« Because there is a natural storytelling urge and ability in all human beings, even just a little nurturing of this impulse can bring about astonishing and delightful results », Nancy Mellon

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As we all have experienced, an event is not limited to its timing, its location and the presence of its audience!

With nowadays-available communication tools, the audience shares, discusses and interacts on an event prior, during and after the event regardless if they physically attend(ed) or not the event.

This interaction mainly occurs on social networks while media companies through newspaper or TV mainly do the coverage of events.

Regarding events-related interactions on social networks, the audience creates and spreads valuable content on several well-renowned social platforms where the content can be difficult to retrieve for the audience, event organizers or sponsors due to friendship and network limitations (i.e. "I am interested in an event but none of my friends are, where do I retrieve audience-created content about the event?").

Regarding media companies, the events coverage is done professionally in order to tell a nice story around the event.

However, the coverage is often one point of view (i.e. reporter's point of view) out of the numerous ones (i.e. audience's point of view) around the event and it usually lacks a great deal of content created around the event (i.e. experiences, photos, videos, etc.).

Moreover, media companies-related solutions suffer from two other major drawbacks: they are expensive solution and relatively low-engaging.

events**Pulse** is born from the desire of providing an appropriate answer to these pains and thereby filling a current gap on the market (i.e. event-related social network).

events**Pulse**'s mission is to provide the audience, event organizers and sponsors with rich, multi-point of view, entertaining and varied event-related content by engaging the audience on a single and accessible

media platform.
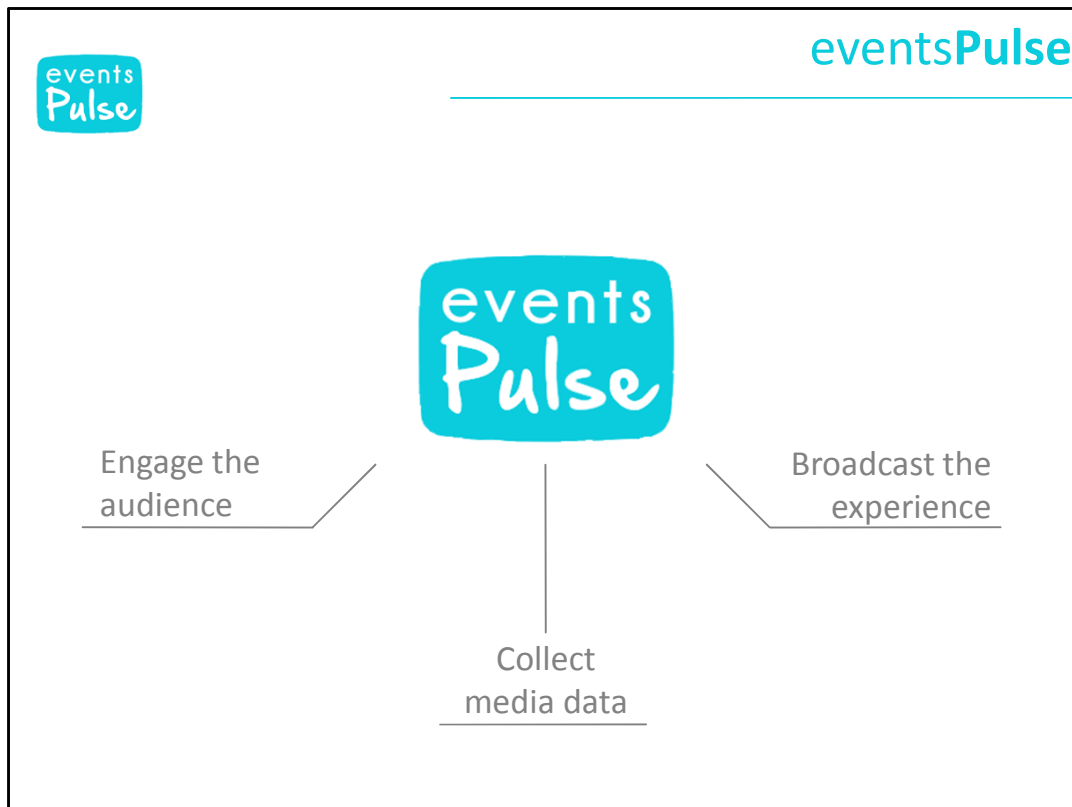
events**Pulse** is a new and innovative social media platform that broadcasts events-related content, created and collected by events-related audience on specific events-related channels.

