





MONTHLY PRODUCT DEMO

October 21, 2021





Agenda

- Product Updates
 - Event Portals
 - Auto-assign
 - Open API for Ticketing Partners
 - And more....
- Product Demo
- The State of Live Events
 - Top Challenges Post-Pandemic
 - Opportunities for 2022



**Reach out for a demo or for
pricing information:**



Chris Carver
Co-Founder & CEO

Chris@Lennd.com
(858) 349-3524



WHO WE ARE

Lennd is a next generation on-boarding and operations portal for event teams to streamline their data, tasks and communications in one platform





OUR GOAL

To eliminate time-consuming, manual and error-prone tasks so you can save time, save money, boost productivity & improve the safety, security and overall experience for all of your constituents.





ACROSS ALL EVENTS

Live Events & Festivals

Sports

Conferences





LENND

Event Portals





What are Event Portals?

bbcon

Microsoft

JP Josh Parolin

Home

Switch accounts

Gold - Test Exhibitor Exhibitors

Back to Admin Mode

Logout

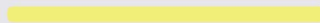
Welcome to your Portal

Please click on the task below to fill out the asset/information form for your virtual booth.

Tasks

[Due Date](#)[All](#)[Pending](#)[Done](#)

50% complete



Upcoming



Preview and approve profile *

Not Approved



Presenting Sponsor Form 1

Open

[All](#) 1

[Submitted](#) 1

[Drafts](#) 0



Actions

Request ID

Status

Submitting Person

Name



[View](#) | [Edit](#)

#11

Submitted

Taylor Claybrook

Microsoft





Manage Critical Tasks

ACME Event 2021

A\$AP Rocky

Chris Carver

Home

Forms

People

Reports

Documents

Updates

Switch accounts

ACME Band

Exhibitors

Acme Media Co.

Sponsors

Alaska Airlines

Sponsors

Diplo

Exhibitors

Heineken

Sponsors

Hornitos

Sponsors

Operations

Department

Company Logo

Closed

Comp. Ticket Requests 1

Closed

All 1 Submitted 0 Drafts 1

Search requests...

Actions	Request ID	Status	Submitting Person	Requester First Na...	Re...
View Edit	#5	Draft	Chris Carver		

