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MAINEVNTZ APP INSTRUCTIONS

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mainevntz



HOW TO GUIDE

SETTING UP YOUR ACCOUNT

MainEvntz provides you with the ability to create exceptional events without breaking the bank, all while incorporating the most important technology tool in your stack: HubSpot. Let's get started!

EVENT SETUP

When you log into your portal, you will be met with an easy-to-navigate menu that provides you with all of the resources you need. As an administrator, if you click on your name, you will then select "Events" from the dropdown menu in order to set up your event details, including name, description, date, time, logo, and all other necessary information.

SESSIONS & AGENDA

Your agenda can feature one or more sessions, depending on the event type. Once your event is created, you will utilize the sessions button in the dashboard to create and edit your sessions, inclusive of date, time, description, and session open times option, which allows you to dictate when participants can enter the virtual room.

No matter if you're live streaming or uploading an existing video, you can integrate your Zoom meeting, YouTube files, or other hosted videos. And as you build out all of your sessions, they will automatically populate within your complete agenda. Your agenda also includes the ability to highlight speakers for each session, and you can even upload related resource documents or presentations.

For your attendees, they will be able to view the agenda that you've built and even personalize their own, to ensure they've favorited the sessions they don't want to miss. Attendees are also able to engage with speakers via the Q&A chat function that is available within each session, which encourages engagement and networking.



NETWORKING

To facilitate networking, click the "Discussions" button on your admin dashboard. In this area you will be able to create discussion topics to help foster conversations amongst attendees. These can be event or non-event related, dependent on your goals. Each agenda session also includes a chat functionality. MainEvetz also allows registrants to personalize their own attendee profile with information about themselves, including profile photos to humanize the experience.

SPONSORS

Give your sponsors greater visibility and the opportunity to generate leads with participants, by creating sponsor profiles.

To create a profile, click the "Sponsors" button on the dashboard. From there, you will have an opportunity to add company name, contact information, logo, video upload, and description.

If your sponsor is already in your HubSpot database, it will automatically pull available information connected to the company record, when selected.

ADDING ATTENDEES

Once you've got your event setup, it's time to get some attendees! With your HubSpot portal being directly connected to this application, you can invite contacts or companies to your event by utilizing an established HubSpot list, sending individual invites from within MainEvntz, or developing a HubSpot landing page and form to collect registrations.

HUBSPOT SYNC

Upon downloading the app, it will immediately ask you to sync with your HubSpot account.

Having your HubSpot account synced means that the event you've created in MainEvntz automatically populates within the HubSpot Marketing Events tool. Within this feature, you're able to pair it with campaigns, view how many registrants you have, how many attended, who created the event, the date, time, type of event, and more - making it a one-stop shop for historical data.