As opposed to current social networks, the focus of events**Pulse** is events and the audience's experience during these events. It allows event organizers and/or sponsors to collect all conversations, pictures and videos sent apropos their events making it easily accessible to an interested audience through identifiable web-based viewing channels.

events**Pulse** aims to engage the audience in the event before, during and after it, regardless if they are physically or virtually present.

Based on this engagement (i.e. sharing of text/photo/video), events**Pulse** collects all the content related to the event and broadcast it on a specific event-related channel, thereby allowing an interested audience to follow and engage in the event.

As a tool, events**Pulse** is a preferred partner for:
- well-targeted events promotion (i.e. I know the audience I would like to attract for my event),
- well-targeted ads (i.e. I know the audience I would like to advertize to),
- events-related content (i.e. I would like to know the content of an event),
- events-related analytics (i.e. I would like to know the audience and the events they attend)
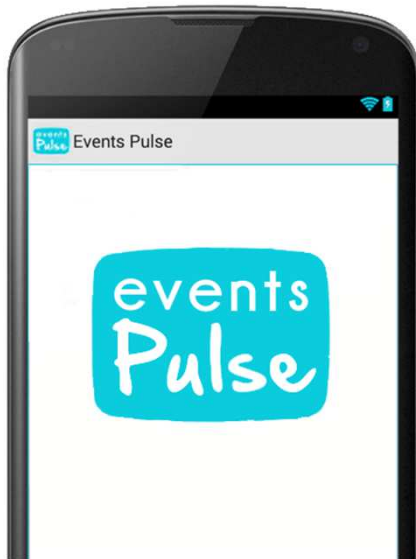
Introduction

In its current form, events**Pulse**'s media platform consists of two components:

- A [smartphone app](#) allowing users to create/find events and share events-related content, i.e. app to engage the audience and collect media data

- Web-based tiled channels allowing users to view comprehensive content related to events, i.e. **Pulse** Floor TV channel to broadcast the experience
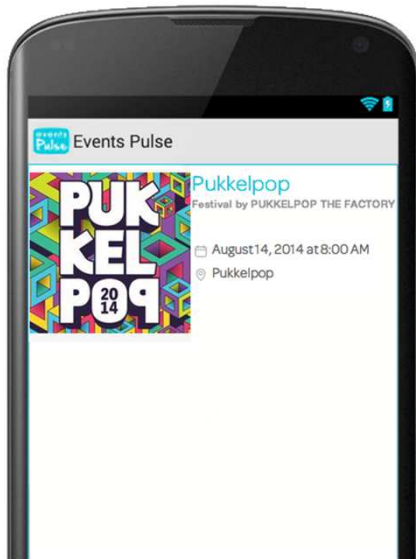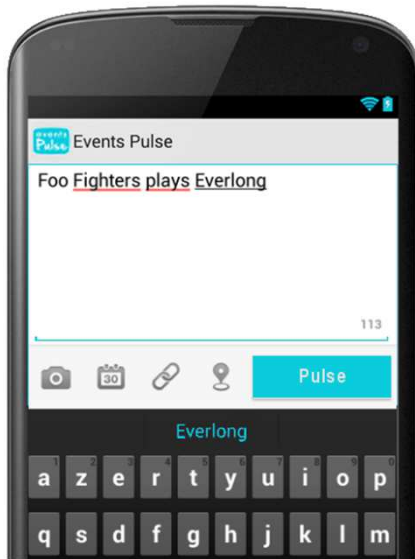
Find events with a search engine

