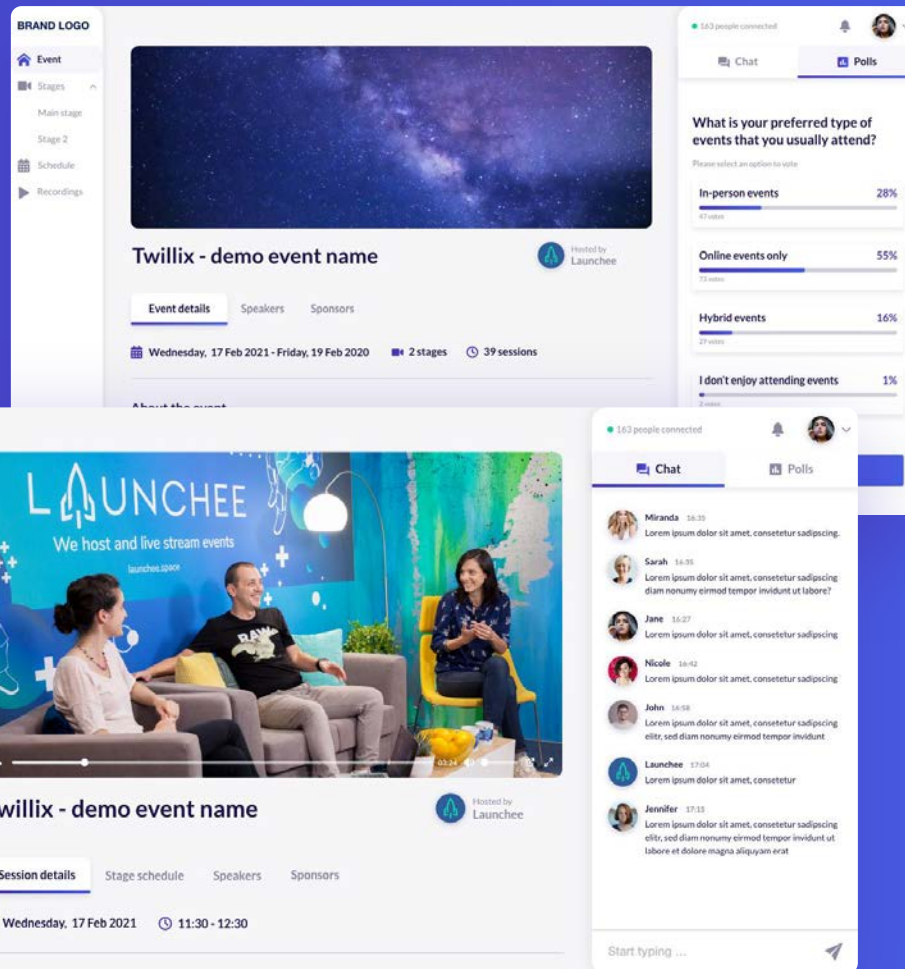


Twillix

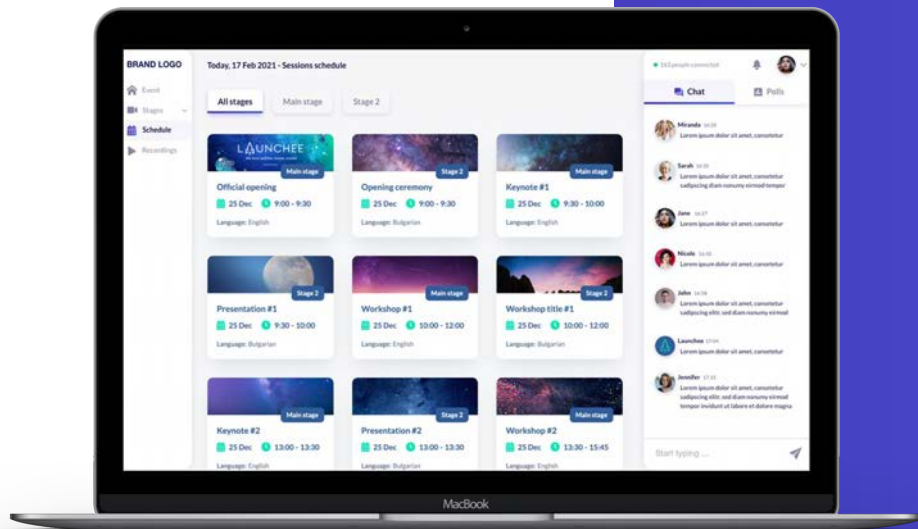
A platform for online events

Powered by

LAUNCHEE



What is Twillix?



