

The event of the future is already on WhatsApp

Centralise your event's communication in the channel attendees already use — from registration to post-event, with AI serving thousands at once and a human whenever needed.

- Real-time information
- Agenda always on hand
- Thousands at once
- Attendees from everywhere



A smoother experience

The right info at the right time — attendees always know where to go and what's next.



Thousands served at once

Question peaks at opening and between sessions — AI answers everyone, no queue at the help desk.



A bigger stage for sponsors

Exhibitors and sponsors gain visibility and qualified leads in the channel where attendees already are.



Real-time data & feedback

Polls, surveys and participation metrics to decide during and after the event.

THE PROBLEM

Attendees live on their phones — but events still communicate through posters and emails

- Information scattered across an app, email, posters and the website — nobody finds it
- Repetitive questions that overload the help desk
- Attendees without guidance: schedules, rooms, access and stands
- Speaker materials hard to share and to find
- Slow feedback and voting, on paper or in apps nobody installs

THE SOLUTION

Zapify turns WhatsApp into the event's SuperApp

- AI automation that serves thousands at once, with a human whenever needed
- The entire attendee experience — before, during and after — in a single channel
- No app to install: everything on the WhatsApp attendees already use
- Personalised, multilingual communication for attendees from all over the world
- Agenda, maps, materials and polls always on hand and updated in real time

USE CASES AT TRADE SHOWS AND EVENTS

The entire attendee experience, in the channel they already use

From registration to the trip home, every moment of the event handled through conversation.

 **01 Event information**

Schedules, access and FAQs answered instantly, every day.

- Schedules and general programme
- Access, gates and badges
- Frequently asked questions
- Important alerts and notices

 **02 Agenda & sessions**

Attendees browse the programme and get reminders for the sessions they chose.

- Full and daily programme
- Session reminders
- Last-minute changes
- Add to calendar

 **03 Maps & navigation**

No one gets lost at the venue — rooms, services and routes in the palm of their hand.

- Venue map and rooms
- Services (bar, restrooms, help)
- Getting there and transport
- Parking

 **04 Stands & exhibitors**

Attendees find the right exhibitors and plan the ideal route.

- Exhibitor directory
- Themed areas
- Location of each stand
- Recommended route

 **05 Speaker materials**

Presentations, documents and useful links delivered in the chat, at the right moment.

- PDF presentations
- Documents and resources
- Useful links
- Recordings and replays

 **06 Polls & messaging**

Live polls, Q&A and feedback in real time — no app to install.

- Live polls
- Q&A with speakers
- Satisfaction surveys
- Broadcast messages and notices

 **07 Networking & post-event**

Keep the relationship alive after the event and prepare the next edition.

- Contacts and networking
- Attendance certificates
- On-demand recordings
- Invitation to the next edition

A PLATFORM CONNECTED TO YOUR EVENT

It integrates with the tools you already use

Zapify connects to the leading registration, ticketing and event-management platforms to centralise and automate the entire attendee experience.

 Registration / ticketing

 CRM

 Badges / access

 Agenda / programme

 Exhibitors / stands

 Sponsors

 Analytics

 Webhooks & API

BENEFITS FOR EVERY TEAM

Advantages for the whole event

 **For attendees**

- Quick access to information
- Better guidance
- A simpler experience

 **For the organisers**

- Fewer repetitive questions
- Centralised communication
- More agility

 **For speakers**

- Materials easy to share
- More interaction with the room
- Live Q&A and polls

 **For sponsors**

- More visibility
- Qualified leads
- Measurable activations

Put WhatsApp to work for you

30 days free. No card. With our team helping you get started.

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