



MARKETINGMULTIMEDIA

# LIVEFORUM

mmmgroup

## **Piattaforme e Servizi digitali per la Live Communication**

Fiere, Convention, Congressi, Convegni, Workshop e Assemblee



1 giugno 2022



# Un Gruppo, una storia di innovazione digitale.

Leader in Italia in soluzioni di comunicazione  
e marketing digitale dal 1993



**PRIMEWEB**  
mmmgroup

**WEB & DESIGN**

#corporatesites #ecommerce #webdesign #uxspecialist #socialmanagement



**MEDIAMATIC**  
mmmgroup

**MEDIA PLANNING**

#digitaladv #searchmarketing #programmaticadv #socialadv #aipowered



**DIGITALEVENTS**  
mmmgroup

**EVENTI**

#eventi #fiere #convention #speechsupport #scenografiedigitali



**MTICKET**  
mmmgroup

**MOBILE BOX OFFICE**

#backoffice #applicazionecassa #controlloaccessi #walletapp

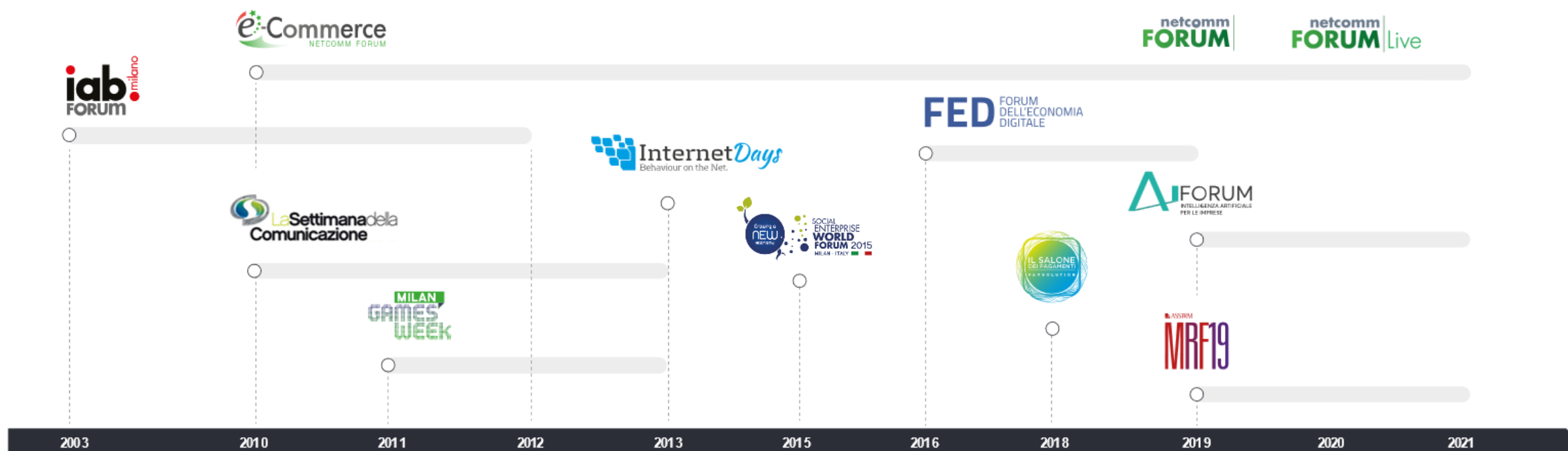


**LIVEFORUM**  
mmmgroup

**LIVE EVENTS PLATFORM**

#digitalevents #hybridevents #virtualfairs #onlinemeetings #digitalconferences

Dal 2003, MMM Group organizza i **più importanti eventi della comunità digitale in Italia**, utilizzando le tecnologie più innovative.