Catering Requests

Closed

Parking Requests

Closed

Upcoming

☒ **Guests** * 6

Open

☒ **Personnel** * 1

Open

☐ **Charity Ticket Requests**

Open

☐ **Computers**

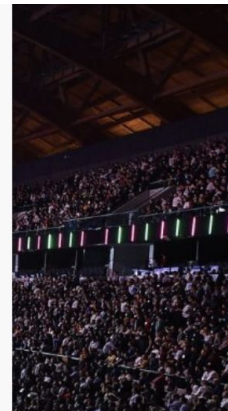
Open

☐ **Delivery Schedule**

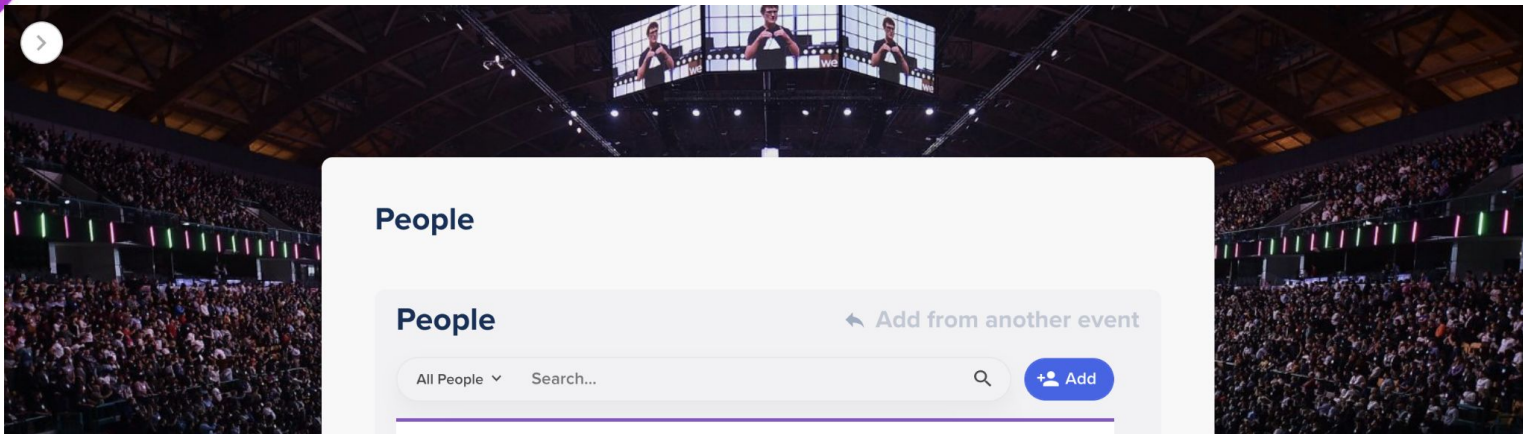
Open

☐ **Food Vendors Application**

Open



Submitting Credential, Pass or Guest List Requests



People

← Add from another event

All People ▾ Search... 🔍 + Add

▼ **Guests** Bulk Edit Actions ▾

CC

Chris Carver
chris@lennd.com
Can Login
[View Details](#)

Actions ▾

SS

Sarah Smith
Test@test.com
1 VIP - Friday ✕
1 Lot A - Friday ✕
[View Details](#)

Actions ▾

SW

Steve Witmer
steve@lennd.com
1 GA - Friday ✕
[View Details](#)

Actions ▾

3 people Show: 5 ▾

▼ **Personnel** Bulk Edit Actions ▾

Andrew Clements
Media Test
[View Details](#)

Actions ▾



Processing Orders

59th Inaugural Ceremonies

Test Company

BL Ben Levitt

Home

Orders

Reports

← Back to Admin Mode

Logout



Categories

Assets & Equipment



[Show All \(27\)](#)

Structures (3)

Basic Furniture (2)

Premium Furniture (7)

Lighting (1)

Restrooms (6)

Power (5)

Security (2)

Other Items (1)

Order Structures and Equipment

Please select one of three structure options followed by any ala cart items needed. You must select one of the three structure options, click on each item to see what is included. If you have a need that is not addressed in this form please leave a note at the end of your form and we will address it with you.

At the bottom of the form, you will be asked for additional items and then to submit your form. Following review and approval, you will be sent an invoice for payment.

Search catalog...



Structures MUST SELECT ONE ITEM

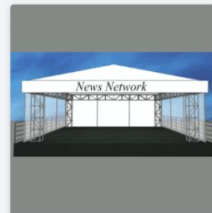
Click on each item to see what is included.



