



Simplify event management for your live, digital or hybrid events, making them memorable and manageable.

Whether you're showcasing your latest collection or planning a press dinner party, **create, share and measure** an unforgettable event from start to finish with **Events**, the first live, digital and hybrid events management solution specifically for the Fashion, Luxury and Beauty industry.

Key Benefits:



Activate shareworthy physical, digital or hybrid events. Create first-class experiences using one single tool to manage all of your events.



Build clear event communication. Design the perfect invite and allow guests to RSVP directly from digital invitations to monitor guest list in real-time.



Increase event management efficiency. Manage your event details from guest preferences to an easy check-in process using smartphone or RFID embedded invites for physical events.



Host and manage a pre-recorded or live stream event in an invite-only environment exclusively to your dedicated guest list. Create a virtual experience inspired by real life with customized pages before, during and after your digital event.



Measure your event's success. Gain insights into attendance metrics, viewing who attended or "no shows" to help plan for future events and track your event performance across online and social media.

The Challenge

With the current acceleration of digital transformation, it can be a challenge to choose which type of event experience you want to create - a live, digital or hybrid event?

The Solution

Introducing **Events**, the events management solution that enhances brand experiences in the format of your choice. Orchestrate and amplify events with the Voices who will inspire your consumers and showcase your brand globally.

Events is an app in the leading **Brand Performance Cloud** used by Fashion, Luxury and Beauty (FLB) executives from **Launchmetrics**. The cloud connects with the modern consumer in a constantly changing landscape. Launchmetrics enables companies to deliver impactful brand experiences and gives them critical data they need to understand how these initiatives help grow their business.

+200%

Increase in event management efficiency

More than 6K

FLB industry events uses Events every year

85%

Of Fashion Shows In Paris, NYC, Milan and London use Events