

ic.events

Let's Go



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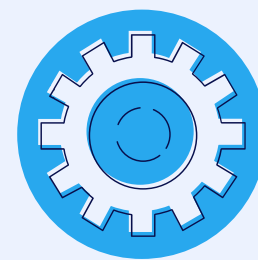
IC Events is a global platform that offers pre-packaged digital customer engagement services for creating business growth.

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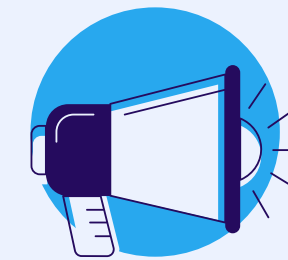
IC Events creates flawless digital experiences and successful marketing projects.



Represent your brand
in a complex and
highly personalized
manner.



Deliver complex activities
across "digital first"
channels.



Reach target audiences
with exclusive content
tailored for your
marketing KPIs.

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Record numbers for IC Events in 2021



+ 400%
platform users

+ 100%
events hosted

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And top international partners



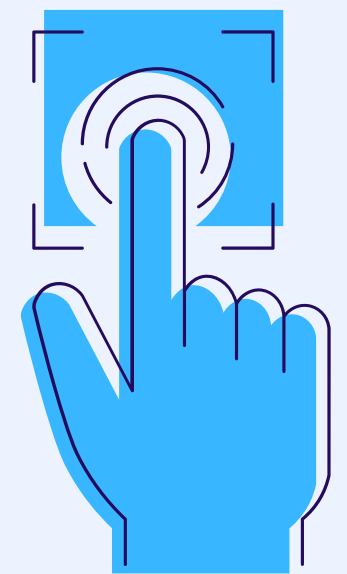
Why IC Events?



IC Events is developed by InternetCorp, publisher & sales house, with 18 years experience in online advertising, marketing, events management and performance media.

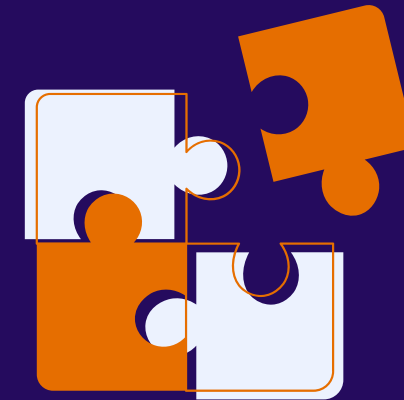


IC Events offers **360' services**, from standardized event project plans that can be implemented in record time, to complete marketing-oriented campaigns with premium live streaming services, both remote and on location for hybrid events.

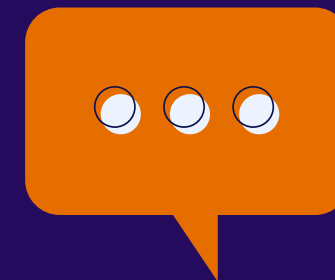


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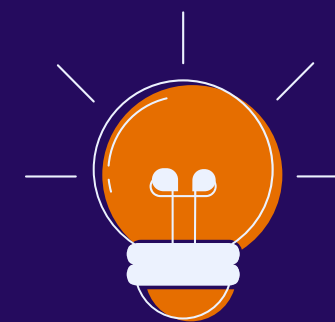
**3 core event models
will help build & expand
your customer base or
target audience.**