Nel 2020 abbiamo creato LiveForum,  
società specializzata in **piattaforme e servizi  
per eventi digitali e ibridi.**



Nuovi spazi digitali e ibridi, che  
**incoraggiano i rapporti e l'interazione  
tra i partecipanti**

**Diverse soluzioni e tecnologie all'avanguardia**  
per ospitare Fiere, Convention, Congressi,  
Convegni, Workshop e Assemblee

**Soluzioni customizzate in base alle  
esigenze del cliente**, per creare eventi e  
percorsi personalizzati e interattivi

**Monitoraggio costante delle performance**  
per gestire al meglio l'evento e **generare  
contatti ed esperienza di valore**

# I nostri risultati nei primi 24 mesi



BEA – Best Event Awards 2021  
“Digital Events Platform”

**200** Eventi

**150k** Partecipanti

**2.500** Speakers

**250** Conferenze

**1.650** Workshop

**4.000** Espositori

# Il nostro Portfolio





Fiere e Convention



Congressi medico-scientifici



Convegni e Workshop



Assemblee con votazioni

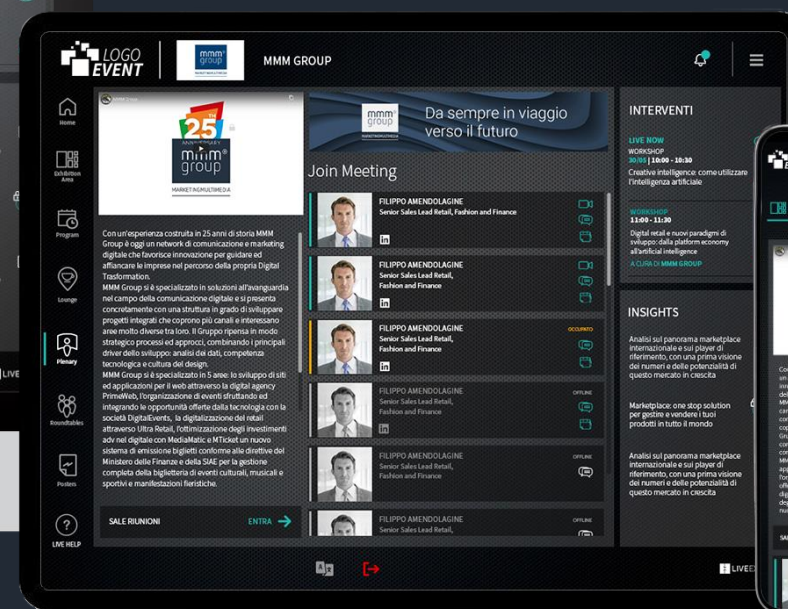


**4 diverse  
soluzioni tecnologiche  
personalizzabili  
per progettare e sviluppare  
il format di evento  
più adatto alle tue esigenze**