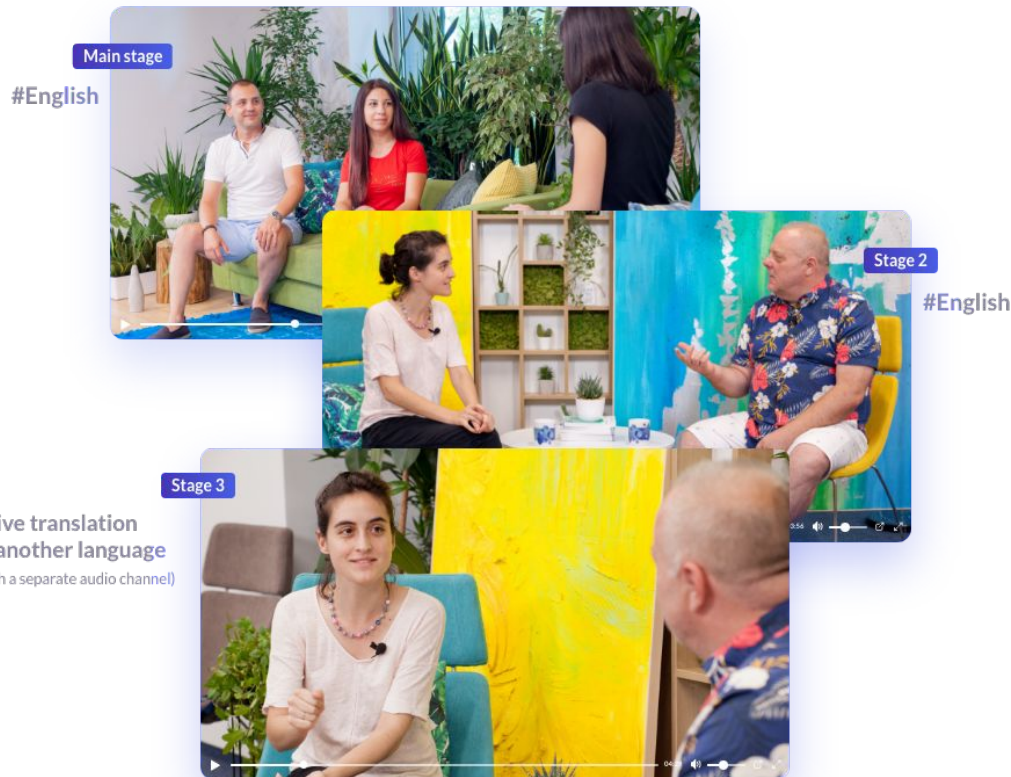
Twillix is a platform for hosting and streaming of online events.

Twillix intends to offer to partners and end clients a personalised experience during an online event.

Twillix features the most-necessary and requested functions of an online event platform listed by event organizers worldwide.

How's Twillix different?

- ✓ Multi-stage setup for several livestreams
- ✓ Opportunities for live translation
- ✓ Customisable & modern design
- ✓ White-labeled domain
- ✓ Audience management
- ✓ Adaptable configuration of features - use only what you need
- ✓ Live interaction with chat & polls
- ✓ Responsive design*



*To ensure the user experience and platform performance, some features might be limited only for desktop usage.

