



The event of the future is already on WhatsApp

Centralise your event's communication in the channel attendees already use — from registration to post-event, with AI serving thousands at once and a human whenever needed.

Real-time information

Agenda always on hand

Thousands at once

Attendees from everywhere



A smoother experience

The right info at the right time — attendees always know where to go and what's next.



Thousands served at once

Question peaks at opening and between sessions — AI answers everyone, no queue at the help desk.



A bigger stage for sponsors

Exhibitors and sponsors gain visibility and qualified leads in the channel where attendees already are.



Real-time data & feedback

Polls, surveys and participation metrics to decide during and after the event.

THE PROBLEM

Attendees live on their phones — but events still communicate through posters and emails

- Information scattered across an app, email, posters and the website — nobody finds it
- Repetitive questions that overload the help desk
- Attendees without guidance: schedules, rooms, access and stands
- Speaker materials hard to share and to find
- Slow feedback and voting, on paper or in apps nobody installs

THE SOLUTION

Zapify turns WhatsApp into the event's SuperApp

- AI automation that serves thousands at once, with a human whenever needed
- The entire attendee experience — before, during and after — in a single channel
- No app to install: everything on the WhatsApp attendees already use
- Personalised, multilingual communication for attendees from all over the world
- Agenda, maps, materials and polls always on hand and updated in real time

USE CASES AT TRADE SHOWS AND EVENTS

The entire attendee experience, in the channel they already use

From registration to the trip home, every moment of the event handled through conversation.



01 Event information

Schedules, access and FAQs answered instantly, every day.

- Schedules and general programme
- Access, gates and badges
- Frequently asked questions
- Important alerts and notices



02 Agenda & sessions

Attendees browse the programme and get reminders for the sessions they chose.

- Full and daily programme
- Session reminders
- Last-minute changes
- Add to calendar



03 Maps & navigation

No one gets lost at the venue — rooms, services and routes in the palm of their hand.

- Venue map and rooms
- Services (bar, restrooms, help)
- Getting there and transport
- Parking



04 Stands & exhibitors

Attendees find the right exhibitors and plan the ideal route.

- Exhibitor directory
- Themed areas
- Location of each stand
- Recommended route



05 Speaker materials

Presentations, documents and useful links delivered in the chat, at the right moment.

- PDF presentations
- Documents and resources
- Useful links
- Recordings and replays



06 Polls & messaging

Live polls, Q&A and feedback in real time — no app to install.

- Live polls
- Q&A with speakers
- Satisfaction surveys
- Broadcast messages and notices



07 Networking & post-event

Keep the relationship alive after the event and prepare the next edition.

- Contacts and networking
- Attendance certificates
- On-demand recordings
- Invitation to the next edition

A PLATFORM CONNECTED TO YOUR EVENT

It integrates with the tools you already use

Zapify connects to the leading registration, ticketing and event-management platforms to centralise and automate the entire attendee experience.



Registration / ticketing



CRM



Badges / access



Agenda / programme



Exhibitors / stands



Sponsors



Analytics



Webhooks & API

BENEFITS FOR EVERY TEAM

Advantages for the whole event



For attendees

- Quick access to information
- Better guidance
- A simpler experience



For the organisers

- Fewer repetitive questions
- Centralised communication
- More agility



For speakers

- Materials easy to share
- More interaction with the room
- Live Q&A and polls



For sponsors

- More visibility
- Qualified leads
- Measurable activations

Put WhatsApp to work for you

30 days free. No card. With our team helping you get started.

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zapify.pt