

« 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

May 2014



Should an event be limited in terms of audience reach?

Is the audience interaction on social networks sufficient?



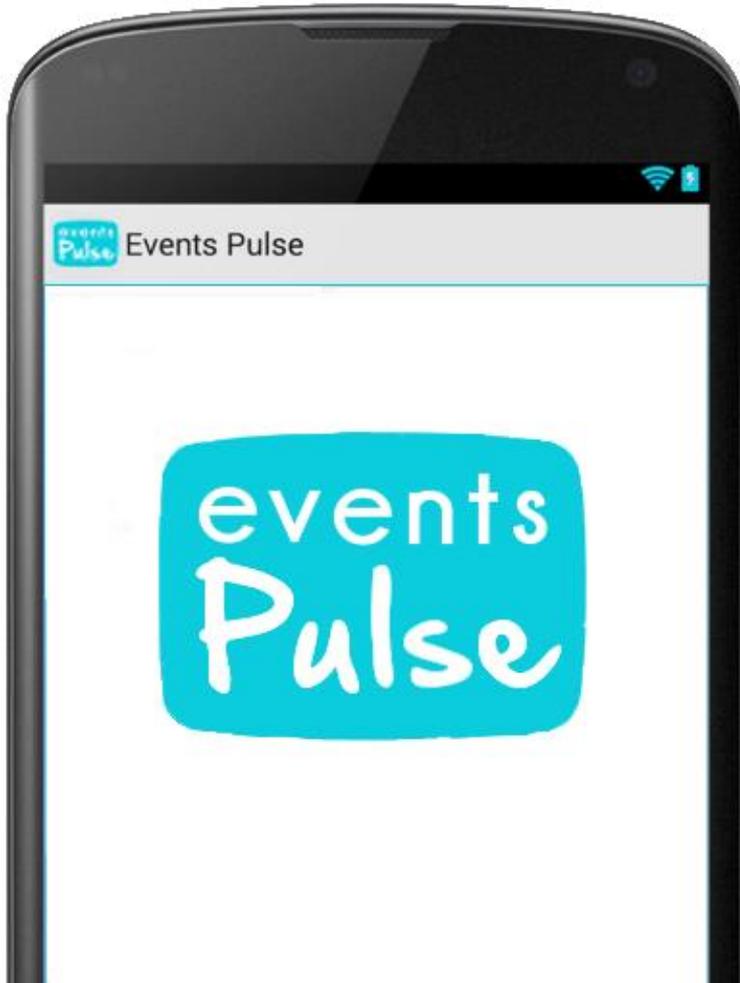
Is the event coverage by media companies comprehensive?



Engage the audience

Broadcast the experience

Collect media data



Introduction

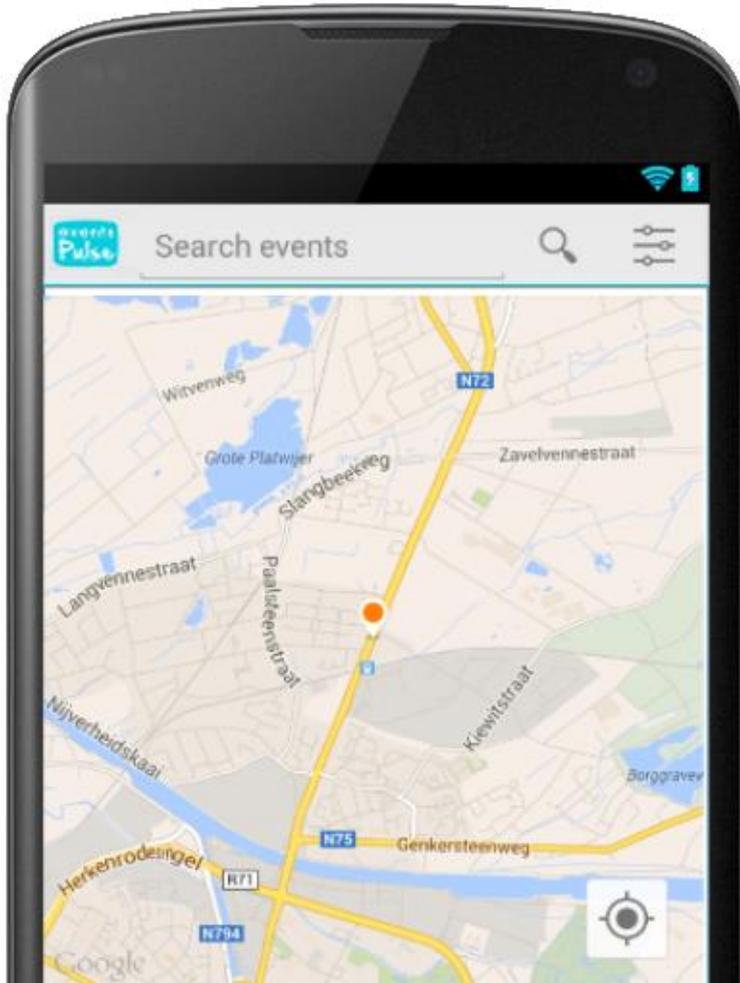
In its current form, eventsPulse's media platform consists of two components:

- 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



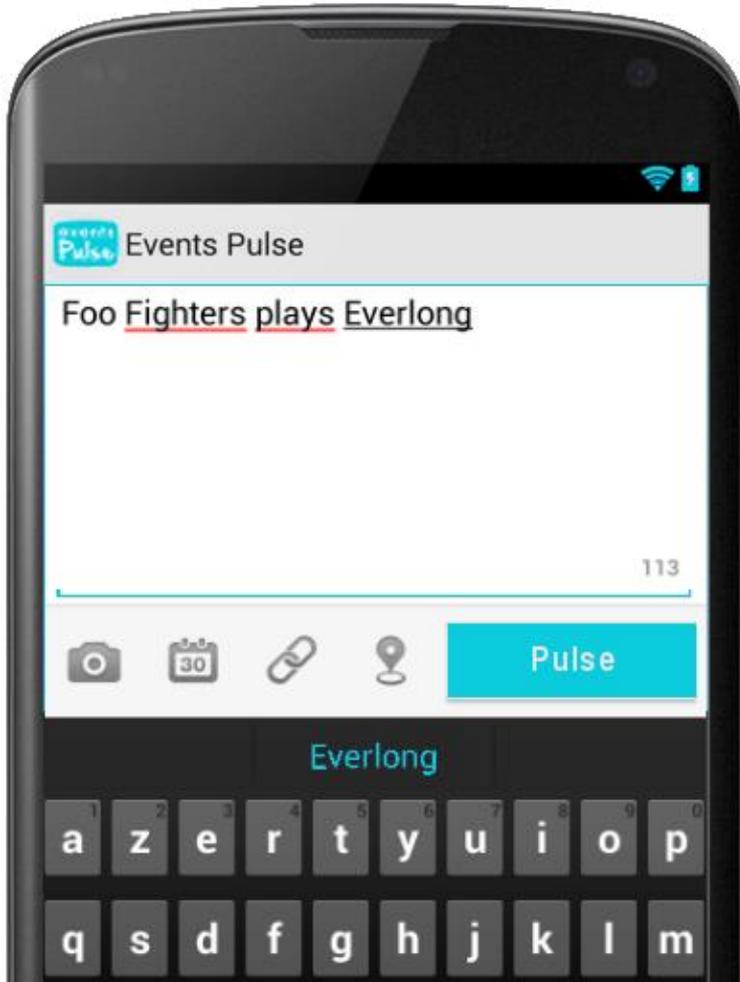
Find events with a search engine

eventsPulse facilitates the discovery of events through a list of events.



