Platform support

- Client Managed Content Service Level Agreement (Self Build)

- CrowdComms Managed Content Service Level Agreement (Full Build)

- Expedited Managed Content Service Level Agreement (Full Build)

- Design Set-up Process Service Level Agreement

- Elements - Service Level Agreement (Full Build)

- Kiosk manager app, Lead capture app and Attendance tracking app

Client Managed Content Service Level Agreement (Self Build)

Explore Setup Guides:

- Registration
- Event Platform

Our service level agreement outlines the services included with your platform license and your responsibilities. By utilising our included services and ensuring you own the points outlined as client requirements, ensures a seamless experience and most importantly a great event.

Please ensure you have read and understood this document before starting work on a new project.

Services included:

- The CrowdComms Content Management System (CMS) is incredibly intuitive, and you will have access to our comprehensive step by step guide to setting up your event platform along with an extensive library of docs and tutorial videos to help you along the way.
- Further support is available via a live chat desk which is accessible directly from the CMS. You can contact our highly trained support staff with any questions or queries. Support hours on the live chat desk are UK time 08:00-20:30hrs Monday-Thursday, Friday UK Time 08:00-18:00.
- Our support team can also be contacted via telephone during the same hours as above.
- CrowdComms will provide a custom domain for your platform, up to the value of £25. Please contact the live chat desk who will set this up for you.
- CrowdComms will provide templates for content available for download from the CrowdComms dashboard (CMS).
- CrowdComms will provide access to some generic HTML email templates that can be used to promote the platform. Please note, this is a templated email and you will be responsible for producing custom emails should the template not be suitable for your specific requirements. You will also be responsible for sending the email. Example

Optional enhancements to the self build SLA:

- Design setup service
  - CrowdComms design team apply your branding to the platform. Includes, brand colours, fonts and replicating your brand assets in one of the existing templates.

- Training call (one hour), with one of the CrowdComms experts.
  - Discuss your requirements, receive training and best practise guidance on how to get the most of the CrowdComms platform.

- Review Call (one hour), with one of the CrowdComms experts.
  - A chance to review the platform progress, receive refresher training, and best practise guidance on how to get the most from the CrowdComms platform.

- CC Support Package
  - Combines design setup, training call and review call. Perfect for those who need a helping hand but want to manage the build themselves.

Client responsibilities and considerations:

- Client will complete project kick off form. CrowdComms cannot initiate the platform for you until this is completed.
- Changes in scope outside of the brief agreed with Account Manager before project kick off will need to be discussed with the Account Manager. Any changes to scope of work may result in additional costs and depending on what the change to scope involves, this may

not be achievable within previously agreed timelines.

- Client will use the in-built page builder in the CMS to apply branding and design assets to the platform. If you require a bespoke design outside of our templates please contact your Account Manager.
- Client will upload all content via the CMS.
- Client will make all edits and updates via the CMS.
- Client will review and approve all content, the platform and complete the project sign off form before promotion.
- Client will be responsible for a promotion email/onboarding comms to the attendees. Best practise is to send this html email via an email marketing provider i.e. mail chimp. If you do not have access to an appropriate email marketing platform, it will be your responsibility to find an alternative method of promoting the platform.
- Client will be responsible for managing communications with end users who have issues accessing the platform - Read more
- In all instances the client will be required to complete the project sign off form. If you promote the platform without completing the project sign off form which follows the CrowdComms internal QC check, CrowdComms will not be responsible for any issues that may arise as a result of the setup.
- Native apps require three (3) weeks for the submission process. If rejected, resubmissions have the same three (3) weeks submission process. CrowdComms will provide guides to assist the client with setting up app store accounts and CrowdComms will process the submission upon receiving all required assets and invites. CrowdComms are not responsible for delays in the submission that arise from waiting for app store setup or approval.
- Client is responsible to share best practices relating to managing streaming if the client opts to manage streaming internally or through external AV / production partner -

  https://docs.mux.com/docs/configure-broadcast-software

Example timeline, critical path to successful platform delivery

We recommend allowing twelve (12) weeks to allow sufficient time to comfortably learn the CMS, to upload your event content, for quality control checks to take place and for the platform to be promoted ahead of your event show days allowing for pre-event engagement. The platform can be setup and promoted in shorter timeframes by allocating more time to the build process. We recommend allowing a minimum of six (6) weeks for the entire process.