10' x 10' Platform & Canopy
\$5400.00



20' x 20' Network Set with Truss Grid and HVAC
\$35000.00



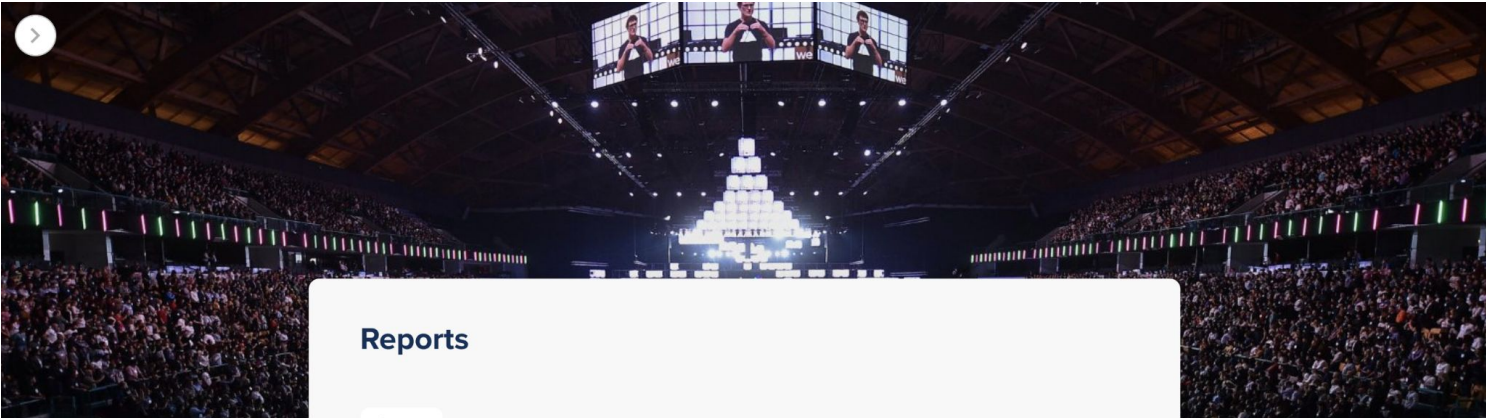
30' x 30' Network Set with Truss Grid and HVAC
\$55600.00

Basic Furniture





View Key Reports (In Real-Time)



Reports

Assets

Print

Summary

ITEM	REQUESTED	⊗	✓
Porta-Potty	5	0	0
ADA Porta-Potty	5	0	0

ASSIGNED TO	ITEM	QUANTITY	DETAILS	PRICE	STATUS	PAID?
Andrew Clements	Porta-Potty	5	-	-	Pending	✓
Andrew Clements	ADA Porta-Potty	5	-	-	Pending	✓





Turn on the Media Hub for Dynamic Experiences (Press, VIPs, Sponsors)

2021 PGA Championship

CC Chris Carver

Home


Documents

Media Hub

Back to Admin Mode

Logout

PGA



NOW PLAYING

PGA Championship LIVE on the Range

Live Interview Schedule

All times are approximate & subject to change; Pacific Daylight Time

REQUEST AN INTERVIEW | WATCH INTERVIEW REPLAYS

8/3

8/4

8/5

8/6

8/7

8/8

8/9

9:28am

Jon Rahm

zoom

LIVE

JOIN AS PARTICIPANT

10:00am

Tiger Woods

zoom

SOON

JOIN AS PARTICIPANT

10:40am

Tony Finau

11:00am

Brooks Koepka

11:30am

CBS Sports

2020 PGA Championship

AUGUST 3-9, 2020 | TPC HARDING PARK

CHAMPIONSHIP RESOURCES

LEADERBOARD

PHOTOS & B-ROLL

NOTES

TRANSCRIPTS

STATISTICS

PLAYERS GUIDE

TEAM OF 20

LIVE SUPPORT

News & Alerts

8/4

8/3

8/2

MORE

SUBSCRIBED - SETTINGS

All times are displayed in Pacific Daylight Time

ALERT: PGA of America to Host Virtual Pride Panel Today

8/4/20 | 8:14AM

NOTES: Elias Sports Bureau

8/4/20 | 8:08AM

HOLE LOCATIONS: Tuesday Practice Round

8/4/20 | 6:48AM

OVERVIEW: PGA Championship Interviews powered by Zoom

8/4/20 | 6:41AM


VIEW ALL NEWS & ALERTS


Video Replays


No Video Replays

Video Replays will be added once the broadcast begins on Thursday.



 bbcon

✓ All changes saved  Microsoft

 Your submission is still open and editable.

Presenting Sponsor Form

Virtual Booth Branding Images

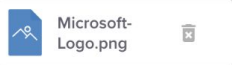

Please upload show-ready graphics. **Acceptable file types are .jpg or .png.** To ensure the best and largest possible visibility for your logo, do not leave too much white space around the image.

LOGO IMAGE note: Vertical or stacked logos should fit 300px x 300px. If the logo is a more horizontal format, a 300px wide x 200px high format is suggested.