Find events with a map

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



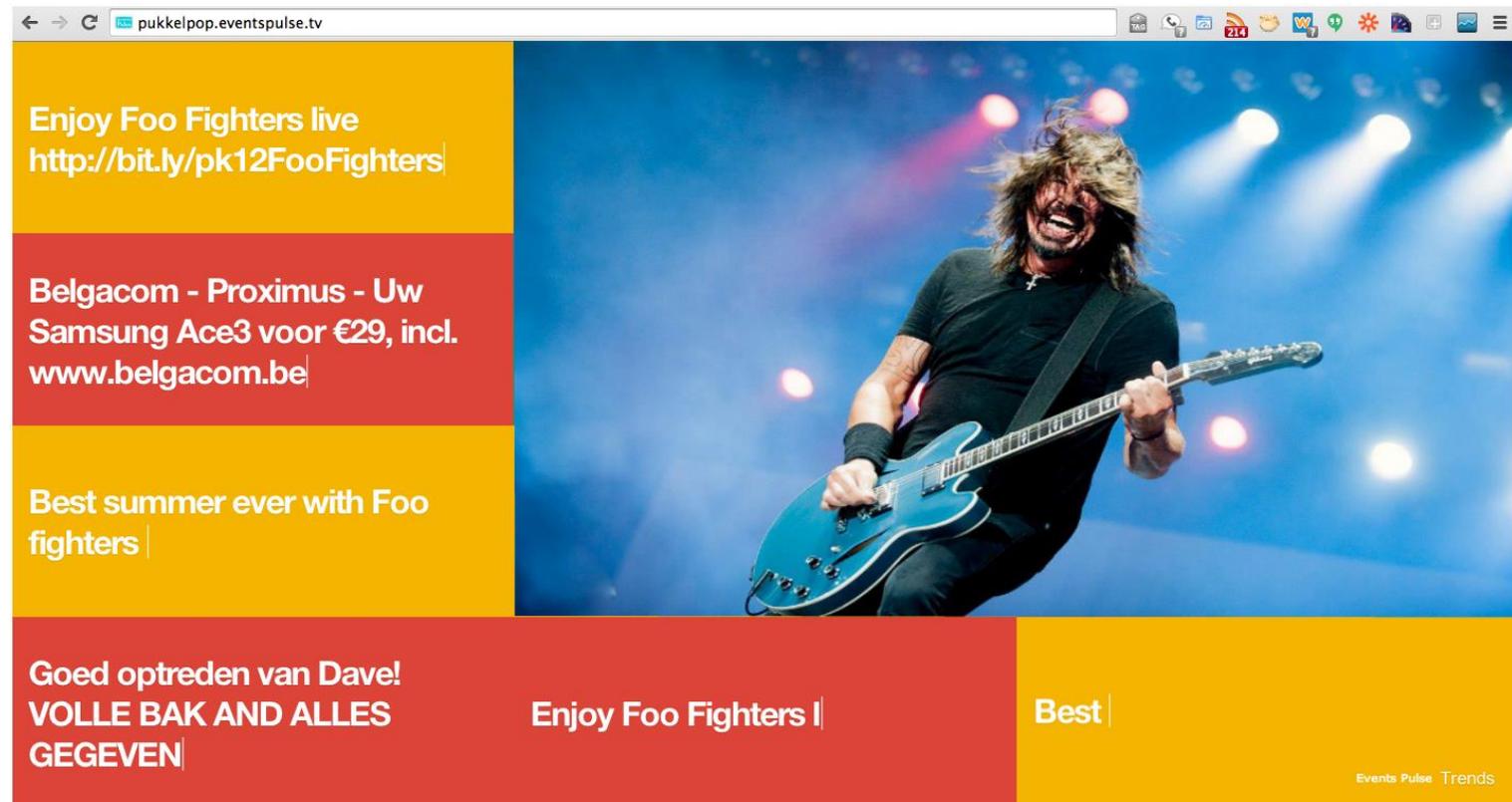
Pulse your experience

eventsPulse 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>



Enjoy Foo Fighters live
<http://bit.ly/pk12FooFighters>

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Best summer ever with Foo fighters

Goed optreden van Dave!
VOLLE BAK AND ALLES GEGEVEN

Enjoy Foo Fighters |

Best |

Events Pulse Trends

eventsPulse 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

eventsPulse 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**

A large blue circle with a white shadow, containing the text 'Sponsoring & Public relations department' in white, sans-serif font.

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



Target great events!

Collect valuable content!



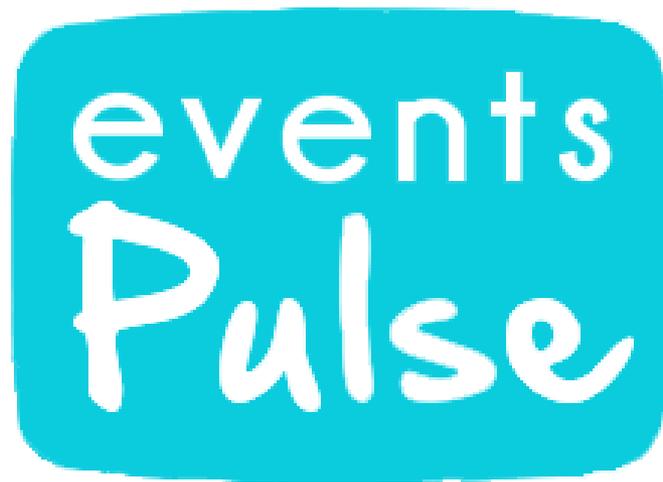
Get to know the audience!

Interact and connect with the audience!



Sponsoring
& Public
relations

Increase your brand's strength and visibility!



Abdelkrim BOUJRAF

abo@eventspul.se

+32 497 48 09 70