## a.Event Planning and scheduling

**Event page**

* + The customizable event page contains information about the event :
  + Schedule and Location
  + Event’s presentation agenda
  + Sponsors information
  + A button that adds the Event to the attendee’s calendar

## b. Stakeholders and registration

* + The web application offers a registration portal to the user. Users can log in as organizers or attendees.
  + Attendees can sign up to evens and get a ticket by mail.
  + Attendees can see the list of events to which they have registered
  + Attendees can saved a list of Interests
  + Organizers can create new events and get reports on attendance and engagement.

## c. Networking and Engagement ( our main focus)

**Pre event engagement**

* + Event’s page features promotional videos. These videos can be shared on social media.
  + Each event has a chatroom where attendees can discuss the event ahead of time and during the event.
  + The event’s page can be shared on social media.
  + The users have a tab where recommended events are promoted to them based on their interest and previously signed up events.
  + The user can browse all events of the platform and filter thembased on keywords and categories of events.
  + Event’s page contains announcements to add momentum
  + The event page includes dynamic announcements to boost engagement, such as: "5 people registered in the last hour—sign up now!"

**Post engagement**

* + The event’s page has a section where attendees can leave reviews about the event.
  + The event’s page provide shareable link to share their participation to the event.
  + Once the event is done, the attendees are invited to share
    - Feedback
    - Share pictures
  + After attending the event, the attendees are sent a certificate of participation to the event.

## d.Event promotion

* + - The web app sends a newsletter to the users about upcoming events. The suggested events are based on user’s interest.
    - Event’s attendees get regular emails with updates about the event to generate excitement.

## e. Ressource management

* + The event’s page allows for distribution of promotional files (PNG, PDF’s, Vectors)

## f.Analytics and reporting

* + The event collects user can give feedback and generates a report for the organizer
  + The organizer can generate reports on demographics of attendees and interests.

## g. Payment

* To complete attendee’s registration, a payment form must be completed to pay for the event’s ticket.