List of key features



Multi-stage setup



Personalised branding



Custom domain



Live chat



Live polls



Event brief and cover



Event schedule



Sponsors list



Speakers list



Video library

General features overview

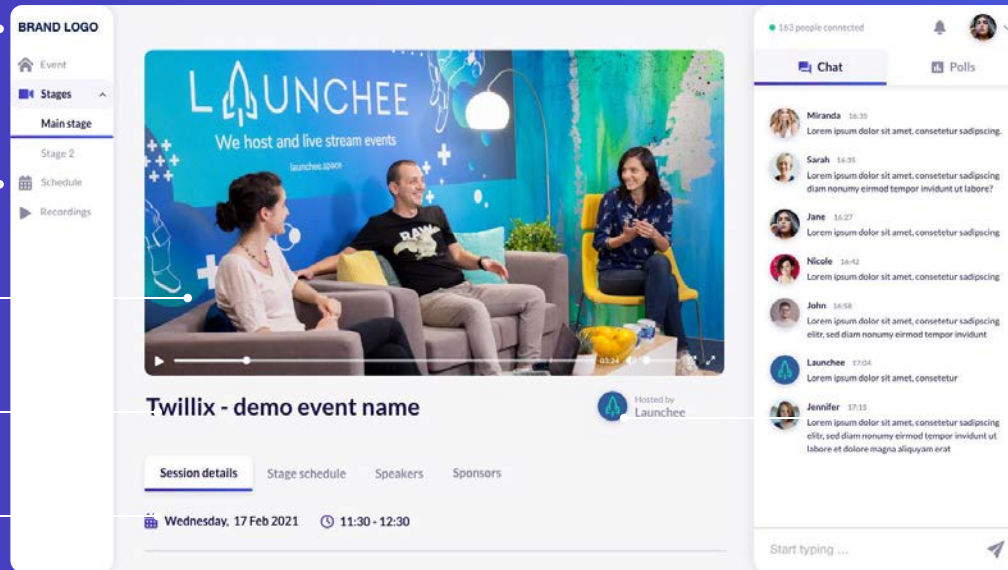
Your brand
or event logo

Main page
navigation

Livestream
player

Event name

Event details



Profile editing

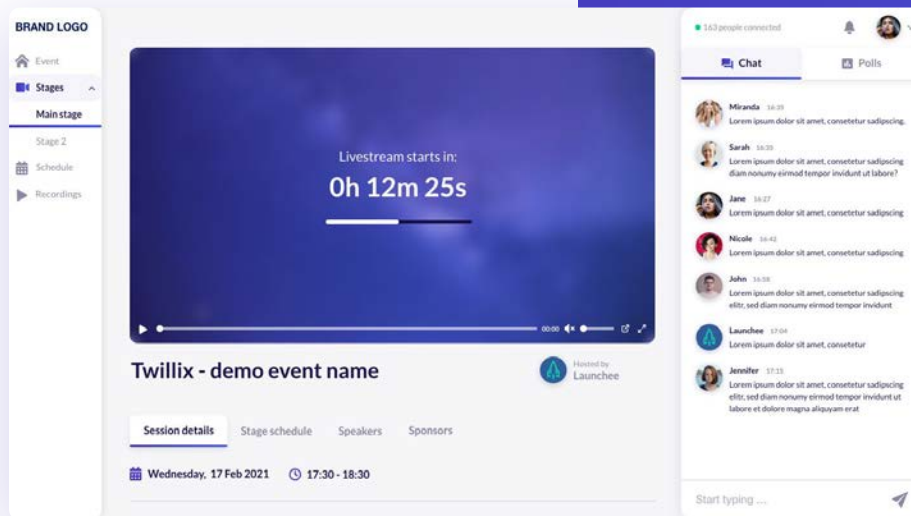
Switch
between
chat & polls

Host name &
logo



Multi-stage setup

This feature allows you to have a few simultaneously running livestreams.



How you can benefit from it depending on your use case:

- When you have a big or small event with a few parallel activities/livestreams;
- If you run a multi-language event and you need live translation;
- When you have diverse audience to engage with different content simultaneously.

How you can benefit from this:

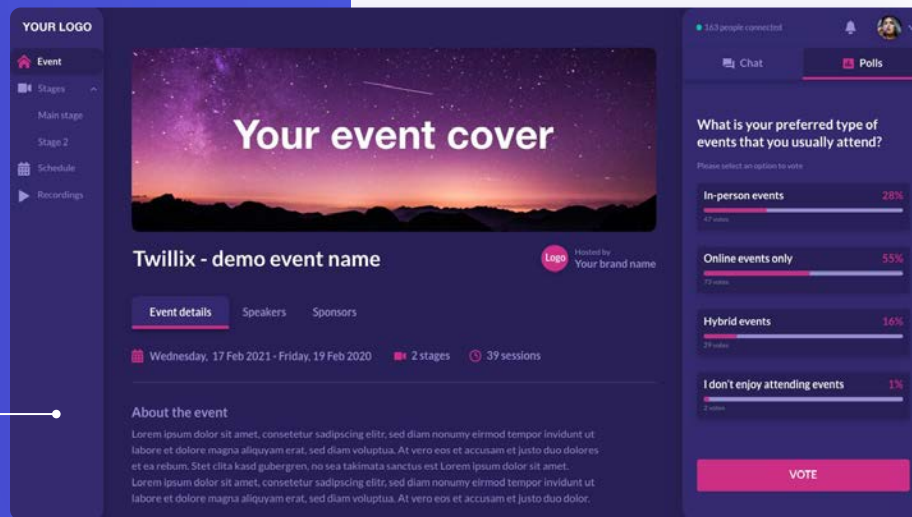
- You will achieve consistency across all media and platforms;
- You will communicate your brand message and make your event memorable;
- You can showcase your logo, brand colors and key visuals for your event;
- *If you don't have key visuals for your event, our design team can support you and create custom graphics.