Best Practices for filenames: Remove spaces or replace spaces with a dash or underscore in file names. Remove characters such as +,[, (). Use alpha numeric characters only. No PDF, AI or EPS

Logo Image

Dimensions are 300px x 300px. Acceptable file types are .jpg or .png



Exhibitor Page Banner Image

Dimensions 1325px by 290px. Acceptable file types are .jpg or .png



Dynamic Admin Dashboards

← Back to organization

Dashboard

Details

CRM

GROUPS

View all groups

Departments

Exhibitors

Media

Speakers

Sponsors

Suppliers

Vendors

PEOPLE

View all people

Artists

Guests

Media

Personnel

Volunteer

Forms

File Requests

Health Pass

Hubs

Groups People History Settings

Exhibitors

Artist Advance

VIEWS +

Save

↶

📄

⋮

Show/Hide Fields

Filters

Add Filter +

Sort By

Add Sort By +

People

All People

Artists

Guests

Media

Personnel

Volunteer

Shortcuts

Passes

Catering

Assets

Hub Settings

Auto-Refresh

Search by name...



Options

+ Add

Show All (15) No Primary Contacts (3) Unpaid (1) Paid (14)

<input type="checkbox"/>			Name	Primary Contact	Presentation	COI	Company Logo	Allocated Passes	Allocated Meals	Guest Tickets
<input type="checkbox"/>			ACME Band	Chris Carver				8 of 21	10 of 13	5 passes
<input type="checkbox"/>			Tame Impala	Chris Carver				1 of 3	+ Allocate meals	(3) GA - 3 Day
<input type="checkbox"/>			Bon Iver	Steve Witmer				1 of 2	+ Allocate meals	(2) GA - Friday
<input type="checkbox"/>			Lana Del Rey	Steve Stevenson				0 of 18	+ Allocate meals	+ Request
<input type="checkbox"/>			Portugal. The Man	Chris Carver				0 of 2	+ Allocate meals	+ Request
<input type="checkbox"/>			A\$AP Rocky	Chris Carver				4 of 17	+ Allocate meals	+ Request
<input type="checkbox"/>			KASKADE	+ Add Contact				0 of 7	+ Allocate meals	+ Request
<input type="checkbox"/>			Travis Scott	2 contacts				0 of 4	0 of 3	+ Request
<input type="checkbox"/>			Diplo	+ Add Contact				0 of 6	+ Allocate meals	+ Request
<input type="checkbox"/>			Brock Taffe (Artist ...	Brock Taffe				+ Allocate passes	0 of 0	(1) Guest - 3-Day
<input type="checkbox"/>			Lisa Martin (Artist ...	Lisa Martin				0 of 4	+ Allocate meals	(2) VIP - 3 Day
<input type="checkbox"/>			Lickity Splitz	Kahla Clark				0 of 4	+ Allocate meals	+ Request
<input type="checkbox"/>			4 string Phil	Mark Duckworth				0 of 5	+ Allocate meals	+ Request
<input type="checkbox"/>			Lucky Luke And T...	2 contacts				0 of 6	+ Allocate meals	+ Request

15 rows

Show: 2





Benefits of Event Portals

- Automate error-prone manual tasks
- Save time and skyrocket productivity
- Seamlessly welcome key groups and people surrounding the event
- Streamline event data management
- Eliminate communication hurdles & breakdowns
- Unlock real-time reporting insights you can trust



LENND

Product Updates





New Interface & Easier Event Portals





Auto-Assignment





SMS Communication

You can now send email or SMS to more than 50 people at a time





Product Updates: Bulk File Download

← Back to organization

Dashboard

Details

CRM

GROUPS

View all groups

Media

Sponsors

Talent

Vendors

PEOPLE

View all people

Media

Sponsors

Talent

Vendors

Forms

File Requests

New Event

Sep 21 8:00 PM - Nov 1 8:00 PM (PDT)

My Hub

Groups

People

History

Settings

All People

Dashboard

Edit View

Show/Hide Fields

Filters

Add Filter +

Sort By

Add Sort By +

Auto-Refresh

7 Selected

Edit

Run Report

Send

Assign

More

Delete

Clear selected

Change Types

Upload Files

Download Files

Give Portal Access

Share login details

Show All (7)

