



EventLab

Smart Event Management on WhatsApp

Simplifying **registration, check-in, engagement, and communication** for modern events.

Designed for conferences, corporate events, exhibitions, university events, and community gatherings.

The Reality of Event Management Today

Most event organizers manage events using **multiple disconnected tools** that work against each other:

Registration

Google Forms or manual registration sheets scattered across systems

Tracking

Excel lists for attendee tracking requiring manual updates

Tickets

Manual QR tickets or printed lists that are easy to lose

Communication

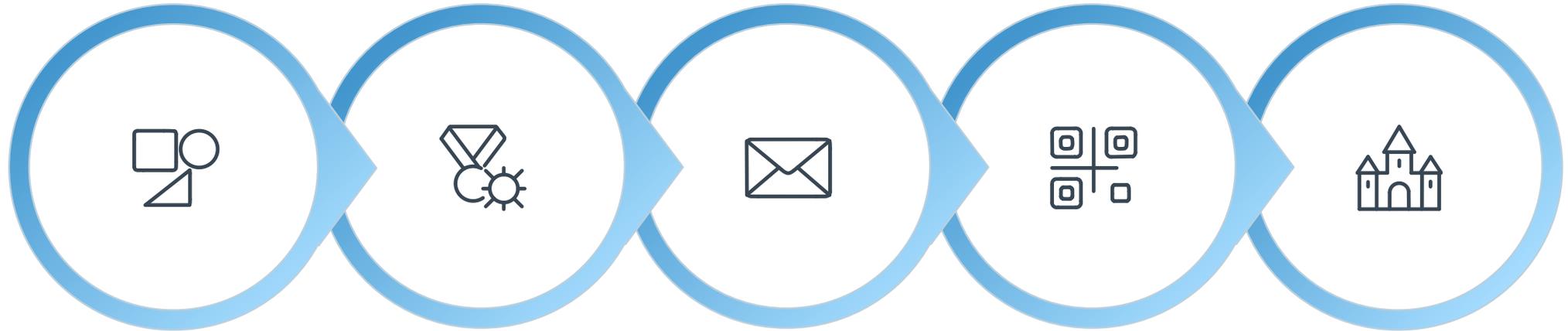
WhatsApp groups where messages get lost in the noise

Engagement

Separate tools for engagement that require additional logins

While these tools work individually, they **create complexity and inefficiencies** when managing real events.

Typical Event Workflow Today



Register

Record

Confirm

Check-in

Feedback

Key Challenges Event Organizers Face



Registration Management

- Attendee data scattered across multiple systems
- Manual ticket generation is time-consuming
- Limited visibility of registration status



Event Day Check-in

- Long queues frustrate attendees
- Manual verification is error-prone
- Duplicate entries create confusion



Communication & Engagement

- Difficult to manage large WhatsApp groups
- Messages get lost in endless scrolling
- Limited audience interaction tools



What Event Organizers Really Need

A modern event platform should provide everything you need in one integrated solution:

-  **Simple attendee registration**
One-click sign-up through WhatsApp
-  **Instant QR ticket generation**
Tickets delivered directly to attendees
-  **Fast and reliable check-in**
Scan QR codes at venue entrance
-  **Direct communication with attendees**
Send updates through the same platform
-  **Real-time engagement tools**
Live quizzes, raffles, and polls
-  **Event analytics and insights**
Track performance in real-time

