FROST & SULLIVAN

SHINDIG EVENTS

2022
NEW
PRODUCT
INNOVATION

*GLOBAL VIRTUAL
EVENTS INDUSTRY*

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Shindig excels in many of the criteria in the virtual events space.

AWARD CRITERIA

New Product Attributes	Customer Impact
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

Match to Needs

Virtual events and hybrid events are highly complex to organize and execute. As a result, many virtual event platforms are rigid and support largely formulaic events. Innumerable surveys on the web report customer dissatisfaction with current choices in virtual event platforms. Sponsors and attendees want true, quality networking, but many platforms are rife with functionalities that come up short.

Some platforms show all event registrants as attendees, with networking opportunities that require participants to seek individual permission to connect to the other person as part of a multistep process However, these platforms list anyone who has RSVP'd as a participant even though they may not have actually joined the event. This wastes participants' time in trying to connect to others and gives them "false negatives" in which they believe the connection request was rejected when it was never actually received. Even when successful, the result is that such follow-on meetings are anything but the instantaneous spur-of-the-moment interactions that might occur in person. More problematic still, these listings of people to potentially connect with also are easily "scrapable". This exposes one of the event hosts' most valuable assets to being cut, pasted, and inserted into any number of automated systems to yield a complete list of names, titles, and emails to be sold to marketers. Certain other platforms also position participant avatars who must search virtual worlds to find one another as engaging and compelling, but event participants often find such interfaces distracting, and unproductive.

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Breakout sessions, be they under the rubric of tables or "breakout rooms", while great for general group discussion are not themselves conducive to productive business conversation which by its nature requires privacy amongst the parties of interest without overhearing by strangers to the conversation. Breakouts inhibit real, substantive conduct of business by forcing such potential business discussions to occur in front of others limits them from being anything but general and high-level. The opportunity to speak candidly with just the right one or two people without being overheard by others; to pull someone aside, as it were, to speak candidly with some assurance that the conversation is not for general public consumption is a key feature missing from even some of the most widely used platforms.

"Speed dating" as a networking tactic is often equally problematic as it randomly or loosely matches participants by general interest or topics, rather than on more essential criteria, potentially creating unnecessary, awkward, and time-wasting conversations. Many who wish to network do not necessarily wish to be locked into conversations of set duration with no graceful way to excuse oneself from the conversation or to hang around through unproductive conversations in the hope that another pairing might be more productive.

Unlike other virtual event platform providers, the New York-based Shindig remains steadfastly focused on what matters most to both event audience and organizer: the ability to conduct ad-hoc, flexible discussions that users can create themselves only with whom they want. The Shindig Video Chat, which now supports up to 12 participants per chat session, enables participants to launch natural conversations with those they want to network with and seamlessly add others to these conversations. Networking Prompt automating pairs audience members into two-person private chats. Other features that differentiate Shindig's engagement and interaction functionality include Virtual Backstage and Open Podium. Virtual Backstage allows admins to prepare speakers, checking their audio and video before bringing them to the stage, thereby averting all on stage "can you hear me???" moments. It also allows hosts to vet prospective audience contributors before bringing them up to the stage as well. A new Picture in Picture feature enables presenters to remain visiable while sharing their screen. The exclusive Open Podium feature enables hosts to open the floor like a town hall and accept questions or contributions from any audience participant of up to several thousand on a first-come-first-serve basis.

Frost & Sullivan praises Shindig for empowering real networking with its platform that enables people to navigate conversations, scan the room, find people of interest easily, and seize the moment to make a connection through messaging, video chat, and more.

Reliability

Shindig's executive leadership takes pride in the company's roster of clients and guests and continues to serve as the platform organizations trust for high-value, high-stakes events. The company recently enabled the first lady of the United States to address a hybrid conference and facilitated all ensuing discussions among virtual participants. In summer 2021, Shindig enabled world-renowned pop star Rihanna to invite 4,000 fans to a SavageX Pride Celebration with performances by multiple disc jockeys (DJ) and other special guests.