Unpaid (6)

Paid (0)

Full Name	Email	Tickets	File
LENND Dev	dev@lennd.com	(1) Paid Ticket	sam
Nilton Santos	nilton.dos.santos@whiteprom...	3 passes	
Omar		+ Request	
Omar Aziz	omar@aziz.com	7 passes	
Edu Saito	edu.saito@gmail.com	(2) Paid Ticket	
Isabela Nascimento	isabela@gmail.com	9 passes	
Igor Lage	igor@gmail.com	6 passes	

7 rows

Show DEV



LENND

Open API with Ticketing Partners





Integration Partners

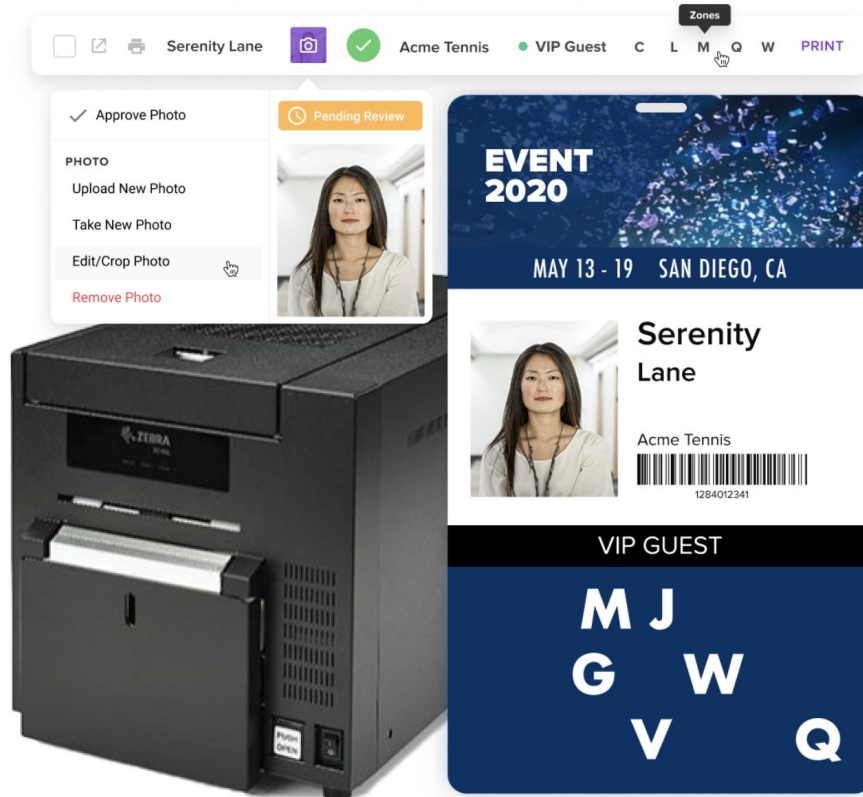




What else have we been up to?