**THE
CONFERENCE**



**THE PRESS CONFERENCE
OR PRODUCT LAUNCH**



THE COMMUNITY

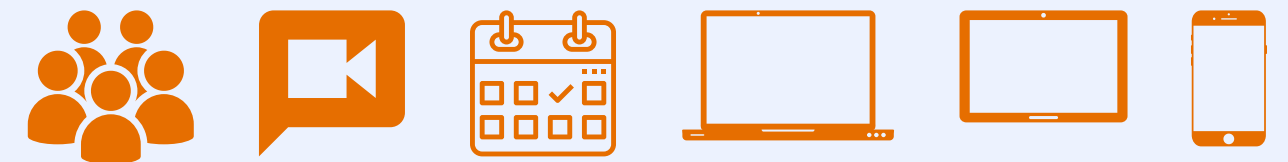
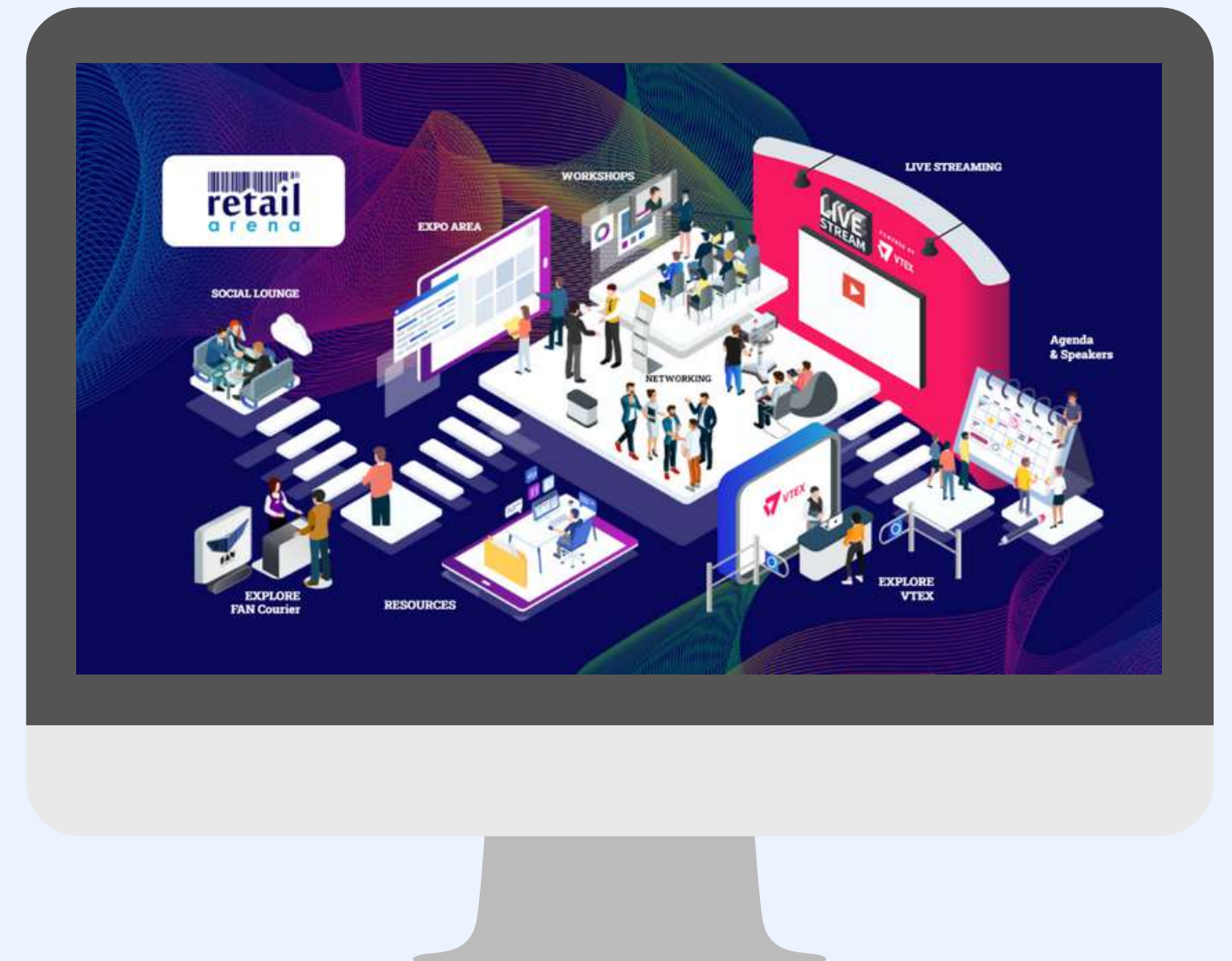




THE CONFERENCE

You are an industry leader, a recognized field authority, a well established digital&media company looking to showcase a complex project, content and partner oriented, then IC Events has the perfect solution for you.

The Conference is an advanced universe for digital engagement and collaboration series for a large number of users





European Digital Commerce is a business & networking hybrid event organized for VTEX CEE.

TARGET: Establish VTEX CEE as an authority in the eCommerce & Retail industry and attract new clients.

