

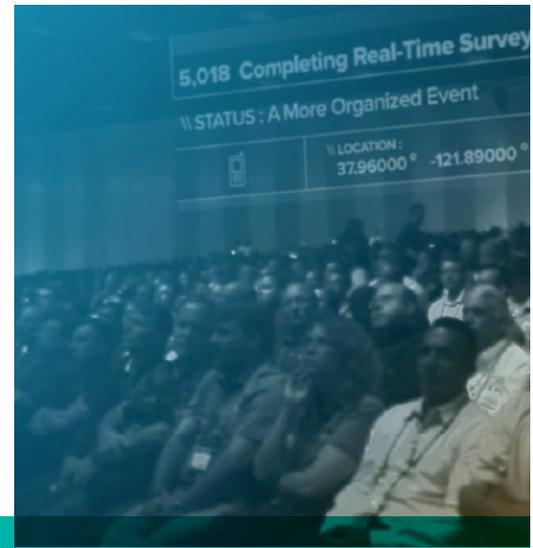


Smarter Solutions for Meetings, Events & Travel.

Lanyon Events

PART OF THE SMART EVENTS CLOUD™

Business Intelligence (Insight)



Get Insight Into Every Part Of Your Event

“We try to funnel everything through the one portal. Everything links together. So we have all the data and all the records for every individual in one location.”

- Heather Henderson,
Global Operations Manager at Cisco

Track and tweak your event in real-time for optimum performance

The Lanyon Smart Events Cloud™ brings together leading technologies for event marketing, strategic meetings management and corporate travel. Lanyon Events (formerly Lanyon Conference) — part of the Smart Events Cloud™ — is the only conference management solution designed for large, comprehensive conferences and events.

Track attendee behaviors, trends, interests, and touch points at every stage of your event journey. Deliver optimum performance throughout the event life cycle with real-time advanced analytics and reporting tools. Centralized data provides the information you need to build a complete picture of the Attendee Journey™.

Analyze Website Visitors And Behavior

View attendee type, registration code, geographic location, and user profile data.

Create Analysis Funnels

Integrate your registration site with Adobe SiteCatalyst to track visitor behavior and identify drop-off points.

Centralized Data And Real-Time Reporting

Event insight in real-time and tweak and improve your event on-the-fly.

Build A Picture Of The Attendee Journey

Profile attendees with interests, touch points, session attendance, lead retrieval scans, and groups.

Analyze Cross Event And Marketing Portfolio Data

www.lanyon.com | [@Lanyon](https://twitter.com/Lanyon)

Lanyon is the **only** company that provides **comprehensive software solutions** for meetings, events and corporate travel.

For more information, please contact:

sales@lanyon.com

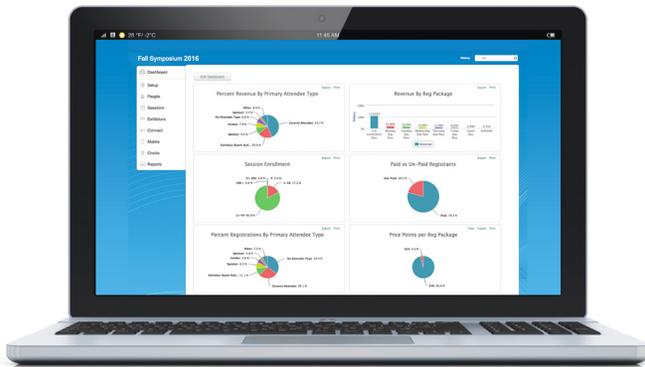
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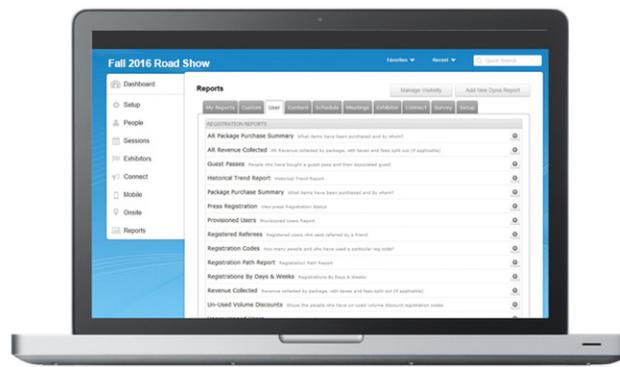
“Through the reporting capabilities that Lanyon gives us, we can derive quite a few conclusions on audience segments and if we’re seeing an increase or decrease—any kind of a shift—in the key audience segments that we track on a year-over-year comparison.”

- Staci Clark, global marketing manager at Cisco



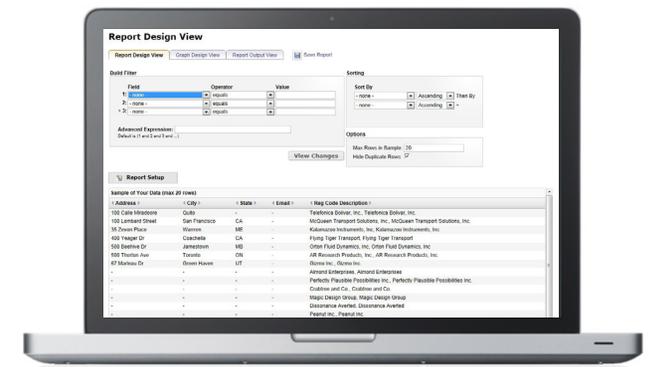
Event Dashboard

Create a visual dashboard to view key metrics on your event.



Standard Reports

Access dozens of standard reports.



Custom Report Builder

Create custom reports for your event.

Find out how to promote your event and boost registrations

www.lanyon.com | @Lanyon



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