Shindig supports creative event hosts to push the envelope of virtual experiences. From multi-day, multi-session virtual conferences to one-off galas or marketing activations; from better client success

trainings to all-hands meetings; and from remote office worker meeting places to virtual town halls, the Shindig platform addresses a wide variety of use cases and formats. The platform's ability to innovate and execute events reliably attracts event hosts from government, enterprise, education, entertainment, and non-profit sectors to stake their brands on the capabilities of the Shindig platform. Shindig's customers include SalesForce, Informa, Accenture, NOAA, the French Embassy to the United States, SAP Pennsylvania State Education Association, Tracfone, Amazon, The Conference Board, Yale, Netflix, Hearst, Booz Allen Hamilton and many others. With its ease of use, flexibility, customization, and rich interaction capabilities, the Shindig platform represents the quintessential solution for organizations to connect and build relationships with and for their core audiences.

Quality

Virtual events should be much more than the replication and transfer of physical events to online sessions. Shindig continues to expand its platform's functionality with unique and patented capabilities that enhance the quality of event experiences. As demand to improve access to multi-session and hybrid events increases, platforms must deliver efficient and inclusive events.

For example, Shindig introduced a customizable Virtual Lobby in summer 2021 to address multi-session and hybrid events requirements. Specifically, the feature offers a venue between sessions that allow audience participants to gather and network while simultaneously browsing an interactive program guide to determine which session to attend next. It also enables hybrid event organizers to avoid losing their online audiences to "dead air" in the live streams between in-person presentations and allows in-person audiences on their mobile phones to network with the virtual attendees on their home or office computers.

Shindig is not attempting to replicate yesterday's in-person or virtual events. Instead, the company aims to improve and push the boundaries of both events as the world embraces the next normal.

Positioning

Shindig empowers event organizers to prioritize the event's quality and audience engagement. Shindig offers an end-to-end feature set of paywall (if desired), guest list, and a wealth of customization options across RSVPs, consents, reminders, backgrounds, metadata fields, and splash pages in which asynchronous materials reside. This breadth of capabilities is inconsistently supported across competing alternatives.

The Shindig platform is lightweight and easily integrates with other components in an organization's event technology stack, allowing customers to effortlessly leverage a broader ecosystem of assets to enrich their event content and data capture. The platform is compatible with components such as registration application programming interfaces (API); single sign-on (SSO) services; Zapier for data integration from customer relationship management (CRM), marketing, email, and other platforms; web-based real-time messaging protocol (RTMP) feeds to incorporate high-performance streaming audio, video, and data; and any application with an inline frame (IFrame) to bring in HyperText Markup Language (HTML) documents from websites to easily enrich the virtual event experience. Additional features to enrich the value of captured data include new Custom Conset Checkboxes that allow for

specific permissions for remarketing and other audience opt-ins, and Zapier integration for data migration to easily make event and attendee data accessible and usable within sales and marketing workflows.

Design

Shindig designed its platform to deliver virtual event capabilities that people desire: highly engaging experiences for participants and more business value for event organizers.

The platform facilitates hosts in creating memorable experiences for their brands, products, and services with customizable backgrounds. Dynamic calls to action (CTA) on the platform encourage audience participation and input while enabling hosts to learn more about their audience to improve the experience continually. Shindig offers Dynamic Custom CTA for content downloads, purchases, surveys, sponsor sign-ups, and more, with which participants can interact without disrupting their viewing or listening experience.

The platform's custom splash pages host all event information and maximize the event's promotability with one web link for audience RSVP and attendance. Users enjoy intuitive, friction-free access to events instead of searching for the event link or password in different places.

Shindig enhances audience engagement by making the platform's functionalities available on mobile devices. Participants can join the event from wherever they choose to and interact with and consume content in formats and layouts that work best for them with the platform's multiple presentation views with drag-and-drop controls. Frost & Sullivan commends Shindig for creating a flexible and robust platform.

Conclusion

Shindig transforms the virtual events space by creating memorable online experiences based on its sophisticated, long-term deep understanding of what customers want from in-person events. As virtual experiences continue to replace physical events, competition in the market is intensifying. However, many platforms are not flexible and present formulaic, rigid events. By focusing on making each event uniquely engaging, Shindig stands out from the competition.

With its strong overall performance, Shindig earns Frost & Sullivan's 2022 Global New Product Innovation Award in the virtual events market.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire product design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

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Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)