



## PRODUCT OVERVIEW :

Zoho Backstage plans the events in person , virtual and in the hybrid mode.

Event Management software is a tool that helps organizers plan and run events smoothly whether they are in person, online or hybrid. It takes care of everything from creating the event website and selling tickets to managing check - in, badges , sessions and even giving insights after the event.

## TWO APPS ONE EVENT EXPERIENCE:

**Two apps.  
One event experience.**

- 1] ORGANIZE APP
- 2] ATTENDEE APP

### 1] ATTENDEE APP:

- 1] AI powered networking,
- 2] Gamification,
- 3] An Interactive experience with Questions, polls, feedback and more,
- 4] Personalized Agenda for your attendees.

### 2] ORGANIZER APP:

- 1] Instant update anytime anywhere,
- 2] Easy-breezy check-in,
- 3] Lead capture,
- 4] Numbers at your fingertips(leads) at one place.

## KEY FEATURES:

The key features of event management software include,

- 1] Tickling to simplify registrations,
- 2] Sponsor and exhibitor management ,
- 3] Marketing tool to promote the event,
- 4] Attendee engagement features,
- 5] Website builder for event pages and customizable forms for registrations and feedback.

## FAQ'S

- 1] How does event management software help organize successful events?

Event management software saves planners time by automating tasks, improves attendee engagement through interactive features, allows customization of websites and apps to match the events needs and provides analytics so organizers can make better decisions and increase in Rate of Investment(ROI).

- 2] How is Zoho backstage different from other events ?

Unlike other event management software solutions on the market today, Zoho backstage is truly all in one . We're built from the ground - up rather than acquiring other products or filling the apps with integrations so all our features not only work together but they're also relevant to event planners.

- 3] Differentiate between virtual event management software and webinar software

Virtual events are more than just webinars - They can include multiple sessions, networking areas and exhibitor booths - things webinars usually don't support virtual event management software makes this possible by not only enabling these features but also handling planning, ticketing , marketing and other event activities.