Step One:

- Complete the project setup form, provide all required information.

Step Two:

- Work through the step by step guide to familiarise yourself with the CMS and get your platform up and running.

Step Three:

- Upload your event content using the handy CMS templates. Allow 4 weeks to ensure you have sufficient time to upload all required content utilising the content and engagement modules on the CMS.

Step Four:

- Quality control checks before promoting the platform to your users. Make sure you thoroughly test the platform. It is very common to make changes to content up and even during the event. Content changes managed by the client with CrowdComms support can continue to happen after the QC has taken place.
- As part of the QC check, CrowdComms will recommend improvements where appropriate.

Step Five: Show Days and live event support.

- The steps outlined above will ensure the platform is setup in line with our best practices for a successful event.
- The self-service CMS, live chat and training materials provided pre-event will ensure you are well placed to manage the expected changes.
- CrowdComms offer show day support specialists at £1000 per day / per resource. If you opt for this level of support, the allocated support will be at your disposal on show days and act as an extension of your team. Responsibilities will include managing platform changes, engagement features and sending alerts.
- Standard show day support includes live chat and our support team contactable on (+44) 01258 863812 between 9am and 5.30pm UK time.
- If you have opted for CrowdComms managed streaming service, further detail can be found Here.

CrowdComms Managed Content Service Level Agreement (Full Build)

Introduction

Our service level agreement outlines the services included with your platform license and your responsibilities. By utilising our included services and ensuring you own the points outlined as client responsibilities, ensures a seamless experience and mostly importantly a great event.

Please ensure you have read and understood this document before starting work on a new project.

Useful Resources

- Platform Setup & Overview Guides

Services included

- CrowdComms will allocate a named Event Project Manager for the duration of the project. The standard package offers twenty (20) hours of dedicated support which we will monitor , if you feel you will require more than this other support packages are available. Please contact your Account Manager for more details.
- A wider support team will be available to assist should your allocated contact be unavailable for any extended period of time.
- CrowdComms include a limited design service to take your assets and apply these to the platform. CrowdComms are not a design agency and all design services are outlined here.
- Your allocated support manager will schedule a kick off meeting to take place within five (5) working days of being introduced by the account manager.
- Your allocated support manager will schedule weekly review calls to ensure project timelines are met. Please refer to client responsibilities to ensure you are dong your part to keep the project on track.
- CrowdComms will respond to emails within one (1) business day answering questions, outlining next steps or requesting more information where appropriate.
- CrowdComms will provide templates to allow you to add content in the required format. These templates can be accessed via the project SharePoint folder. These templates are also available for download from the CrowdComms dashboard (CMS).
- CrowdComms will advise on realistic turnaround times upon receiving content. If content is provided within agreed templates, this content will be uploaded within five (5) business days.
- CrowdComms will upload the first draft of the content, using the data provided in the SharePoint file. CrowdComms will then export the data from the CMS and add to the SharePoint file for the client to add/edit/delete
- CrowdComms will then upload the remaining data from SharePoint once the client has confirmed via email that the content is finalised and signed off for publishing.
- Once platform content is loaded, training will be provided to enable the client to manage ongoing changes.
- CrowdComms will deliver One (1) hour of Content Management System (CMS) training via Teams. If you are not able to use Teams, we can provide training on your video conference solution of choice however you will be responsible for setting up the call.
- CrowdComms will provide ongoing email and telephone support throughout the project lifecycle.
- CrowdComms will offer support via our live chat service available on the CMS
- CrowdComms will complete a quality control check before you are sent the project sign off form. Upon completion of the sign off form, the platform will be ready for promotion.
- CrowdComms will provide an html branded template email with joining instructions which you can use to send the joining instructions to delegates - View Example. Please note, this is a templated email and you will be responsible for producing custom emails should the template not be suitable for your specific requirements.
- CrowdComms will provide a custom domain for your platform, up to the value of £25.
- If you need assistance outside of office hours we have a number of additional support packages to suit your requirements. Please discuss with your Account Manager.

