



## **Persona 3 — The Event Organizer: “Jordan the Coordinator”**

### **Background:**

Senior Events Manager organizing 15-20 company events annually. Needs secure, measurable photo distribution.

### **Goals:**

- Quick, secure photo delivery to employees
- Track engagement and measure ROI

### **How FaceFind Helps:**

Private events with email whitelist, detailed analytics, 73% engagement in 48hrs