events**Pulse** faciliates the discovery of events through a list of events.
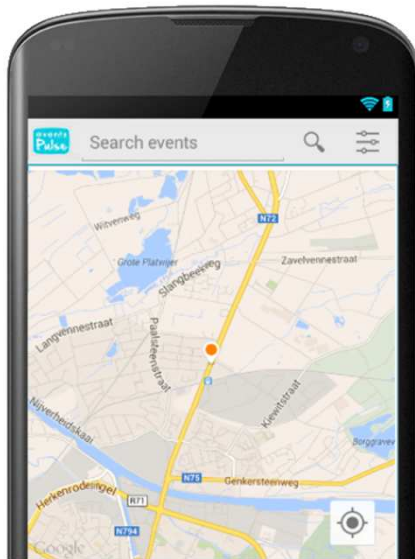
Find events with a map

events**Pulse** facilitates the discovery of events close to you or in a specific location.

Pulse your experience

events**Pulse** enables you to share your emotions and experience during an event by pulsing messages, pictures and videos.

Enjoy great events

With **Pulse** Floor, view comprehensive user-created content about the events you love on the dedicated web-based tiled channel

See the demo on: http://bit.ly/EventsPulseYouTubeFooFighters
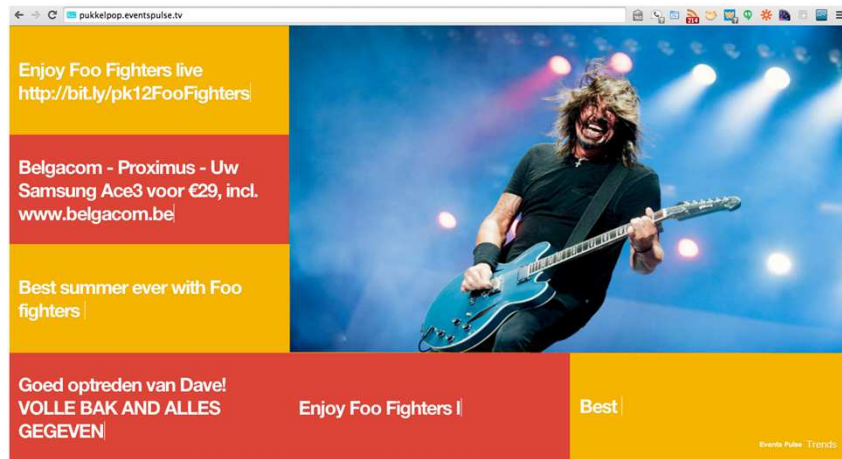
events**Pulse** will benefit the audience

Involve the audience in an unforgettable event regardless of their location

Allow the audience to share their experience through text, photo and video

Allow the audience to feed their multiple social network profiles from a single app

Allow the audience to live and relive their experience on a dedicated **Pulse** Floor TV channel

events**Pulse** will benefit the event organizer

Provide a filtered multi-point of view coverage (i.e. by audience) of the event on a dedicated **Pulse** Floor TV channel

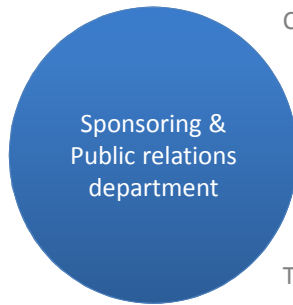Collect the entire valuable content related to the event

Identify the audience interests and concerns

Allow interaction and connection with the audience

Increase the visibility and awareness towards the event

Promote sponsors on a dedicated **Pulse** Floor TV channel

events**Pulse** will benefit the sponsor

Sponsoring & Public relations department

Collect the entire valuable content related to any event

Identify the audience interests and concerns

Allow interaction and connection with the audience of any event

Increase the visibility and awareness towards any interesting event

Target any interesting, entertaining and appropriate event

Do the sponsoring or the PR department want to be more visible during sports, musical or cultural events?

Do the sponsoring or the PR department want to try a new, innovative and unexploited media channel for these events?

Let's Pulse

Target great events!

Collect valuable content!

Get to know the audience!

Interact and connect with the audience!

Sponsoring & Public relations

Increase your brand's strength and visibility!

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