Client responsibilities and considerations

- Changes in scope outside of the brief agreed with Account Manager before project kick off will need to be discussed with the Account Manager. Any changes to scope of work may result in additional costs and depending on what the change to scope involves, this may not be achievable within previously agreed timelines.
- Client will make all efforts to condense support requests into one email where possible.
- Client will provide brand guidelines and design assets where required to assist with the platform design setup.
- Client will provide all content in agreed templates and will proofread content before sending to CrowdComms.
- CrowdComms upload content as provided.
- Once content is loaded, client will make ongoing edits including show day updates via the CMS.
- Client will review and approve all content, the platform and complete the project sign off form before promotion.
- Client will be responsible for sending the html promotion email provided by CrowdComms. Best practise is to send this html email via an email marketing provider i.e. mail chimp. If you do not have access to an appropriate email marketing platform, it will be your responsibility to find an alternative method of promoting the platform.
- Client will be responsible for managing communications with end users who have issues accessing the platform - Read more
- In all instances the client will be required to complete the project sign off form. If you promote the platform without completing the project sign off form which follows the CrowdComms internal QC check, CrowdComms will not be responsible for any issues that may arise as a result of the setup.
- Native apps require three (3) weeks for the submission process. If rejected, resubmissions have the same three (3) weeks submission process. CrowdComms will provide guides to assist the client with setting up app store accounts and CrowdComms will process the submission upon receiving all required assets and invites. CrowdComms are not responsible for delays in the submission that arise from waiting for app store setup or approval.
- Client is responsible to share best practices relating to managing streaming if the client opts to manage streaming internally or through external AV / production partner -

    https://docs.mux.com/docs/configure-broadcast-software

Example timeline, critical path to successful platform delivery

We recommend allowing twelve (12) weeks for your content to be uploaded, quality control checks to take place, training to be provided, and for the platform to be promoted ahead of the show days allowing for pre-event engagement.

The platform can be setup and promoted in shorter timeframes if your content is readily available and can be provided in the CrowdComms provided templates. We recommend allowing a minimum

of six (6) weeks for the entire process as a minimum.

Step One: Complete the project setup form, provide all required information, selecting your preferred design template and provide required design assets.

- Allow Five (5) working days for your platform design to be in place after completing the setup form.
- One round of changes is included within the design service, such as adding new icons.
- Additional rounds of changes are charged at £150 per request or £150 per hour providing you are able to communicate all changes at the same time.
- Training will be provided to rename and reorder icons if required.

Step Two: Kick off call - you'll be given a link to book a kick off call with your allocated Project Manager and your Account Manager at your convenience.

- During this one (1) hour kick off call you will be introduced to your CrowdComms team along with information on roles and responsibilities. We will discuss your specific project requirements provided on the project setup form and outline deadlines to hit project milestones.
- You will be given templates to allow you to add content in the required format. These templates can be accessed via the project SharePoint folder. These templates are also available for download from the CrowdComms dashboard (CMS).
- We will agree a time for weekly alignment calls to meet and discuss the status of the project along the way. These will be with your allocated Project Manager.

Step Three: CrowdComms upload your event content.

- Your allocated Project Manager will advise on realistic turnaround times upon receiving content.
- If content is provided within agreed templates, this content will typically be loaded within 5 working days.

Step Four: Arrange a review call with your Account Manager and Project Manager

- Before the platform is live a review call is opportunity to ensure the various sections are fit for purpose following what was agreed in the initial discussion during the kick off call.
- If additional changes are required, your allocated support contact will implement the agreed actions before arranging another follow review call.
- If content is as required, training will be provided to allow you to manage ongoing edits on the CMS.
- If you are managing the stream delivery yourself, these engagement features being utilised during your event will be covered during this training session.

Step Five: Quality control checks before promoting the platform to your users.

- The QC step takes place before platform promotion to ensure the platform, layout and sections are fit for purpose.
- As part of the QC check, CrowdComms will recommend improvements where appropriate.
- Once the internal QC check has passed, CrowdComms will send you the project sign off form.
- You will be required to complete the project sign off form in order for the html template promotion email to be made available - View example html promotion email.
- Please note the client will be responsible for sending the promotion email from your email marketing provider.
- If you promote the platform without completing the project sign off form which follows the CrowdComms internal QC check, CrowdComms will not be responsible for any issues that may arise as a result of the setup.
- It is very common to make changes to content up and even during the event. Content changes managed by the client with CrowdComms support can continue to happen after the QC has taken place.

