

Case - Create a new webinar landing page with a sign up form having first name, last name, and email ID.

Install and setup Wordpress in local machine.

1. Landing page which is targeted to Yapsody presenters. Use custom styling which will appeal to target audience.
2. Use the best possible layout, which is industry standard as well as effective.
3. The layout must be mobile responsive.
4. Integrate form to collect first name, last name, email.
5. After filling up the form, user must receive a confirmation email in their inbox, and also be able to download a whitepaper (Alternately, you can send the whitepaper using email)
6. Store the form data in the database.
7. Create/Edit a plugin which will display the stored user data in wordpress admin panel.
8. Create a widget for the above landing page that will contain links to Yapsody's Facebook, Twitter and LinkedIn profiles.

Text for landing page:

The webinar details are as follows:

Title: Leverage Big Data for your next event

Date: 30 April, 2018

Time: 11:00am GMT

Speaker: Darren Seiden, CEO, Yapsody Entertainment, Inc

Text (You can modify it according to the space available):

In today's 'digital-first' environment, each customer has different needs and exhibits a different kind of behaviour. No two customers are alike and there is no guarantee that what works for one customer may work for the other. In this situation, event planners are left puzzled about the right approach to connect with and engage their customers. With the power of big data, businesses of all sizes can better gauge consumer behaviour and decide the future course of action.

Data analytics and detailed reports offer you deep and valuable insights into your event to make better decisions that are quick and data-driven. It offers you the advantage of tweaking and optimizing your event strategies in real-time to ensure success.

To understand how big data can help you create a successful event story, join Yapsody for our exclusive webinar on 'Leverage Big Data for Your Next Event'. We will be discussing the benefits of big data and the right approaches to make use of this data for achieving desired business outcomes.