How EventLab Works

A WhatsApp-Powered Event Management Platform

EventLab transforms how you manage events by centralizing every aspect of event operations into one powerful, WhatsApp-integrated platform. From initial attendee registration to post-event analytics, EventLab streamlines the entire process while keeping communication simple and accessible.

Manage **registration, ticketing, check-in, engagement, and communication** from a single, intuitive dashboard. Your attendees interact through WhatsApp—the platform they already use daily—eliminating the need for separate apps or complex systems.

EventLab at a Glance

EventLab simplifies the **entire event lifecycle**, from the first attendee inquiry to post-event insights. Everything is handled through familiar tools that work seamlessly together.

WhatsApp Integration

All attendee communication happens through WhatsApp, eliminating app downloads and ensuring messages reach your audience instantly.

QR Codes

Streamlined registration and check-in using scannable QR codes that work instantly with any smartphone camera.

Organizer Dashboard

A simple, intuitive control center where you manage events, monitor attendance, and track engagement in real-time.

The platform creates a seamless workflow connecting **organizers, gate officers, and attendees**. Each participant has exactly what they need, when they need it, without complexity or confusion.

Step 1: Event Setup

The EventLab Superadmin or Organization Admin creates the event structure, configuring every detail that shapes the attendee experience.

Event configuration includes:

- Event name and description
- Venue, date, and schedule
- Registration start and end dates
- Check-in time window
- Messaging settings and templates
- Engagement features (quiz, raffle, feedback)

Once configured, the event is ready to accept registrations immediately.

Step 2: Attendee Registration

Attendees join the event through the simplest method possible—scanning a **QR code** or clicking an **event link**. The process leverages WhatsApp, which 99% of attendees already have installed.

01

QR Scan or Link Click

Attendee accesses the event through a scannable code or shared link

02

WhatsApp Opens

The platform automatically launches WhatsApp on the user's device

03

Message Sent

User sends a simple message to begin registration

04

Information Received

EventLab delivers event details and registration form

05

Form Completed

Attendee submits required details and registers

Attendees submit basic information including **name, phone number, email,** and any additional event-specific details you require. The form adapts to your event's unique needs.

Step 3: Ticket Generation

After successful registration, EventLab automatically generates two critical components that ensure smooth event access and communication.

Confirmation Message

Attendees receive instant confirmation via WhatsApp, acknowledging successful registration and providing next steps.

Unique QR Ticket

A secure, unique QR code ticket is generated and delivered through WhatsApp. This ticket serves as the attendee's event credential.

The QR ticket contains encrypted attendee information that gate officers can verify instantly. This ticket will be used for **event check-in**, ensuring only registered attendees gain access while maintaining security and preventing duplicate entries.

Step 4: Event Reminders

Before the event, EventLab sends **automated reminders** to keep attendees informed and engaged. These timely notifications help ensure higher attendance rates by keeping your event top-of-mind.

Event Date Reminder

Automatically sent notifications highlighting when the event takes place, with countdown messaging as the date approaches.