SERVICES



Marketing campaign
Design materials
Broadcasting on location
Livestream services

Super branding
User management
Hybrid event package
Dedicated PM

RESULTS



1 766
Registrations



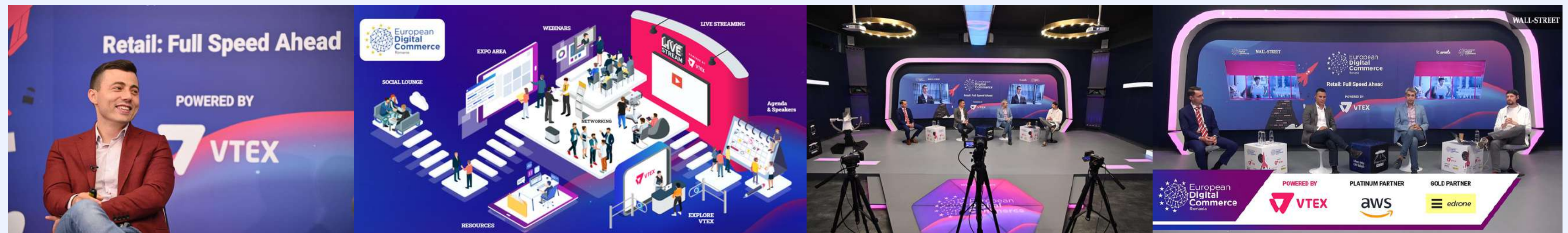
3 760
VCard exchanges



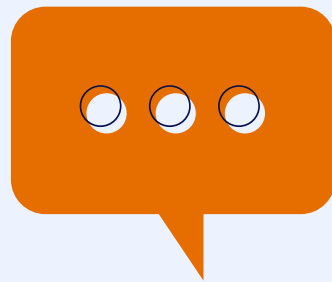
520
Unique Chats



120 900
Media engagement*



*Facebook, Vimeo stream reach and interactions in social media



THE PRESS CONFERENCE & PRODUCT LAUNCH

You are a Marketing & PR agency or department looking to hold press conferences or to present new services and products, meet audiences, and interact with clients, then IC Events has a dedicated module just for you.

The Press Conference & Product Launch are Digital introduction and interaction events with Premium Brand integration and speaker appointments





THE PRESS CONFERENCE & PRODUCT LAUNCH

PENNY la zi is a series of press conferences organized by MSL The Practice, a PR agency, for the client PENNY.

TARGET: Connect with media representatives, management-level employees and deliver PR activities. Increase interaction with the brand and maximize number of journalists at the events.

SERVICES



Design Services
Remote Broadcasting
Customized appointments
Dedicated PM

RESULTS



842
Registrations



5 090
Video plays

USE CASE

MSL The Practice

PENNY.