The platform adapted with example brand colors



Personalised branding

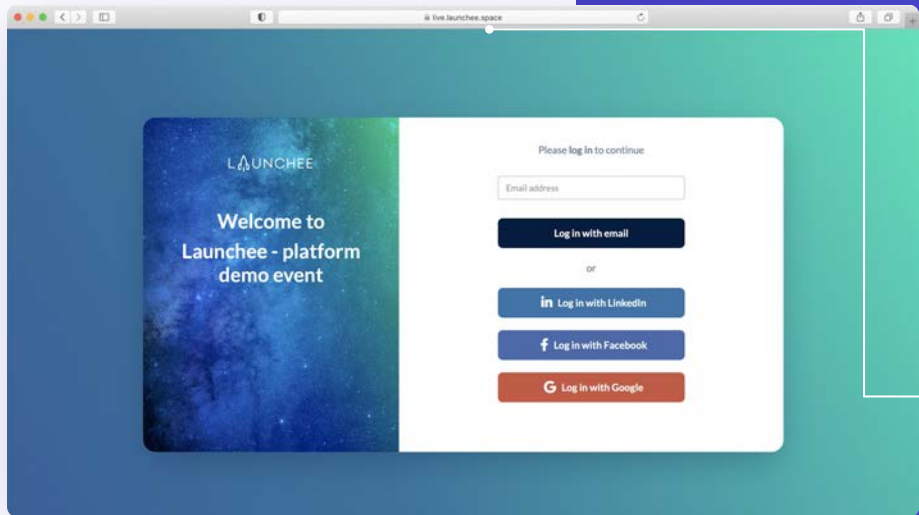
We can adapt the look of the platform to fully correspond with your brand guidelines or event branding.





Custom domain

We can deploy the platform on your own custom domain, or have another domain of your choice provided by us.



What are the benefits:

- Your event domain will most likely be the first thing your audience notice and remember - the event will be much more memorable if it has its own domain, e.g.. [myvirtualevent.com](#);
- You have the option to either use your own custom domain or choose a domain name provided by us.

Custom domain and design implemented for Launchee.space

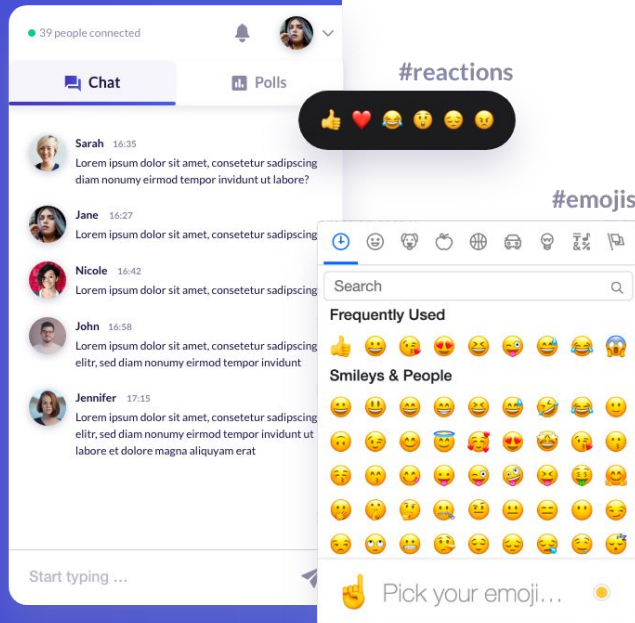
What are the benefits:

- You allow your audience to interact with you and with each other;
- People can share, ask questions, and react to messages;
- You can track the number of people online;
- You can have the chat logs for future reference.



Live chat

The chat feature gives you and your audience a direct means of communication.





Live polls

This feature includes a set of open or closed questions to ask your audience.

#open questions

What new feature would you like to see?

VIEW RESULTS

How would you rate your overall experience with the platform?

1 2 3 4 5

#rating options

How do you feel using this product?

Not good Meh Awesome!

45 people connected

Chat Polls

What is your preferred type of events that you usually attend?

☐ In-person events

☐ Online events only

☒ Hybrid events

From 1 to 5 how much do you enjoy the online event format?

2 3 4 5

VOTE

How you can benefit from this:

- Easy to gather feedback on a certain subject;
- You can make a survey on a topic/topics of your choice;
- This adds another level of engagement for your audience;
- You can have different polls adapted to the content of each stage.

How you can benefit from this:

- This is your virtual lobby/reception - you get the chance to introduce your event in the best possible way;
- You can have a key visual (cover image) and a description of your event;
- The page will be branded with your logo and brand colors, as will be the rest of the platform.