Most importantly: **Everything in one platform.**

Introducing EventLab

WhatsApp-Powered

Everything happens through WhatsApp and a simple admin dashboard

Complete Lifecycle

Manage the entire event lifecycle in one place

End-to-End

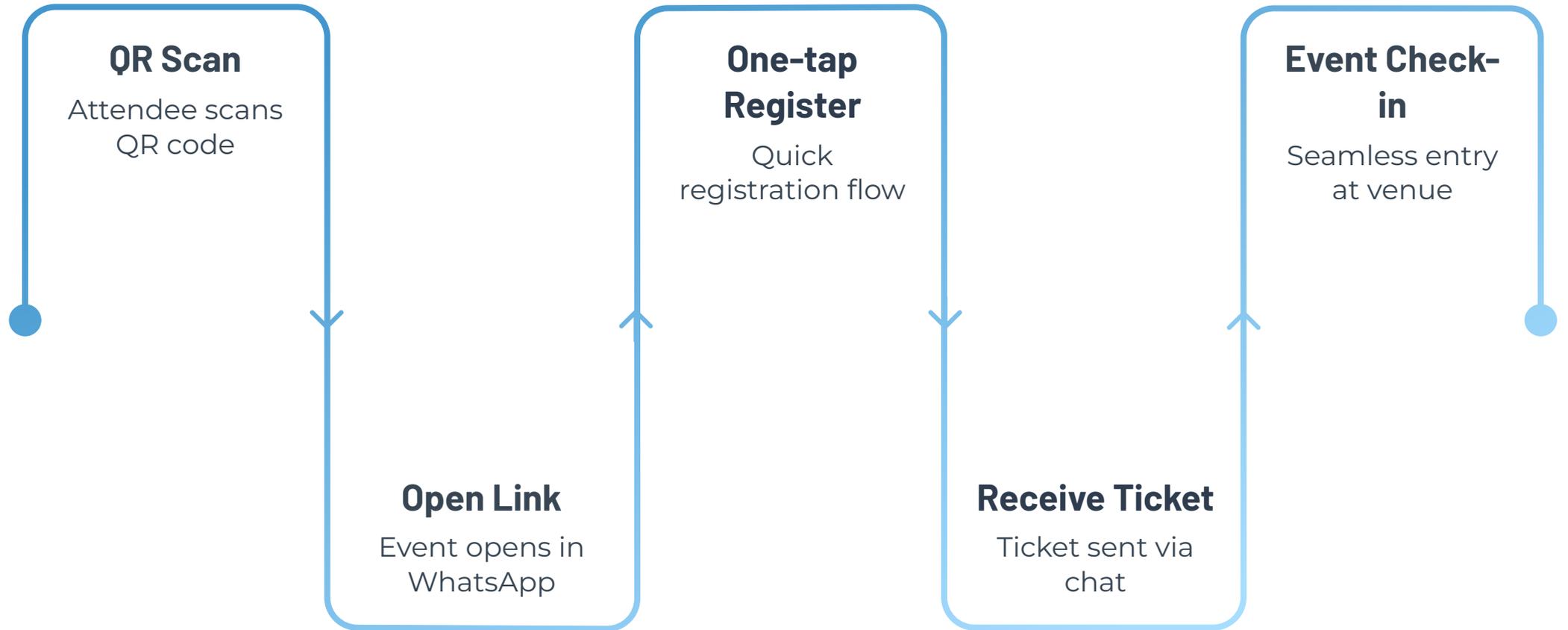
From registration to post-event feedback

EventLab is a WhatsApp-powered event management platform that enables organizers to manage everything in one place.

No separate apps to download. No complex software to learn. Just WhatsApp and a simple dashboard.



EventLab Attendee Journey



Fast & Simple Event Check-in



Attendee shows QR ticket

Ticket displayed on attendee's phone



Gate officer scans QR

Scan takes less than 2 seconds



WhatsApp verification

System verifies ticket authenticity



Check-in confirmed

Instant confirmation in system



Attendee receives confirmation

WhatsApp notification sent immediately

Benefits for Organizers

Faster check-in

Process hundreds of attendees per hour

No printed lists

Everything tracked digitally in real-time

No separate apps

Works entirely through WhatsApp

Real-time attendance tracking

Monitor who's checked in from dashboard

Engagement & Event Insights

EventLab helps organizers **engage audiences and track event performance** in real-time.

Engagement Features

- **Live quizzes**

Test knowledge and reward participation

- **Raffles and prize draws**

Generate excitement and boost attendance

- **Instant announcements**

Push updates to all attendees instantly

Real-Time Insights

- **Registration numbers**

Track sign-ups as they happen

- **Check-ins**

Monitor venue entry in real-time

- **Messaging reach**

See who received your updates

- **Engagement participation**

Track quiz and raffle responses

- **Feedback results**

Collect and analyze post-event survey data

Get Started with EventLab

EventLab helps organizers run **smarter, faster, and more engaging events.**

Perfect for



Corporate conferences



Startup events



Product launches



Exhibitions



University events



Workshops and seminars

Run a Pilot Event

We invite organizers to experience EventLab with a pilot event.

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