Step Six: Show Days and live event support.

- The steps outlined will ensure the platform is setup in line with our best practices for a successful event.
- The self service CMS and training provided pre event will ensure you are well placed to manage the expected changes.
- CrowdComms offer show day support specialists at £600 per day / per resource. If you opt for this level of support, the allocated support will be at your disposal on show days and act as an extension of your team. Responsibilities will include managing platform changes, engagement features and sending alerts.
- Standard show day support includes your allocated support specialist being contactable by email however for immediate requirements, the wider support team can be contacted on (+44) 01258 863812 between 9am and 5.30pm UK time.
- If you have opted for CrowdComms managed streaming service, further detail can be found Here.

Expedited Managed Content Service Level Agreement (Full Build)

Our service level agreement outlines the services included with your platform license and your responsibilities. By utilising our included services and ensuring you own the points outlined as client responsibilities, ensures a seamless experience and mostly importantly a great event.

Please ensure you have read and understood this document before starting work on a new project.

Intro Video: Same as standard managed build with two x weekly meetings, expedited response times and expedited turn around time,

Services included

- CrowdComms will allocate a named Event Project Manager for the duration of the project. The standard package offers twenty (20) hours of dedicated support which we will monitor , if you feel you will require more than this other support packages are available. Please contact your Account Manager for more details.
- A wider support team will be available to assist should your allocated contact be unavailable for any extended period of time.
- CrowdComms include a limited design service to take your assets and apply these to the platform. CrowdComms are not a design agency and all design services are outlined here.
- Your allocated support manager will schedule a kick off meeting to take place within two (2) working days of being introduced by the account manager.
- Your allocated support manager will schedule weekly review calls to ensure project timelines are met. Please refer to client responsibilities to ensure you are dong your part to keep the project on track.
- CrowdComms will respond to emails within four (4) working hours answering questions, outlining next steps or requesting more information where appropriate.
- CrowdComms will provide templates to allow you to add content in the required format. These templates can be accessed via the project SharePoint folder. These templates are also available for download from the CrowdComms dashboard (CMS).
- CrowdComms will advise on realistic turnaround times upon receiving content. If content is provided within agreed templates, this content will be uploaded within three (3) business days.

- CrowdComms will upload the first draft of the content, using the data provided in the SharePoint file. CrowdComms will then export the data from the CMS and add to the SharePoint file for the client to add/edit/delete
- CrowdComms will then upload the remaining data from SharePoint once the client has confirmed via email that the content is finalised and signed off for publishing.
- Once platform content is loaded, training will be provided to enable the client to manage ongoing changes.
- CrowdComms will deliver One (1) hour of Content Management System (CMS) training via Teams. If you are not able to use Teams, we can provide training on your video conference solution of choice however you will be responsible for setting up the call.
- CrowdComms will provide ongoing email and telephone support throughout the project lifecycle.
- CrowdComms will offer support via our live chat service available on the CMS
- CrowdComms will complete a quality control check before you are sent the project sign off form. Upon completion of the sign off form, the platform will be ready for promotion.
- CrowdComms will provide an html branded template email with joining instructions which you can use to send the joining instructions to delegates - View Example. Please note, this is a templated email and you will be responsible for producing custom emails should the template not be suitable for your specific requirements.
- CrowdComms will provide a custom domain for your platform, up to the value of £25.
- If you need assistance outside of office hours we have a number of additional support packages to suit your requirements. Please discuss with your Account Manager.

Client responsibilities and considerations

- Changes in scope outside of the brief agreed with Account Manager before project kick off will need to be discussed with the Account Manager. Any changes to scope of work may result in additional costs and depending on what the change to scope involves, this may not be achievable within previously agreed timelines.
- Client will make all efforts to condense support requests into one email where possible.
- Client will provide brand guidelines and design assets where required to assist with the platform design setup.
- Client will provide all content in agreed templates and will proofread content before sending to CrowdComms.
- CrowdComms upload content as provided.
- Once content is loaded, client will make ongoing edits including show day updates via the CMS.
- Client will review and approve all content, the platform and complete the project sign off form before promotion.
- Client will be responsible for sending the html promotion email provided by CrowdComms. Best practise is to send this html email via an email marketing provider i.e. mail chimp. If you do not have access to an appropriate email marketing platform, it will be your responsibility to find an alternative method of promoting the platform.