Event brief & cover

Consider it the welcoming part and the essence of your event where your audience gets introduced to it.

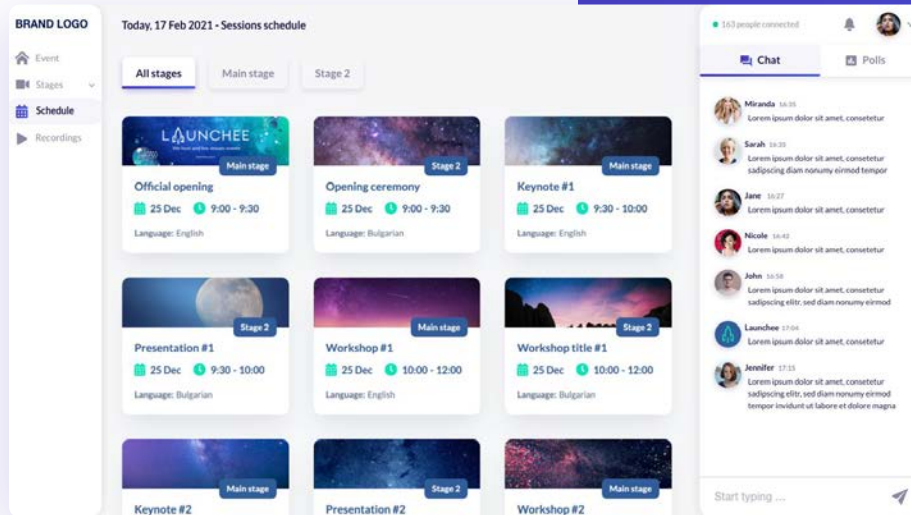
The screenshot displays the Twillix event interface. On the left is a sidebar with a 'BRAND LOGO' placeholder and navigation links: Event, Stages (Main stage, Stage 2), Schedule, and Recordings. The main content area features a large cover image of a galaxy, the event title 'Twillix - demo event name', and a 'Hosted by Launchie' badge. Below the title are tabs for 'Event details' (selected), 'Speakers', and 'Sponsors'. The 'Event details' tab shows the date 'Wednesday, 17 Feb 2021 - Friday, 19 Feb 2020', '2 stages', and '39 sessions'. An 'About the event' section follows with placeholder text. On the right, a poll titled 'What is your preferred type of events that you usually attend?' is active, showing results for In-person events (28%), Online events only (55%), Hybrid events (16%), and I don't enjoy attending events (1%). A 'VOTE' button is at the bottom of the poll.

Event Type	Percentage	Votes
In-person events	28%	47 votes
Online events only	55%	72 votes
Hybrid events	16%	27 votes
I don't enjoy attending events	1%	2 votes



Event schedule

The feature is particularly useful when you want to emphasize on each session from the event program.



How you can benefit from this:

- You can divide your event per sessions and add more detailed information for each of them;
- Every session can have: session name, date & time, key visual, stage and language on which it will run;
- This is a great way to enhance the user experience of the audience and let them understand better and easier the organisation of the event.

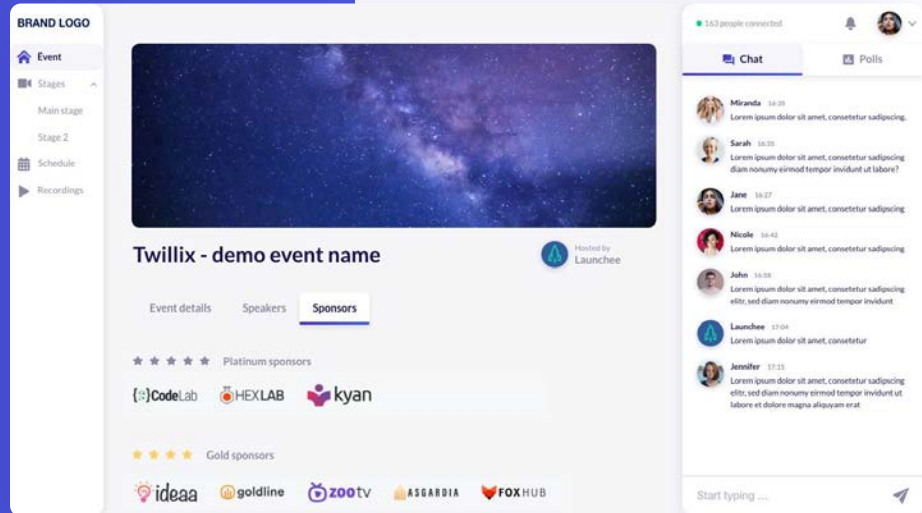


How you can benefit from this:

- Most events, especially public ones, have sponsors - we allow you to positionate their logos on the main event page and all the stages;
- You can have the sponsors divided by type (general, platinum, gold, silver, etc.) and in your preferred order;
- The logos of the sponsors are in their colour format, making the brands easily distinguishable.