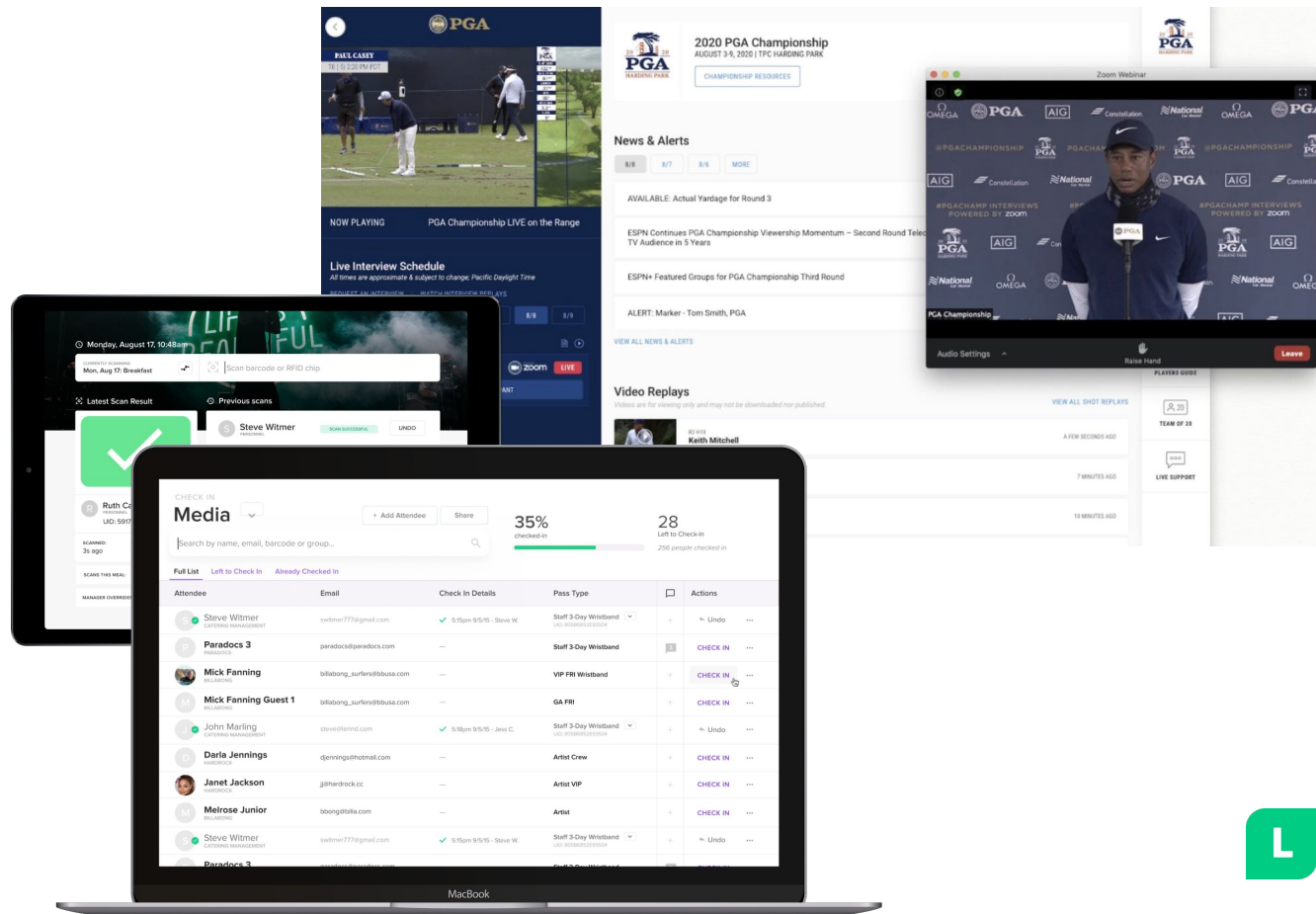
- **Generate and print badges onsite** for your credential applicants
- **Take photos of attendees on the spot** to eliminate confusion or delays onsite
- **Integrate with your RFID or access control provider** for an added layer of security around your event