- Client will be responsible for managing communications with end users who have issues accessing the platform - Read more
- In all instances the client will be required to complete the project sign off form. If you promote the platform without completing the project sign off form which follows the CrowdComms internal QC check, CrowdComms will not be responsible for any issues that may arise as a result of the setup.
- Native apps require three (3) weeks for the submission process. If rejected, resubmissions have the same three (3) weeks submission process. CrowdComms will provide guides to assist the client with setting up app store accounts and CrowdComms will process the submission upon receiving all required assets and invites. CrowdComms are not responsible for delays in the submission that arise from waiting for app store setup or approval.
- Client is responsible to share best practices relating to managing streaming if the client opts to manage streaming internally or through external AV / production partner -

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Design Set-up Process Service Level Agreement

Overview:

CrowdComms offers an included standard design service to help ensure that your platform looks great and is visually continuous with the theme of your event or brand.

The CrowdComms platform allows you to choose from one of our user-friendly, tried, and tested homepage designs. Simply follow the below steps, provide us with the required assets and we will apply the initial branding and completed homepage to your platform within five (5) working days.

If you require something other than the available page builder templates, you have the option to create a custom design yourself and provide CrowdComms with the vector assets to implement. If you have an idea of what you want the homepage to be but do not have a designer, our design team can also help with this. This custom design is an additional service, so please contact your Account Manager to discuss options and associated pricing.

Please note: CrowdComms offer a limited design service to take your assets and apply these to the platform. CrowdComms are not a design agency and assets will be applied as received. Once your design is in place, you will have the opportunity to review and request one (1) round of changes within the design service included. Additional rounds of changes will be charged at £100 per request or £100 per hour providing you are able to communicate all changes at the same time.

1. Homepage

Most platforms look best with a homepage to welcome visitors, highlight the platform features, and showcase the brand.

Use this link to browse through our available templates: View our templates or create a page builder module within your app and pick the template you would like to use from there.

Once you have chosen the template please supply the relevant images for the template, the asset guide is here: Sizing Guide.pdf

These can include:

Platform Logo

• This has no set dimensions because all logos are different shapes, but we recommend that it's at least 600px in width and is supplied as a transparent .png file that will be visible over the page's background.

• If you are unsure about this, please provide us with a vector file of the logo (.ai .svg .eps) and we will do the rest.

Homepage Background

• If you would like your homepage to have a background that is different from the rest of your platform, please supply a background image at 1920 x 1080 px (.png .jpg) We recommend that this is a file size of under 1MB.

• We recommend that your background image doesn't contain any text, logos, or elements that need to be shown in full. As this is a background image, other elements will sit in front of it and it will be cropped at different screen sizes. We also suggest using a background that will sit nicely behind your homepage logo and text, often a busy background can make the homepage text illegible.

• If you are unsure about this, please provide us with the image at the highest resolution you have, and we will size it and adjust it for you.

• If you would like this to just be a solid colour or gradient, we can also do this for you. Please send us the Hex code or RGB colour in this instance.

Widget Images

• If your template has widget which use images, please supply these. The recommended size is for widget image are different for each template, and you can find these recommendations in the page builder module, by opening the page editor. We recommend that this is a file size of under 1MB.

• We recommend that your background image doesn't contain any text, logos or elements which need to be shown in full. As this is a background image for the widget, other elements will sit in front of it and it will be cropped at different screensizes.

• If you are unsure about this, please provide us with the image at the highest resolution you have, and we will size it.

Video

• If your chosen homepage template includes a video please upload this to your app's video library, found under Libraries > Videos.

2. Platform Branding

We also theme the rest of the platform to ensure that every page is visually continuous with your homepage and event.

Visual/Brand Guidlines

• Please send us a copy of your brand guidelines for the theme you would your platform to match. Sometimes these are not the company guidelines but may be specific to the event.

• These should contain guidance on Logos, Colours, fonts, and general visual style.

Platform Background

• This appears behind all pages of your platform. This can be a solid colour, image or gradient.