Sponsors list

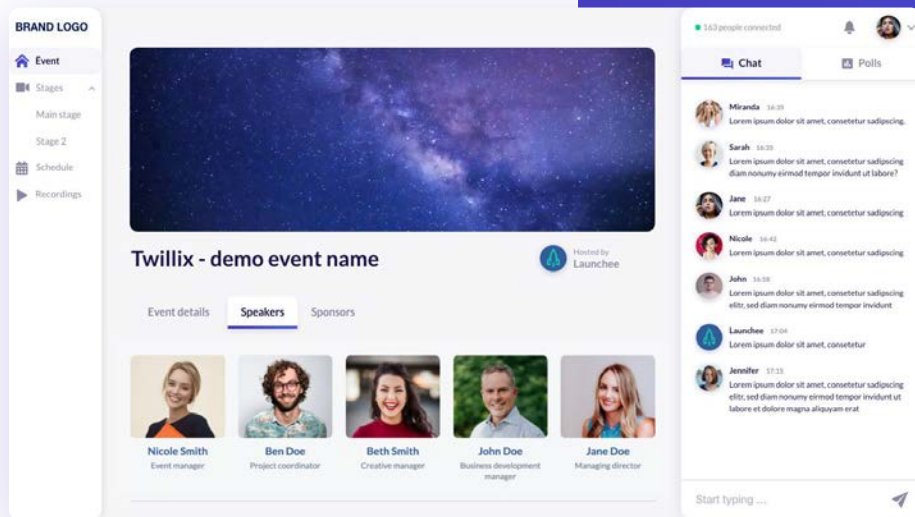
This feature allows you to positionate the logos of your sponsors on key places in the platform.





List of speakers

You can have a list with information for all the speakers during your event.



How you can benefit from this:

- You give your audience the chance to get to know in advance the people who will be speaking during your event;
- You can have pictures, names and job positions of the speakers;
- It is particularly useful for conferences and bigger events with a lot of sessions.

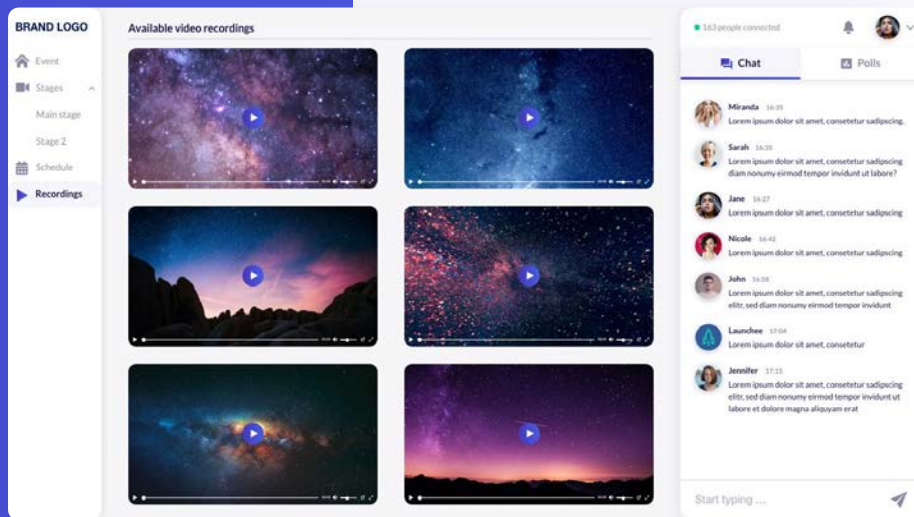
How you can benefit from this:

- You can positionate pre-recorded videos connected to your brand or event and thus, communicate content that you cannot fit within your main event schedule;
- You can showcase older content just to spread your brand message;
- You can put video messages to your audience or every relevant video you need for the event.

