevent indexation in Google). See <https://example.events.idloom.com>

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- **E-ticketing** – a ticket containing participation details and a unique QR code is sent to each registrant automatically (configurable).
 - **On-site check-in** – the QR code of the ticket can be scanned by a mobile application or with any standard scanner. Badges/name tags can also be printed on site, upon check-in.

Check-outs can also be done, in order to know how long each participant stayed at the event.

- **Automatic emails sent to participants** (configurable) – confirmation emails and transactional are fully editable and sent in multiple languages, and differ depending on the type of participation and the payment status (example: email with unique link sent to reset a failed payment). It is also possible to attach to the emails (optional) the invoice, proforma, as well as various documents (pdf presentations, detailed program, etc.).
In addition, emails are automatically sent to participants in case of a registration modification, or a cancellation (also configurable).
- **Data export and statistics dashboard** – a complete statistical dashboard is available on the platform; an export of all data in Excel is also available (multiple subsets of data).
- **Duplicate event(s)** – you can easily duplicate your event to have multiple similar events at the same time but for example in different locations (or on different dates). You can of course also add all locations to a single event if you prefer.
- **Integration with third party apps and software & Zapier Integration** – allows you to connect / export all participant / event data with your CRM systems, third party mailing systems, analysis software, accounting software etc. (set up required).
- **Custom Branding / look & feel** – your logo and colors on every page of the site, in confirmation emails, as well as on all generated documents (invoices,

credit notes, etc.)

- **Advanced Pricing Options** – allows you to structure your event into multiple categories and options (subcategories) of registration depending on the types of entries or specificities of your event. Specific rates can be applied to each of them. Some options may or may not be available depending on the categories chosen by the participants in the first step of their registration.
- **Online payment via credit/debit cards and / or bank transfer** – In the case of payment by card, the invoice can be sent automatically, and the guest list is updated automatically indicating the status "Paid" of the participant, full details its registration, the reference, and the time of payment. Automatic emails are of course sent to notify the participant of the success (or failure, in this case a unique link is sent to them to try again the payment) of his payment. Idloom-events integrates with most of the world's payment gateways (we can also add any other payment methods in approximately 1 day of development).
- **Early bird & coupons** – discount coupons (in monetary amount or %) and reduced rates until a certain date ("early bird").
- **Invoices and credit notes** – all fully customizable (number and prefix of documents, generation and sending automated or not) and customizable (logo, personalized text on documents).
- **Hotel reservation module** – allows you to highlight a selection of hotels and provide a unique link to a booking page and / or allow participants to book their room directly (with various options: breakfast, shuttle to the venue of the event or the airport, etc.) when registering for the event (useful if pre-booking of rooms by the organizer in particular).
- **Badge/name tag creation** – a dedicated module allows you to create participants' badges. It also allows you to add logos, additional fields, QR codes and V-cards, but also to create different badges depending on the type of participation (example: a different color band for the press, speakers, partners,

etc.). The format of the badge can of course also be chosen (and customized upon request).

- **Pre-registrations** – allows you to collect pre-registrations before the official registration opening date. Pre-registrants can then be notified by email of the official opening. This maximizes the number of participants to your events, by offering this possibility months before the opening.
It is also possible to determine a specific registration period, which can stop before the start of the event (allows for example to close registrations automatically one week before, to allow enough time for the organizer to organize the event's on-site logistics with a number of participants stopped).
- **Update of registrations by participants** – participants can modify their online registrations themselves (a new payment of the difference is then requested, and the guest list updates itself, without any intervention from the organizer). This gives participants great flexibility and allows the organizer to save valuable time.
- **Guest list upload** – it is possible to add a list of participants in one go, and send them a confirmation email / e-ticket without them having to register in advance via the site.
- **Code restrictions** – allows you to restrict registrations to people with a code (specific to the person, or unique for the event). Also allows you to pre-fill the fields of the form according to the data related to this code (the organizer only has to upload a list in Excel on the platform, in just a few clicks).

Note: restricted registrations can also be managed by syncing with your CRM.

- **Waiting lists** – allows you to subscribe to waiting lists for sold out events (or sub- events). As soon as places are made available again, an email is sent automatically to the people on the waiting list inviting them to modify their registration themselves via a unique link.

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- **Form Embedding** – allows you to integrate only the registration form on an existing website, without the need for a specific website for the event.
 - **Session Check-in** – allows you to scan QR codes of participants to sub-events /sessions. You can then accurately track who attended what, and how long. This check-in comes in addition to the general check-in at the entrance of each event.
This feature makes it easy to give credits/certifications to participants, based on their actual attendance (i.e. attendance certificates) to specific sessions/sub-events.
 - **Email marketing tool** – send invitation emails to uploaded contacts as well as custom email campaigns to subsets of your guests lists (i.e. all guests who have selected option A).
With the Corporate plan, 5000 mails/month are included. Additional emails cost 30€ / 1000 emails/month (degressive pricing available). Note that this limit does not apply to automatic emails (confirmation emails, waiting list updates, etc.), which are unlimited.
 - **Online meetings** – seamlessly organize and manage online meetings, with multiple time zones, secured accesses to the rooms, automatic check-in of participants, custom countdown screens for each session, etc.
More info: <https://www.idloom.com/en/events/blog/managing-online-events>
 - **Online event stages** – create stunning online event environments with multiple sessions, chats, polls, surveys... by embedding your favorite systems into a custom (branded) online environment for each of your online events.
More info: <https://www.idloom.com/en/events/blog/idloom-online-stage>
 - **Catalog** – (*additional costs apply*) display all your upcoming events (per profile or account) on a dedicated web page that visitors and prospective registrants can easily browse through, with unlimited display and filtering possibilities.
<https://www.idloom.com/en/events/resources/all-your-events-glance-one-page>
 - **Approval System / Custom Registration Statuses** – manage multi-step registration approval processes by setting up statuses for each type of

registration. This feature allows you to create statuses on a profile level and to activate certain actions (automatic emails to registrants, notifications to organiser, etc.) based on the status of each participant. Organisers and then easily manage registration confirmations or rejections based on set rules.

1.2.1 idloom.passport add-on

More info at <https://www.idloom.com/en/passport>

- **Certification and Learning Management** – with the idloom.passport add-on, idloom offers a complete contact management system including the following features: attendance certificates management module, transcripts, emailing and segmentation, Learning Management Systems, etc. Note that we have not included any certificates credits at this stage in the proposal, as it wasn't required.

In addition, idloom.events offers a **mobile application** allowing attendees to consult the program in real time along with all necessary information regarding the event. A contact feature as well as a chat allow participants to communicate with one another from the app as well.

From an organizer's perspective, the app not only makes for a smooth check in experience but also allows the sending of push notifications and messages to the participants.

Of course, all these options are fully customizable and can be used or not. In addition, you have access to the statistics of your events, and keep total control over the tool, at any time, with an unlimited number of user accesses.

Because our software is SaaS, it continuously improves, and new features are made available on a regular basis (twice monthly on average). Idloom is also always open for new developments, should they be required.

What is important to understand is that we create software that our customers a fully able to use themselves. In a few hours only, any person regardless of their IT background is able to manage and master the tool.

Of course, the idloom support team will be present and available to take you by the

hand, but in the essence this software will allow you to have full control over your events and truly empower your organization.

1.2.2 Roadmap

Idloom's public roadmap is available at: <https://upvoty.idloom.com/>

All features requested, in progress, and in production are listed. Don't hesitate to suggest new features, or vote on features suggested by others.