

March Roundup: All-new Company Pages

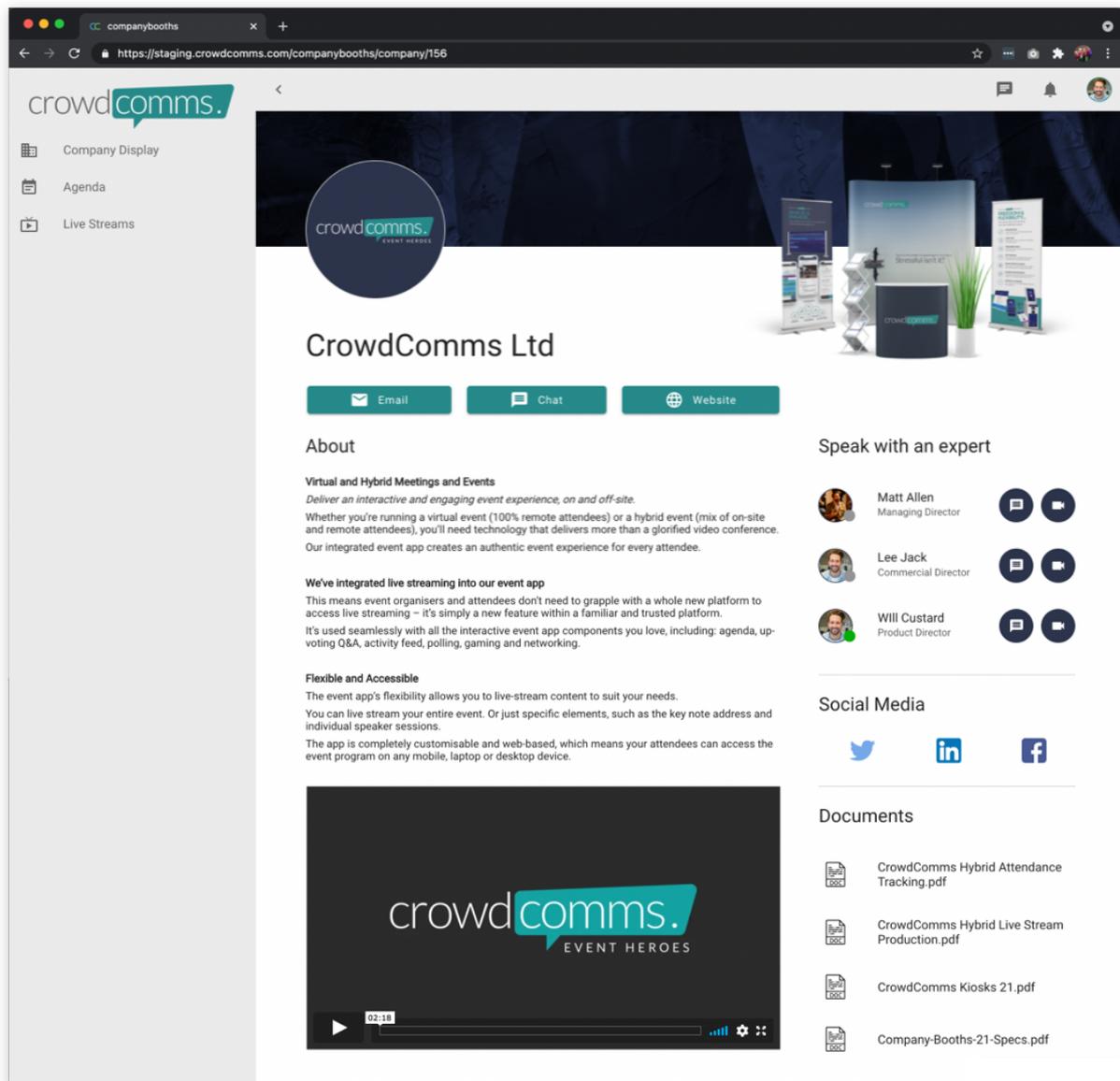
All-new Company Pages released on April 1st (No joke!)

[Click here to go to training guide](#)

Over the last few weeks you may have been contacted by your Account Manager or Dedicated Support Specialists about an exciting change to how Company pages look on the CrowdComms platform.

From April 1st the layout of all company pages will change from a single column layout to a 2 column, full width experience with branding opportunities for each individual company at the top of the page. Extra functionality has been added to allow for a more flexible approach to layout without CSS customisation.