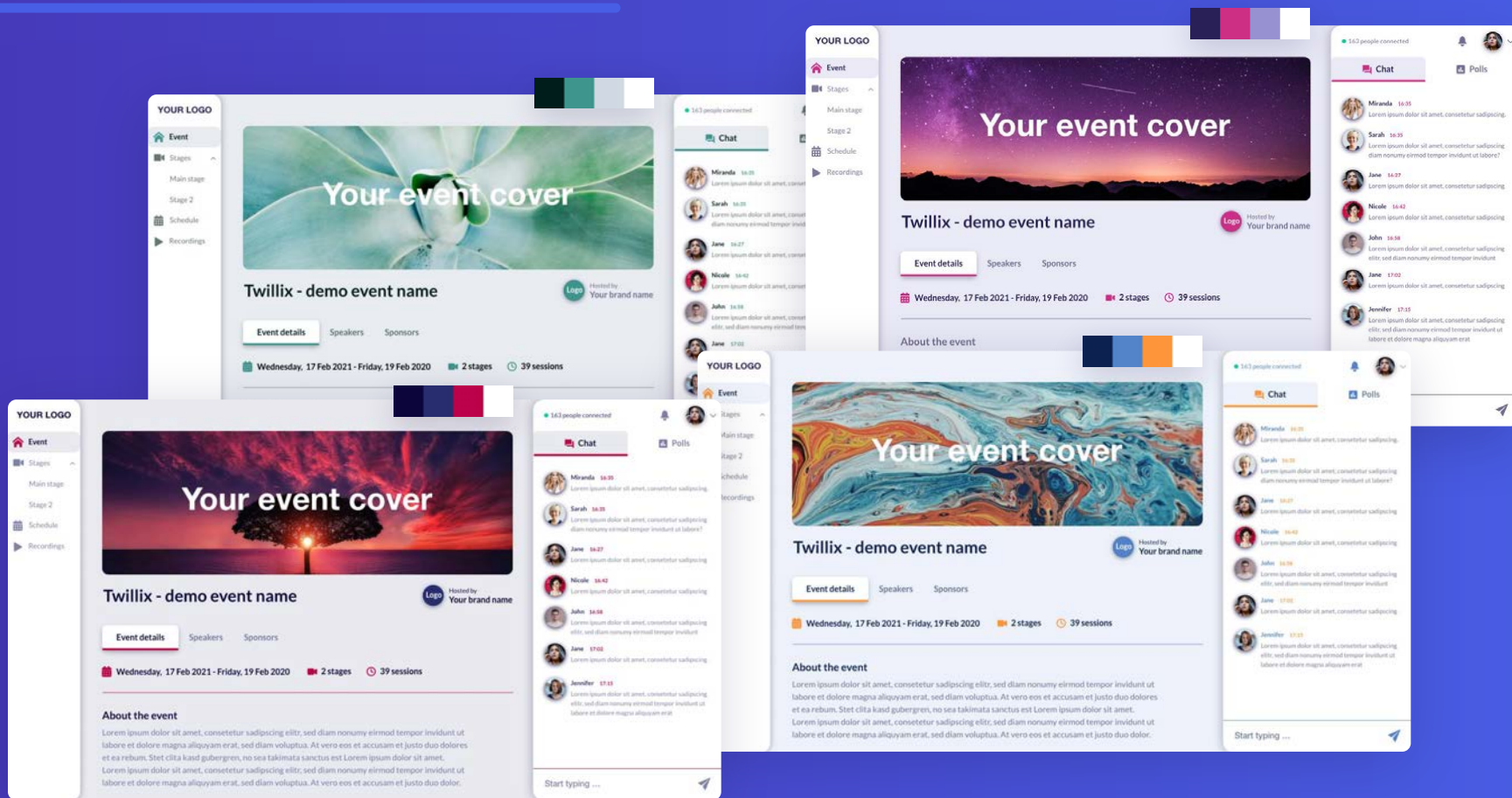


Video library

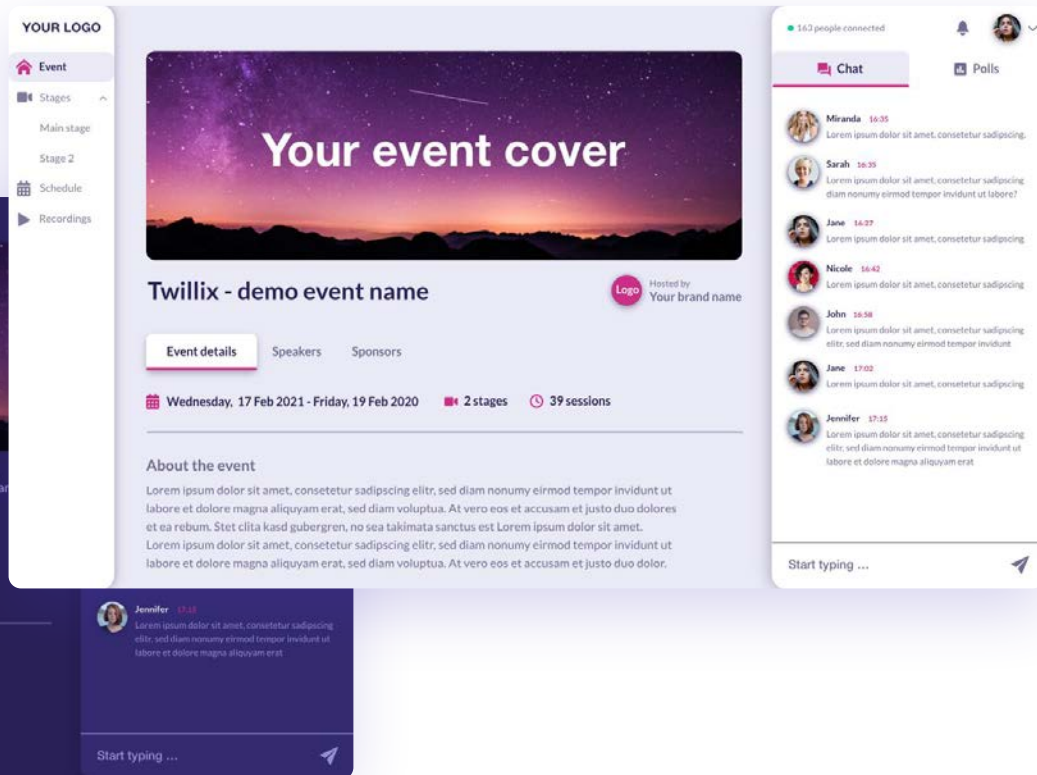
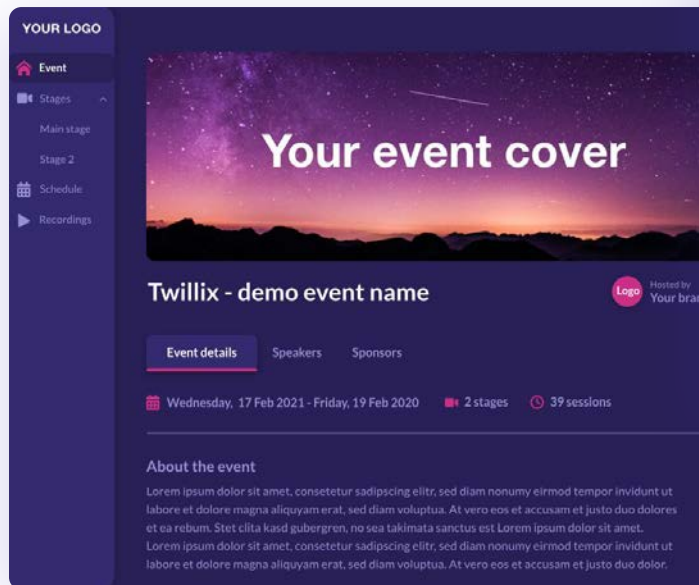
This feature allows you to have a page with a library of your pre-recorded videos.



Branding adaptations with color palettes



Same color palette - different branding



What the event set-up process looks like



Initial meeting

We meet and discuss your use case, needs and expectations for the event. Our team can advise you on which features will be most suitable for you. We settle the technicalities and define the tasks for both sides in order to move forward.



Gathering resources

In order to fully adapt the platform for your event, we will need information and resources from you, depending on the features you will use. During this stage, we exchange all needed materials to prepare the platform.



Demo & launch

When everything is set up, we show you a demo of the adapted platform. After your feedback, corrections and add-ons (if necessary), we are ready to deploy on your preferred domain and host the event.

What kind of resources will we be needed from you?

Basically, all materials connected to the essence of your event and brand.

Event resources:

- Email list of invited people (for events with restricted access);
- Number of stages/livestreams
- Description and basic information;
- Schedule, divided by date & time;
- Speakers & sponsors lists, images, logos, etc.;
- Questions for the poll;
- Video URLs for the video library;

Branding resources:

- Your brand logo in all necessary formats;
- The logo of the event, if such;
- Brand colors;
- Brand guidelines;
- Key visuals for your event - cover images, banners, etc.



What clients say



**The teams of Cognito & Pure
Communication**

(co-organisers of the event)

Thank you, Twillix team!

Thanks to the whole team for all the attention and efforts during the organisation of Schneider Electric's Christmas party. It was a great pleasure for us to collaborate with people who know no such words as "No" and "This cannot happen". Please continue to create unique experiences for your clients with the same inspiration and passion!

Do you want a demo of the platform?

Get in touch with us at
streaming@launchee.space
and we will be happy to show
you around.