# Piattaforme Web cross-device



PC



Tablet



Smartphone



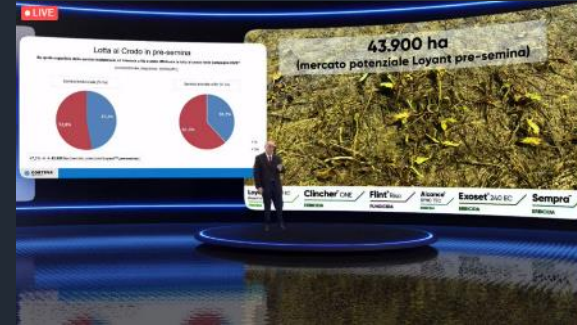
# Format di eventi



Fiere



Convention



Conferenze



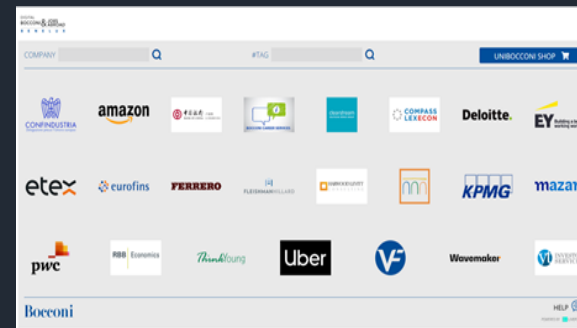
Congressi



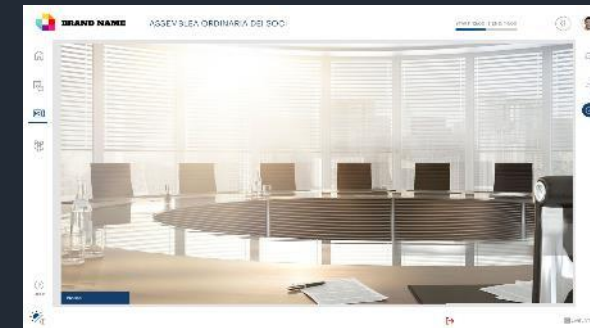
Workshops



Open Days



Career Days



Assemblee



Matchmakings



Forum / Summit



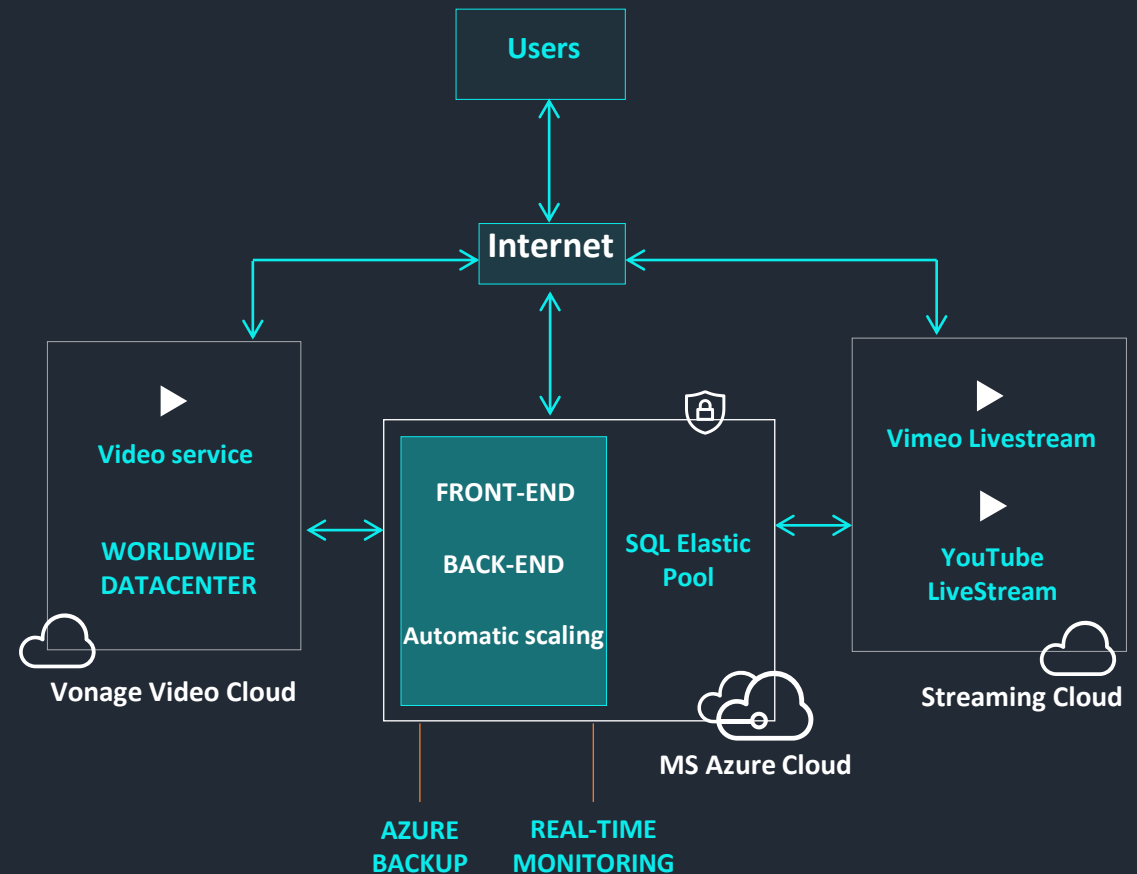
Education / Campus



Celebrations / Ceremonies

# L'Architettura di LiveForum

- Soluzione cloud scalabile su piattaforma **MS Azure**
- Autenticazioni personalizzate tramite **OTP, SPID, LDAP** o altri sistemi SSO (Single Sign-On)
- Layout completamente **personalizzabile** tramite templates
- Soluzioni web based totalmente responsive per **accesso multidevice**
- Connessioni **Live Streaming** o **WebRTC** riservate, con protocolli di sicurezza
- Completo tracciamento delle attività degli utenti **con reporting in tempo reale**
- **Back-end** completo e configurabile per la **gestione**
- Integrazione con **CRM** e **sistema di Biglietteria proprietario** (MTicket) certificato SIAE



