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FOR IMMEDIATE RELEASE

eventPower Makes A Play On Virtual Gamification

Tampa, FL (November 30, 2020) – eventPower is proud to announce the release of gamification on the Virtual Event Experience platform. This new feature adds a point-scoring competition where contenders are featured on a live leaderboard showcased on the virtual platform. Attendees can earn points, and the chance to win prizes, by completing activities within the platform including:

- Update Profile
- Upload Photo
- Visit Exhibitors
- Watch Sponsor Marketing Videos
- Share Virtual Business Card with Exhibitors and Attendees
- Attend Sessions
- Engage in Video Chat
- Request a Meeting

"It was our priority to create an interactive virtual environment that allows for enhanced engagement and networking opportunities. eventPower seeks to continually add organic value to all of our virtual clients by allowing them to reward attendees that network with each other, attend sessions and engage with exhibiting companies in the virtual exhibit hall," said Laurie Powell, Vice President of Business Development. "The eventPower gamification tool allows our clients to provide that value to their constituents by encouraging attendees to maximize their experience at the virtual event and support all aspects of the event."

The eventPower Virtual Event Experience delivers in-person, virtual and hybrid events to all attendees in one seamless and engaging online experience. Powered by the eventPower suite of conference tools including registration, speaker and agenda management and exhibit and sponsorship sales and fulfillment, the tools bring the in-person event to life in a virtual setting (no masks required).

To learn more about how eventPower's gamification can be implemented in your next virtual or hybrid event, please contact Laurie Powell at lpowell@eventPower.com or visit www.eventPower.com/Virtual-Events.

ABOUT US: *Established in 1996, eventPower serves the meeting and convention industry by providing conference management services and state-of-the-art, cloud-based software tools built by meeting planners, for meeting planners. Each tool from the Virtual Event Experience to registration, speaker management and exhibit/sponsorship sales serves as the backbone for your virtual, hybrid or in-person event. For more information on how eventPower's tools and services can provide you with a best-in-class event experience, please visit www.eventPower.com.*