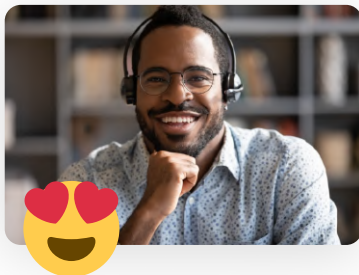
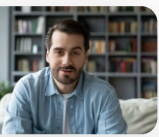




Own your virtual conference



Open messaging and collaboration for a secure and productive virtual conference

Element is a combined messaging app and collaboration tool, specifically designed for virtual conferences and communities.

- ✓ An open network to ensure attendees can easily connect and interact
- ✓ Decentralised so organisers can own and control all content and discussion
- ✓ Secured through end-to-end encryption and cross-signed device verification
- ✓ Open source and open standards for flexibility and interoperability
- ✓ Easy-to-use, create, configure and scalable – perfect for high volume, short term use

“Element is the only encrypted collaboration platform that scales to virtual conferences. By building on the open Matrix network, you can create vibrant communities that exist long after the event, and connect to other communities and chat systems too.”



Matthew Hodgson
Element

Put your attendees in their Element

Element gives you the flexibility to choose how your attendees interact. Always secure, you're free to make Element as open or restricted as you wish; fully-featured or stripped down.

For premium large scale events, customised versions of Element can be created, with your own branding and specific features. Whether your own brand or Element itself, attendees can simply download the app from their usual app store and feel instantly at home with a clean and powerful interface.

Those that prefer to use a traditional walled garden app, such as Slack, can still join all the conference debate thanks to Element's bridging capabilities.

A universal messaging app and collaboration tool, Element operates over Matrix; an open network. You can enable attendees to find each other, connect and create their own rooms - and build a community that exists long after the event itself.

Element gives you control and security

Successful conferences run on trust. Event organisers and attendees can speak freely in the knowledge that their content, data and conversations are securely hosted; be that on-premise, with Element Matrix Services or a self-selected cloud provider. That means no datamining and no third party access.

In addition to secure hosting, content and conversation is protected by default end-to-end encryption and cross-signed device verification to guard against eavesdroppers or imposters.

“We retained full control over communications in CommCon chat rooms, which was hugely important and people had control over who they wanted to talk to and those they didn't.”



Dan Jenkins
Commcon

Use Element to get a reaction

Element's flexibility brings virtual conferences alive. Keynote presentations can stream into chat rooms, stimulating live discussion as attendees react to the presenter, their content and each other's contributions.

Breakout sessions are truly engaging, with rooms enabling integrations and live data feeds. A combined messenger and collaboration tool, attendees can share files and working spaces to co-create in real-time.

And all that buzz is protected by being kept wherever the event organiser chooses, protected by end-to-end encryption. Powerful moderation tools ensure discussions stay productive, healthy and safe.

"We value open communities, accessibility and trustworthy collaboration; the move to Element has been a huge improvement for us and a great experience for our company and community."



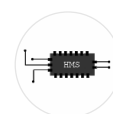
Mike Hoye
Mozilla

Element brings digital substance

A successful virtual event has to offer more than streamed presentations, polls and Q&As. To keep the live event buzz, people need to meet in real-time - to network, share experiences and discuss new ideas.

Universal and easy to use, Element enables attendees to create their own rooms; from a virtual stand or pre-arranged one-to-ones, through to spontaneous group chats on hot topics of the day.

"With Element's chat rooms, widgets, and community features, we're faithfully recreating the hallways and coffee shops while keeping our audience's data safe."



Abner Coimbre
Handmade Seattle

Fast and flexible deployment

Element can be up and running to support a virtual conference in just a few hours, powered by Element Matrix Services hosting capabilities. On-premise deployment can be almost as fast, supported by Element Consulting.

Operating on the open Matrix network, Element instances can instantly scale to support millions of users and are supported through a vibrant open source community.

While a one-day 'mayfly instance' is perfectly plausible, in practice use of Element for virtual conferences tends to run for at least a few weeks either side of a conference as attendees begin to communicate in advance and follow up after.

Such is the success of Element at virtual conferences that organisers often convert their Element instance into a long-term community. HOPE 2020 switched from a two-day in-person event, to a **nine-day Matrix-based online TV station** and has now morphed into a permanent community.

A virtual conference needn't be a substitute, it can be a whole new experience.

To learn more about Element for communities, visit **element.io/communities**

To learn more about Element Matrix Services, visit **element.io/matrix-services**

To get in touch, visit **element.io/contact-us**