Venue and Directions

Detailed location information including maps, parking instructions, and public transit options delivered via WhatsApp.
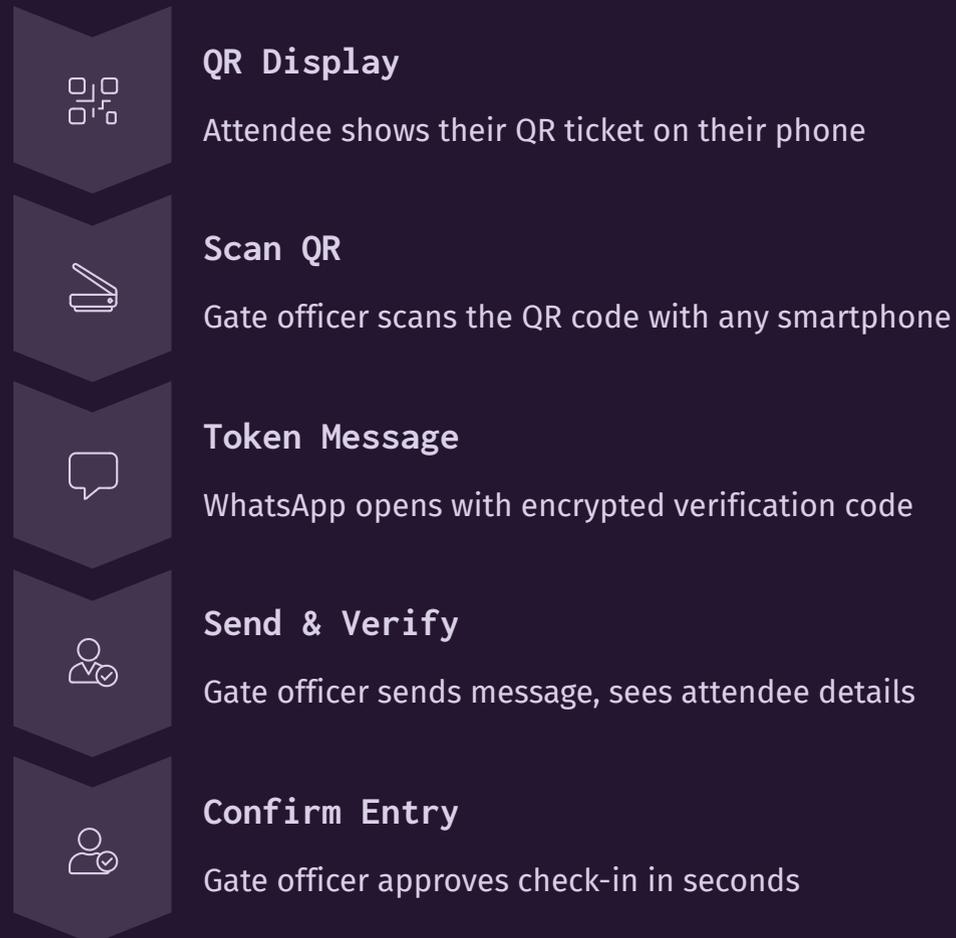
Event Schedule Updates

Real-time changes to session times, speaker changes, or venue modifications communicated instantly to all attendees.

All messages are delivered via **WhatsApp notifications**, ensuring 98%+ message open rates. This reliability helps ensure **higher attendance rates** compared to traditional email reminders.

Step 5: Event Day Check-in

Check-in is designed to be fast, simple, and scalable—even for events with thousands of attendees. The QR-based system works reliably without internet connectivity.

QR Display

Attendee shows their QR ticket on their phone

Scan QR

Gate officer scans the QR code with any smartphone

Token Message

WhatsApp opens with encrypted verification code

Send & Verify

Gate officer sends message, sees attendee details

Confirm Entry

Gate officer approves check-in in seconds

The attendee receives a **check-in confirmation message** immediately, providing peace of mind and event updates. The entire process takes less than 10 seconds per attendee, allowing your team to process hundreds of entries per hour efficiently.

Step 6: Audience Engagement

During the event, organizers can interact with attendees in real-time, creating memorable experiences that boost satisfaction and retention.

EventLab supports multiple engagement features:

Live Quizzes

Launch interactive quizzes during sessions and track real-time participation through WhatsApp responses.

Raffles and Lucky Draws

Run automated raffles that randomly select winners from engaged attendees, with instant prize notifications.

Event Announcements

Broadcast important updates, schedule changes, or special offers to all attendees simultaneously.

Interactive Updates

Collect live feedback, poll opinions, or gather session ratings through simple WhatsApp interactions.

All interactions happen through **WhatsApp,** making participation effortless. Attendees don't need to download additional apps, create accounts, or navigate complex interfaces—they simply respond to messages they already receive.

Step 7: Event Insights & Analytics

After your event concludes, EventLab provides a **360° view of event performance** that helps you measure success and optimize future events. Every interaction is tracked and presented in clear, actionable dashboards.

500
Total Registrations
Track how many people registered across all event channels

423
Check-in Numbers
Monitor actual attendance and no-show rates in real-time

98%
Messaging Reach
See what percentage of attendees received and opened your messages

Quiz Participation
Track engagement levels during interactive sessions and identify popular topics

Raffle Winners
View complete winner lists with contact information for follow-up

Feedback Responses
Analyze attendee satisfaction scores and qualitative feedback comments

These insights help improve **future events** by revealing what worked well and where improvements are needed. Export data to CSV or integrate with your CRM for comprehensive event reporting.

From Setup to Insights

EventLab connects the **entire event journey** into one cohesive, WhatsApp-powered experience. Every touchpoint is designed to reduce friction for organizers and attendees alike.

Event Setup

Registration

Analytics

QR Ticket

Feedback

Event Reminder

Engagement

Check-in

A complete **WhatsApp-powered event experience** that scales from intimate gatherings to large conferences. Whether you're managing a 50-person workshop or a 5,000-attendee conference, EventLab adapts to your needs while maintaining simplicity and reliability.

Made with GAMMA