• If you would like to use an image please supply a background image at 1920 x 1080 px (.png .jpg) we recommend that this is a file size of under 1MB

• We recommend that your background image doesn't contain any text, logos or elements which need to be shown in full. As this is a background image, other elements will sit in front of it and it will be cropped at different screen sizes.

• If you are unsure about this, please provide us with the image at the highest resolution you have, and we will size it and adjust it for you.

• If you would like this to just be a solid colour or gradient, we can also do this for you. Please send us the Hex code or RGB colour in this instance.

Font Files

• If the fonts you wish to use are available on Google Fonts, Adobe Fonts or is a Websafe font. We can use them without any additional files.

• If your font is not on any of the above however and you own a licence for it, we can add it to the platform, please supply your font files as either .ttf, .otf, .woff or .woff2 file. Please supply files for each weight and style you would like to use. Multiple font families can be added.

Elements - Service Level Agreement (Full Build)

Our service level agreement outlines the services included with your platform license and your responsibilities. By utilising our included services and ensuring you own the points outlined as client responsibilities, ensures a seamless experience and mostly importantly a great event.

Please ensure you have read and understood this document before starting work on a new project.

Services included:

- CrowdComms will allocate a named support specialist for the duration of the project.
- A wider support team will be available to assist should your allocated contact be unavailable for any extended period of time.
- CrowdComms include a limited design service to take your assets and apply these to the platform. CrowdComms are not a design agency and all design requirements can be found

  here
- CrowdComms will respond to emails within one (1) business day answering questions, outlining next steps or requesting more information where appropriate.
- CrowdComms will provide templates to allow you to add content in the required format. These templates can be accessed via the project Sharepoint folder.
- CrowdComms will advise on realistic turnaround times upon receiving content. If content is provided within agreed templates, this content will be uploaded within five (5) business days.
- CrowdComms will upload the first draft of the content, using the data provided in the Sharepoint file. CrowdComms will then export the data from the core and add to the Sharepoint file for the client to add/edit/delete
- CrowdComms will then upload the remaining data from Sharepoint once the client has confirmed via email that the content is finalised and signed off for publishing.
- Once platform content is loaded, training will be provided to enable the client to manage ongoing changes.
- One (1) hours of Content Management System (CMS) training will be provided via Zoom. If you are not able to use Zoom, we can provide training on your video conference solution of choice however you will be responsible for setting up the call.
- CrowdComms will provide ongoing email and telephone support throughout the project lifecycle.
- CrowdComms will complete a quality control check before you are sent the project sign off form. Upon completion of the sign off form, the platform will be ready for promotion.
- CrowdComms will provide an html branded template email with joining instructions which you can use to send the joining instructions to delegates - **View Example**. Please note,

this is a templated email and you will be responsible for producing custom emails should the template not be suitable for your specific requirements.

- If you need assistance outside of office hours we have a number of additional support packages to suit your requirements. Please discuss with your Account Manager.

Client responsibilities and considerations:

- Changes in scope outside of the brief agreed with Account Manager before project kick off will need to be discussed with the Account Manager. Any changes to scope of work may result in additional costs and depending on what the change to scope involves, this may not be achievable within previously agreed timelines.
- Client will make all efforts to condense support requests into one email where possible.
- Client will provide brand guidelines and design assets where required to assist with the platform design setup.
- Client will provide all content in agreed templates and will proof read content before sending to CrowdComms.
- CrowdComms upload content as provided.
- Once content is loaded, client will make ongoing edits including show day updates via the CMS.
- Client will review and approve all content, the platform and complete the project sign off form before promotion.
- Client will be responsible for sending the html promotion email provided by CrowdComms. Best practise is to send this html email via an email marketing provider i.e. mail chimp. If you do not have access to an appropriate email marketing platform, it will be the your responsibility to find an alternative method of promoting the platform.
- Client will be responsible for managing communications with end users who have issues accessing the platform.
- In all instances the client will be required to complete the project sign off form. If you promote the platform without completing the project sign off form which follows the CrowdComms internal QC check, CrowdComms will not be responsible for any issues that may arise as a result of the setup.ult.
- Native apps require three (3) weeks for the submission process. If rejected, resubmissions have the same three (3) weeks submission process. CrowdComms will provide guides to assist the client with setting up app store accounts and CrowdComms will process the submission upon receiving all required assets and invites. CrowdComms are not responsible for delays in the submission that arise from waiting for app store setup or approval.