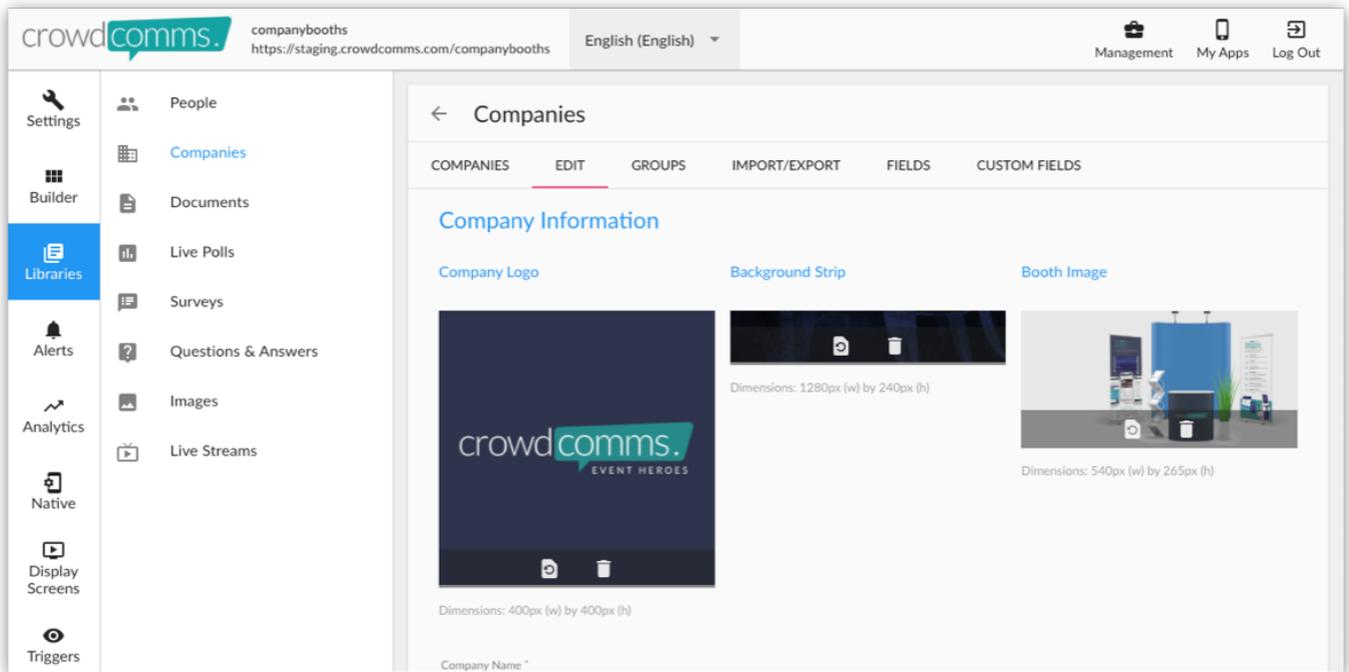
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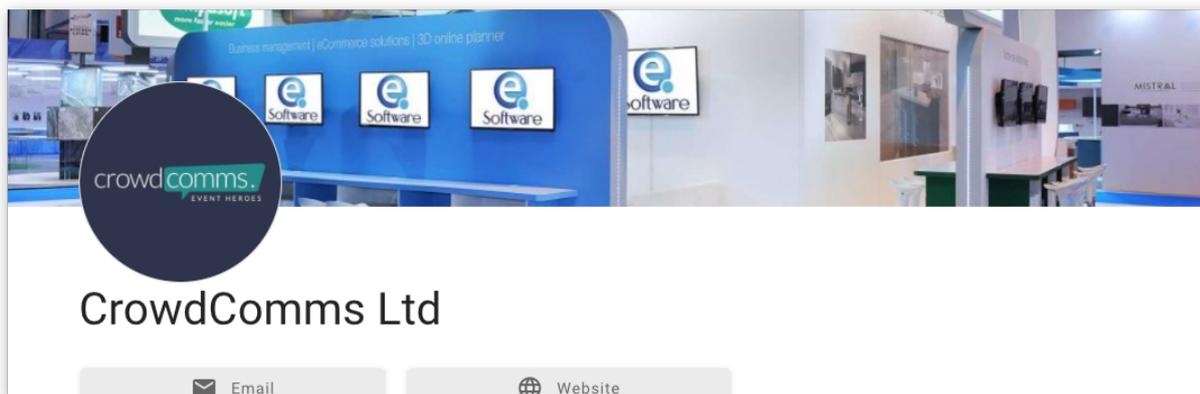
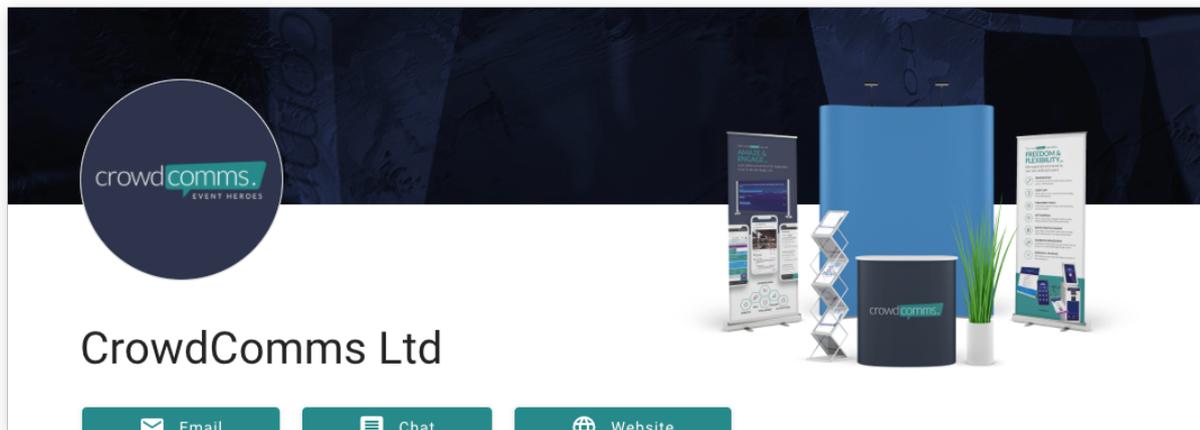
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At the top of each page will be a customisable area allowing companies to upload a logo, banner image and a secondary image for exhibition booth stands. These image fields can be found at the top of each company page on the Dashboard.