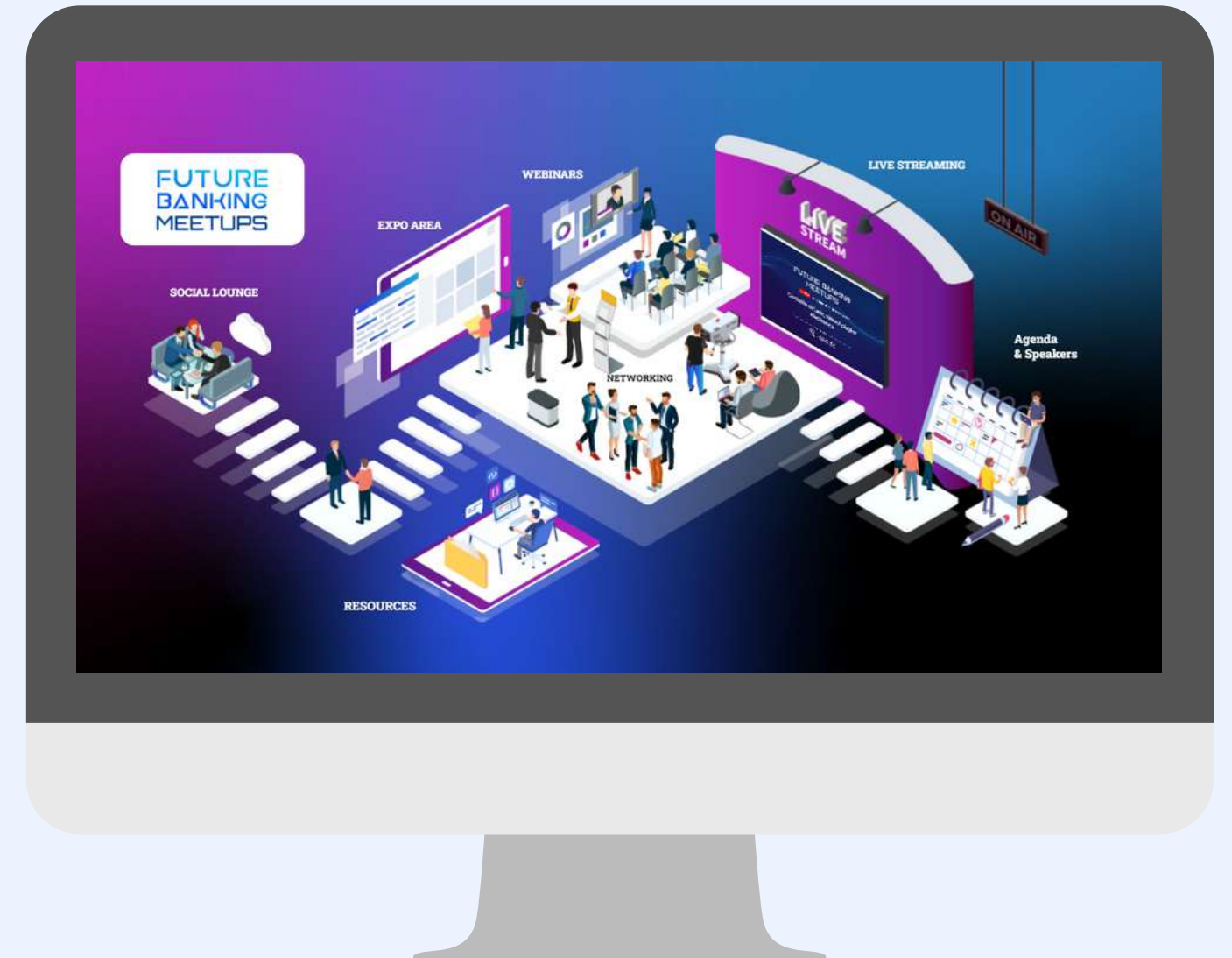




THE COMMUNITY

You are a company looking to engage clients or employees with webinars or workshops, an association that needs regular meeting with members, a business professional with a customer base looking to showcase content, The Community package is your best choice.

The Community is a quick start package to begin Digital Customer Engagement and Acquisition





Future Banking Meetups is a community gathered around the FutureBanking.ro ecosystem of fintech professionals with the purpose of monthly meetings and discussions around important subjects in the industry.

TARGET: Building a platform for networking and information sharing and collaboration between banking and fintech professionals.

SERVICES



Extended event platform
Meetings calendar
Design and broadcasting
Media Channels

RESULTS



534
Registrations



126 000
Media engagement*

USE CASE

FUTURE BANKING MEETUPS



*Facebook, Vimeo stream reach and interactions in social media

Event verticals specifications



THE CONFERENCE

'Complex events with customized sections and dedicated team for maximum customer engagement

Complex landing page with tickets management, custom reminders and direct emailing, private platform

1000 users

2 events/ 72 hours/ month open platform

Multiple Event tracks, Livestreams, Extended Mega Booths, Lead management

Technical, Design & Dev Services

THE PRESS CONFERENCE & PRODUCT LAUNCH

Super brand presentations, press conferences & launches with digital mega expo booth

Registration Management (landing page), Tickets Management

500 users

2 events / 24 h / month open platform

Engagement, Networking, Live Appointments

THE COMMUNITY

Recurring events with calendar of activities

Registration Management with landing page

200 users

1 event / 8 h / month open platform



What our clients say about us



The interface is **user-friendly, intuitive** and **cool** and can be easily customized according to the needs of each client in our portfolio.

Iulia Oncescu
Project Manager - Experience & Events
MSL The Practice



The transition from a physical event to an online one was natural, especially appreciating **the networking area.**

Cristi Movila
Eastern Europe General Manager &
EMEA SVP



A new, unique platform that perfectly **responds to the need for interaction** generated by the new reality.

Roxana Schintee
Marketing Manager



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THANK YOU

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Project Manager

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