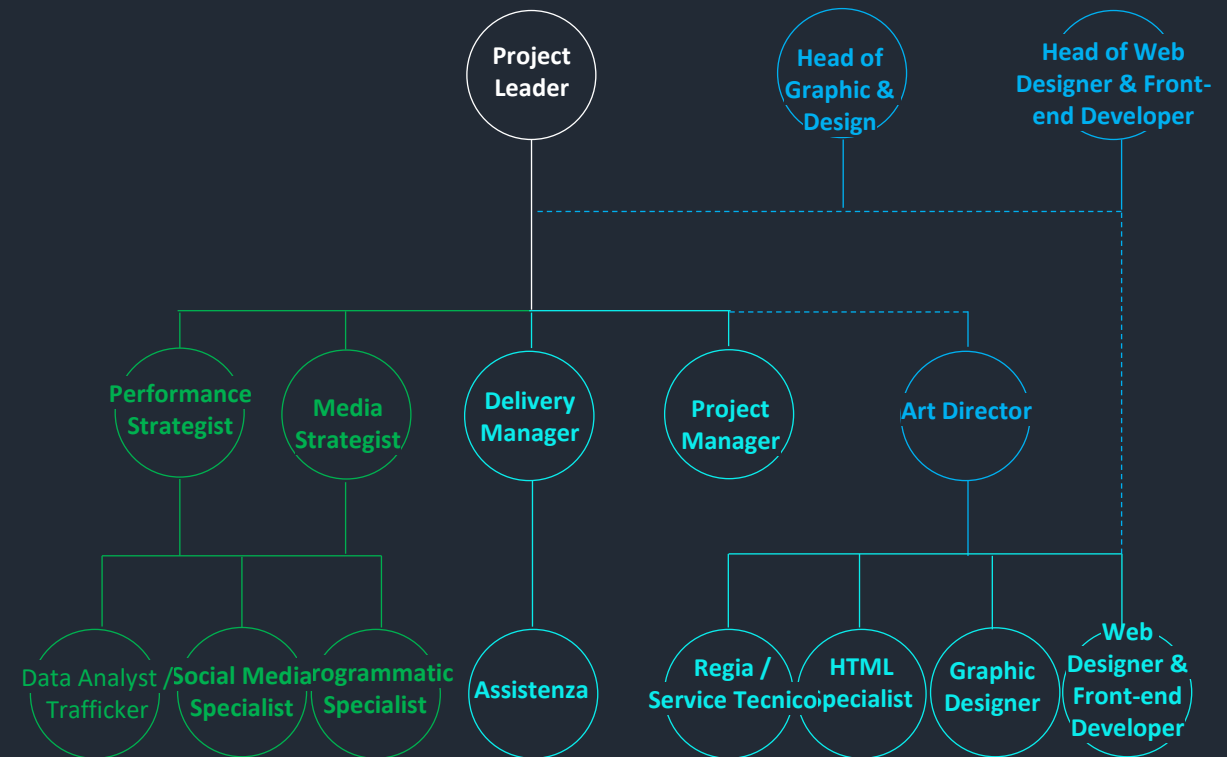
# I Servizi di LiveForum

## INCLUSI

- Consulenza ideazione Evento
- Project Management gestione evento
- Personalizzazione grafica
- Assistenza via LiveChat con team dedicato

## SU RICHIESTA

- Regia
- Sviluppo o adattamento di scenari digitali (anche 3D)
- Ideazione e produzione di video, animazioni, grafica, overlays, jingles...
- Coordinamento e assistenza speakers
- Segreteria organizzativa
- Comunicazione e promozione Evento
- Assistenza e gestione biglietteria online (MTicket)