For events that already have information uploaded into the Dashboard before 1st April: the graphics, content, representatives and documents will automatically adopt the new layout. The background strip will take on the default app colour and while the Booth image remains empty nothing will display in the top right corner. Essentially, no existing pages should require a lot of extra work to make them look 'finished', but we would advise checking each page and enhancing the look and feel where you can.

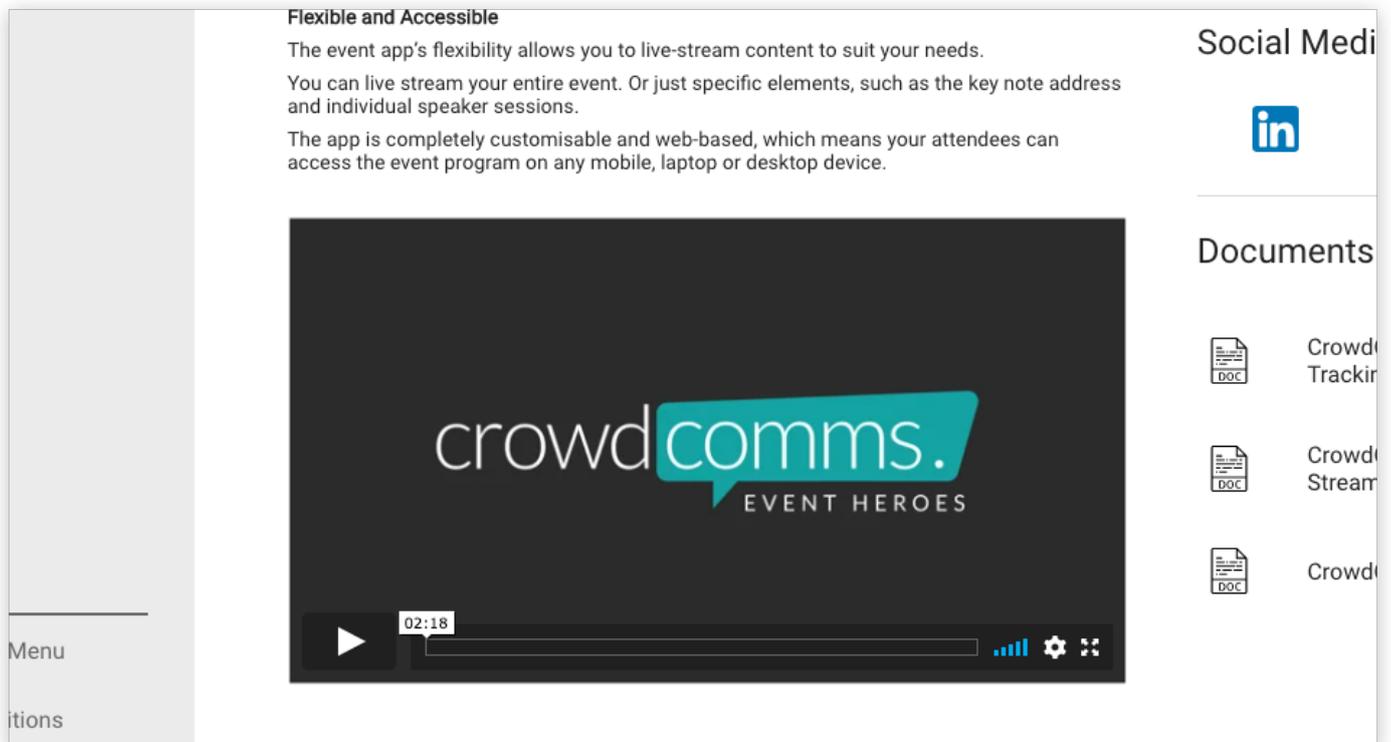


We recommend that the booth image slot is reserved for a transparent PNG mock-up of the event stand. If a stand has been designed by a specialist design agency, they should be able to provide a suitable render of the design without a solid background to sit perfectly in this space. Alternatively, the CrowdComms design team have several booth templates that we can apply branding to, for those companies interested in this layout. Again, please talk to your account manager or simply get in touch with one of our friendly team to discuss the options.

For companies who have a jpeg image of their stand on location at an event, we would recommend using the banner strip to house this image instead of using a rectangular image in the top right-hand corner on top of the background.

We now have a 'Main Representative' Field in the Dashboard. This allows you to specify which of your reps will field the main chat questions on behalf of your company page.

All other representatives will go into the sidebar of the page and have chat and video calling so delegates can still contact them directly.



The screenshot displays a dashboard interface with a central video player and a right-hand sidebar. The video player shows the 'crowdcomms. EVENT HEROES' logo on a dark background, with a play button and a progress bar at the bottom. The sidebar contains a 'Social Media' section with a LinkedIn icon and a 'Documents' section with three document icons labeled 'Crowd Tracking', 'Crowd Stream', and 'Crowd'. The main content area above the video player has the heading 'Flexible and Accessible' and three paragraphs of text describing the app's flexibility and accessibility. A 'Menu' button is visible in the bottom left corner.

