

SCRIPIN EVENTS

THE CONTEXT

Event organisers, venues, rights holders and brand owners are continually looking for more innovative ways to engage with their clients and their guests, in order to create a stronger and more amplified relationship that not only enhances the on-event experience, but reaches beyond it.

The key lies in the ability to integrate technology, social and the fundamental human desire to be 'seen' into a single collective collaborative experience.

Successfully delivering this, brings about real customer loyalty and true fandom – creating a differentiated platform from which additional value and incremental revenue can be generated.

THE SCRIPIN VALUE

Scripin delivers value across four key areas.

- Creating an environment that promotes collaborative and proactive interactive participation
- Enhanced guest engagement and enjoyment through the Scripin platform experience
- Extending revenue streams through up-lifting sponsors rights opportunities and the sale of 'officially branded' photobooks
- Analytics, data capture and image library curation for post event marketing

WHAT SCRIPIN OFFERS

It's simple and fun for guests to use

- We can on-board guests in advance of the event, creating their account, so all they have to do once they have downloaded Scripin from the Apple App Store or Google Play, is sign-in and immediately start taking photos
- There is also the option to allow guests to be on-boarded on the night
- The Scripin app allows guests to take their own photos; see all of the photos taken by everyone else at the event in one event album; enter their own photos into competitions; add comments and likes to photos, download images to their camera roll and share images through social media (based on the event set-up and configuration – these can be turned on or off as required)
- We create a moderated photo-stream of the images displayed on the screens around the venue
- Guests see their own and other people's photos within seconds of having taken them giving them their own 15 seconds of fame and fun!

Helping to jump start your event

- Building the atmosphere, acting as an ice breaker, creating excitement and fun, and enhancing the overall levels of guest engagement and brand activation opportunities
- Helping to ensure your event is a highly memorable occasion

Scripin helps to amplify the total event experience



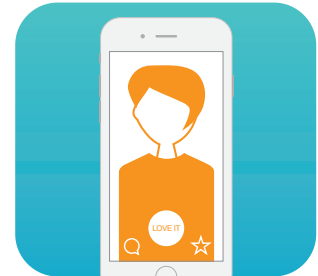
HOW SCRIPIN WORKS – GUESTS



Download Scripin from the Apple App Store or Google Play and sign-in using the unique event passcode



The Event View will automatically load showing all of the photos taken so far



Guests can start to take their own photos which will be immediately added to the event album



Add comments to their own photos and comment and like other people's



Guests can edit their profile, review and managed their own photos

HOW SCRIPIN WORKS – ON-EVENT TEAM



Set-up and configure Scripin for the specific requirements of the event



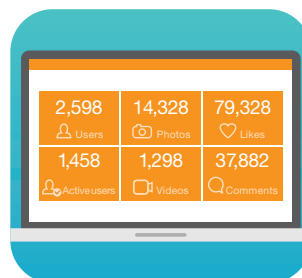
Create, moderate and manage the photo-streams



The photo-streams will be displayed on the screens around the venue



The photo-stream is updated through-out the event



At the end of the event download the required data- sets from the dashboard, the database of users and the library of all the photos and videos



SCRIPIN FLEXIBLE FOR EVERY EVENT

Personalisation

- The app can be customised to visually match the event theme or style using images and a selected or the client's 'brand identity' primary colour
- The photo stream can also be customised through styled templates including borders and branding
- We can design and print a photobook of the event to offer/sell to your clients post event, as a lasting memory of the amazing time your guests had

Integrating competitions to further enhance engagement

- Run a variety of guest based incentives and competitions during the event
- Including best photo, greatest selfie or funniest pose etc. which helps to drive proactive participation and enhance overall guest engagement and excitement
- The competition description, rules and winners can all be announced through the photo stream and direct to the winner's phones in the app

Embedded sponsorship programme to uplift revenue

- To attract new or up-weight existing sponsors to generate increased revenue for you
- We manage this through the photo stream based on the selected category of assets supplied (logos, ads, product placement etc.) and the sponsors tier (e.g. bronze, silver or gold)

Comprehensive data capture

- We deliver the complete image library at the end of the event and the email database of all of the Scripin event users
- These can then be used for your post event or next pre-event marketing
- We also offer post-event analytics in terms of users, images, frequencies etc

Complete control

- our event can be set-up to be completely private with full image containment, or configured to be as public as you like with the inclusion of social feeds
- The photo stream is fully moderated for total peace of mind. This can either be based on our 'fit-for-purpose' experience or your specific requirements
- We offer full event set-up, on-site management and post event service
- The platform has very compact foot-print on-site and has been designed to plug into an existing AV console via an HDMI connector

Site survey

- We will typically undertake a site survey to assess the communications of the venue/location. If required, we can also provide a range of packages from WiFi boosters through to satellite-base communications solutions (if there is no existing fixed or wireless infrastructure)

Pricing

- Our costs are based on a number of variables, including the length of the event, number of guest and the agreed Scripin feature set. We would quote therefore based on your specific needs and requirements

SCRIPIN SUMMARY

- Scripin helps to amplify the total event experience
- Creating an engaging, interactive and more compelling experience
- Building strong positive associations with venues and events
- Opening up additional revenue streams
- Offering new sponsorship development areas





	LICENSE	LICENSE +	MANAGED
SCRIPIN APP			
Take photos & videos	•	•	•
View event feed	•	•	•
My photo view	•	•	•
My Profile	•	•	•
Add comments	•	•	•
Like photos & videos	•	•	•
Configurable options:			
Social sharing		•	•
Download photos to camera roll		•	•
Colour theming of screens		•	•
On-event guest on-boarding	•	•	•
Competitions		•	•
SCRIPIN EVENTS MODULE			
Dashboard view		•	•
Guest management	•	•	•
Image library management	•	•	•
Scripline photo-stream creation	•	•	•
On-event photo printing	•	•	•
Scripline features:			
No. of built-in borders & themes	6	10	20
Import custom borders & themes			•
No. of transitions including preview feature	10	15	49
Image interval and transition speed settings		•	•
Overlay guest comments on photos		•	•
Data export options:			
Event analytics		•	•
Users	•	•	•
Image library	•	•	•
Competitions images and winners		•	•
Sponsors assets			•
Added-value options:			
Competitions module		•	•
Sponsors module			•
Directory function			•
Account settings:			
Edit settings	•	•	•
Licence purchase and upgrade	•	•	•
Events overview	•	•	•

More information or to have Scripin at your event go to

letsgetscripin.com/events