Virtual Media Hub

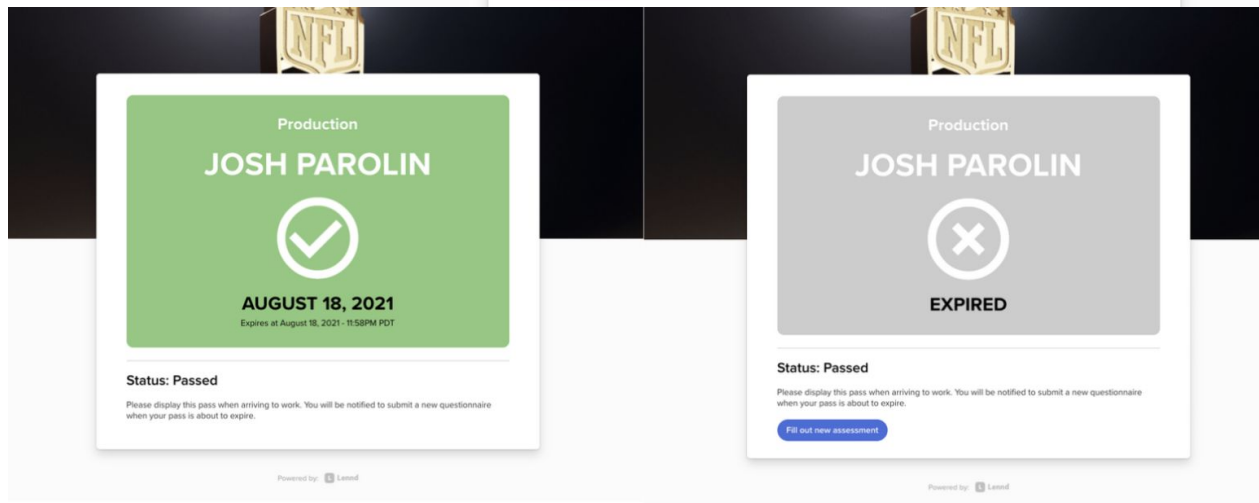
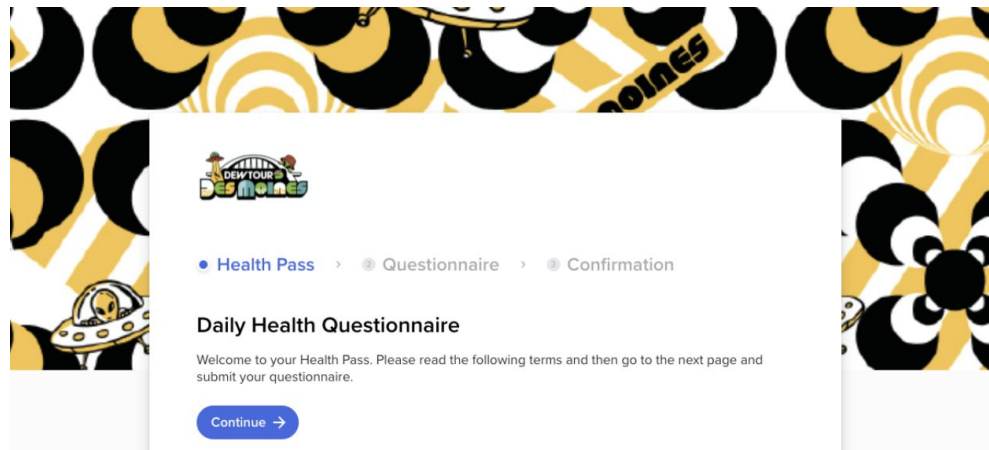
- **Check in and manage** all media staff (onsite and offsite)
- **Aggregates critical content** including interviews, transcriptions, alerts, resources and documents—all in one place
- **Communication and information hub** that empowers media and event staff to be self sufficient





Health Pass

- **Manage and track testing statuses** among your staff, vendors, volunteers and more.
- **Stay CDC Compliant** via daily mandated questionnaires that you can manage all in one place.
- **Build testing cadences and schedules** to stay organized and send automated appointment reminders to your testers.





LENND

The State of Live & In-Person Events



Top Challenges Post-Pandemic

- Staffing shortages
- Communication (due to changes in schedules, collapsed timelines, etc.)
- Supply chain constraints/budgeting as a result
- COVID aftermath - navigating and complying with shifting protocols, regulations & uncertainty



Opportunities for 2022

- Increase collaboration industry-wide to uncover better ways of working
- Patrons are excited to come back & willing to comply with new protocol
- Flexible working environments and opportunities through technology
- New emphasis on creativity and reimagining the customer experience



LENND

Q&A/Polls

**Reach out for a demo or for
pricing information:**



Chris Carver
Co-Founder & CEO

Chris@Lennd.com
(858) 349-3524