Example timeline, critical path to successful platform delivery

We recommend allowing twelve (12) weeks for your content to be uploaded, quality control checks to take place, training to be provided, and for the platform to be promoted ahead of the show days allowing for pre event engagement.

The platform can be setup and promoted in shorter timeframes if your content is readily available and can be provided in the CrowdComms provided templates. We recommend allowing a minimum

of six (6) weeks for the entire process as a minimum.

Step One: Complete the project setup form, provide all required information, selecting your preferred design template and provide required design assets.

- Allow 5 working days for your platform design to be in place after completing the setup form.
- One round of changes is included within the design service, such as adding new icons.
- Additional rounds of changes are charged at £100 per request or £100 per hour providing you are able to communicate all changes at the same time.
- Training will be provided to rename and reorder icons if required.

Step Two: Content discussion call with allocated support specialist. Available time and dates will be offered within one week of your project setup form being completed.

- Your allocated support specialist will arrange a one hour call to discuss your specific requirements provided on the project setup form. This call will include basic training where you are taken through the self service CMS including how to upload content and make edits.
- Following your content discussion call, you will be sent templates to allow you to add content in the required format. These templates can be accessed via the project Sharepoint folder. These templates are also available for download from the CrowdComms dashboard (CMS).

Step Three: CrowdComms upload your event content.

- Your allocated support specialist will advise on realistic turnaround times upon receiving content.
- If content is provided within agreed templates, this content will typically be loaded within 5 working days.

Step Four: Arrange review call with your allocated support specialist.

- Review call is opportunity to ensure the various sections are fit for purpose following initial discussion call.
- If additional changes are required, your allocated support contact will implement the agreed actions before arranging another follow review call.
- If content is as required, training will be provided to allow you to manage ongoing edits on the CMS.
- If you are managing the stream delivery yourself, these engagement features being utilised during your event will be covered during this training session.

Step Five: Quality control checks before promoting the platform to your users.

- The QC step takes place before platform promotion to ensure the platform, layout and sections are fit for purpose.
- As part of the QC check, CrowdComms will recommend improvements where appropriate.

- Once the internal QC check has passed, CrowdComms will send you the project sign off form.
- You will be required to complete the project sign off form in order for the html template promotion email to be made available - **View example html promotion email**.
- Please note the client will be responsible for sending the promotion email from your email marketing provider.
- If you promote the platform without completing the project sign off form which follows the CrowdComms internal QC check, CrowdComms will not be responsible for any issues that may arise as a result of the setup.
- It is very common to make changes to content up and even during the event. Content changes managed by the client with CrowdComms support can continue to happen after the QC has taken place.

Step Six: Show Days and live event support.

- The steps outlined will ensure the platform is setup in line with our best practices for a successful event.
- The self service CMS and training provided pre event will ensure you are well placed to manage the expected changes.
- CrowdComms offer show day support specialists at £1000 per day / per resource. If you opt for this level of support, the allocated support will be at your disposal on show days and act as an extension of your team. Responsibilities will include managing platform changes, engagement features and sending alerts.
- Standard show day support includes your allocated support specialist being contactable by email however for immediate requirements, the wider support team can be contacted on (+44) 01258 863812 between 9am and 5.30pm UK time.
- If you have opted for CrowdComms managed streaming service, further detail can be found **Here**.

Kiosk manager app, Lead capture app and Attendance tracking app

The success of your event is our priority and only by attending the first event or scheduling a dedicated training day in advance of your event can we ensure your team have the skills to self manage these apps.

With this considered, it is a requirement to purchase dedicated show day support for the first time using any of these apps.

This will include one of the CrowdComms team attending your event and managing the referenced apps. Or attending your office or other location on a dedicated training day to up-skill your team to self-manage moving forward.

- Kiosk manager app
- Lead capture app
- Attendance tracking app

After the first event, any of these apps can be self managed alongside the hybrid event app or as a standalone solution.

When self managing these apps, CrowdComms will provide a one hour training session in the lead up to your event to ensure you have the knowledge to manage this alone.

Important: Whilst the apps are compatible across devices, it is essential to test at least one (1) week pre event on any devices you will be using. This allows sufficient time to troubleshoot any potential issues in advance of the event.