



# Your event needs a community

## Networking: An Attendee's Top Priority

Live, in-person conferences and events are a great way for professionals to stay educated on trends and pertinent information, and they are an ideal place to network with others who share common interests. With the prevalence of live video streaming and the ability to easily share documents online, attendees can more easily stay in the comfort of their homes and get a conference's educational materials.

Pathable's award-winning communities provide private, branded, conference communities where attendees can meet, schedule meetings, and stay in contact. Additionally, their mobile experience carries the engagement to the show floor on iPhone, iPad, Blackberry, Android and more.

We understand the critical importance of attendee networking to an event's success and we think that event hosts need to understand this too.

The event industry is the original "social networking platform": humans assembling in a single place, building real business and social relationships. Pathable's on-line tools make attendees, sponsors and event organizers more effective at forming these genuine human connections.

Statistics show that attendees are still opting to attend events in-person, spending thousands of dollars on registration fees, airfare, hotel and food.

**Why?** To get the value of face-to-face networking. But the reality is, meeting people is hard. Amid a sea of thousands of people, how do attendees know whom they should be networking with and how to find others that share their professional interests?

Social networks are a natural solution to this problem. Private social networks offer attendees a simple way to identify, connect and converse with others who share their interests, months before the event begins. Conversations, messages and groups support and encourage networking online, which naturally carries over into the on-site event. Attendees don't have to come to an event "blind": a private social network will already have helped them create connections before an event begins, so they arrive on-site with names, faces and meetings already scheduled.