Flexible and Accessible
The event app's flexibility allows you to live-stream content to suit your needs.
You can live stream your entire event. Or just specific elements, such as the key note address and individual speaker sessions.
The app is completely customisable and web-based, which means your attendees can access the event program on any mobile, laptop or desktop device.

Social Media
in

Documents
Crowd Tracking
Crowd Stream
Crowd

Menu
itions

Videos and photos embedded in description section of the Dashboard will display at the same width as the main column. This will be true of all description sections throughout the platform, not just on Company pages.

A downloadable guide to the asset dimensions you will need can be found [here](#).

crowdcomms.
COMPANY BOOTHS

COMPANY LOGO:
Logos will be displayed in a circle and cropped to the correct size for presentation

LEAD COMPANY REP:
The CrowdComms Dashboard will allow you to assign a lead company contact to deal with chat and video messages on the company's behalf.

BANNER IMG: 1280X240PX
The CrowdComms Dashboard will include an image cropper at the correct dimensions

BOOTH IMG: 510X265PX
We recommend a transparent PNG image of your event booth for this area for maximum impact, however the Dashboard will accommodate any image in this area

PRIMARY CONTACT BUTTONS:
Company-specific colours will be set in the dashboard using a hex colour value e.g #333333

SECONDARY BUTTONS:
Company-specific colours will be set in the dashboard using a hex colour value e.g #333333

CONTENT AREAS:
Content blocks will be controlled via the dashboard and will display with a set icon per file type

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Created 2 December 2021 11:57:21 by Lee Jack

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