# Piattaforme e Case Studies

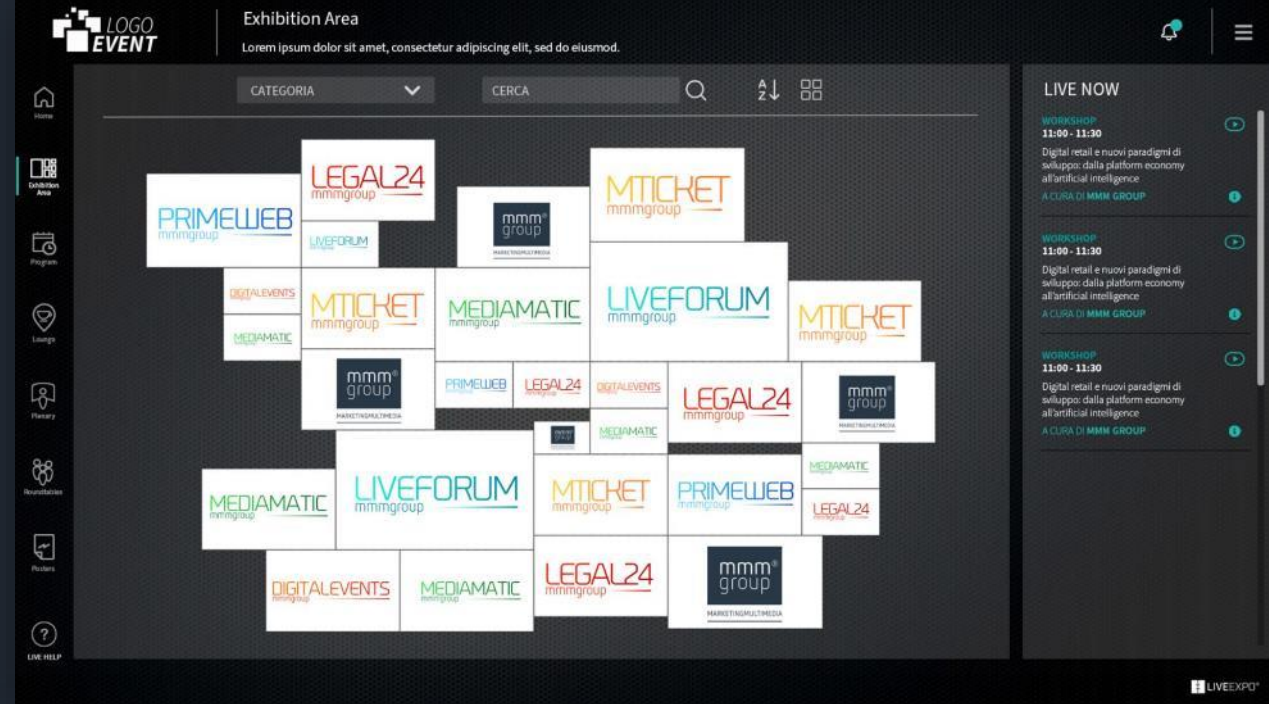
## Piattaforma per Fiere digitali e Ibride

### CARATTERISTICHE

- Layout piattaforma personalizzabile
- Multilingua
- Funzioni custom (su richiesta)
- Accesso via browser (no download o plug-in)
- Design HTML5 responsive
- Sicurezza: SSL, Firewall
- Piattaforma Cross-Device

### MODULI

- Area espositiva
- Area networking
- Sale conferenze
- Sale workshop
- Roundtables
- Videomeeting one-to-one



## Case study: Netcomm Forum Extended 2021

**2** Giorni Live

**7** Giorni On-Demand

**3** Conferenze plenarie

**95** Workshop

**90** Sponsor

**200+** Relatori

**18.000** Accessi all'evento

**6.900** Visitatori unici

**10.600** Presenze nei workshop

**5.312** Utenti workshop in  
modalità on-demand



netcomm  
**FORUM** Extended

# Case study: Bulgari e-retail convention 2021

4 giorni di evento

300 visitatori

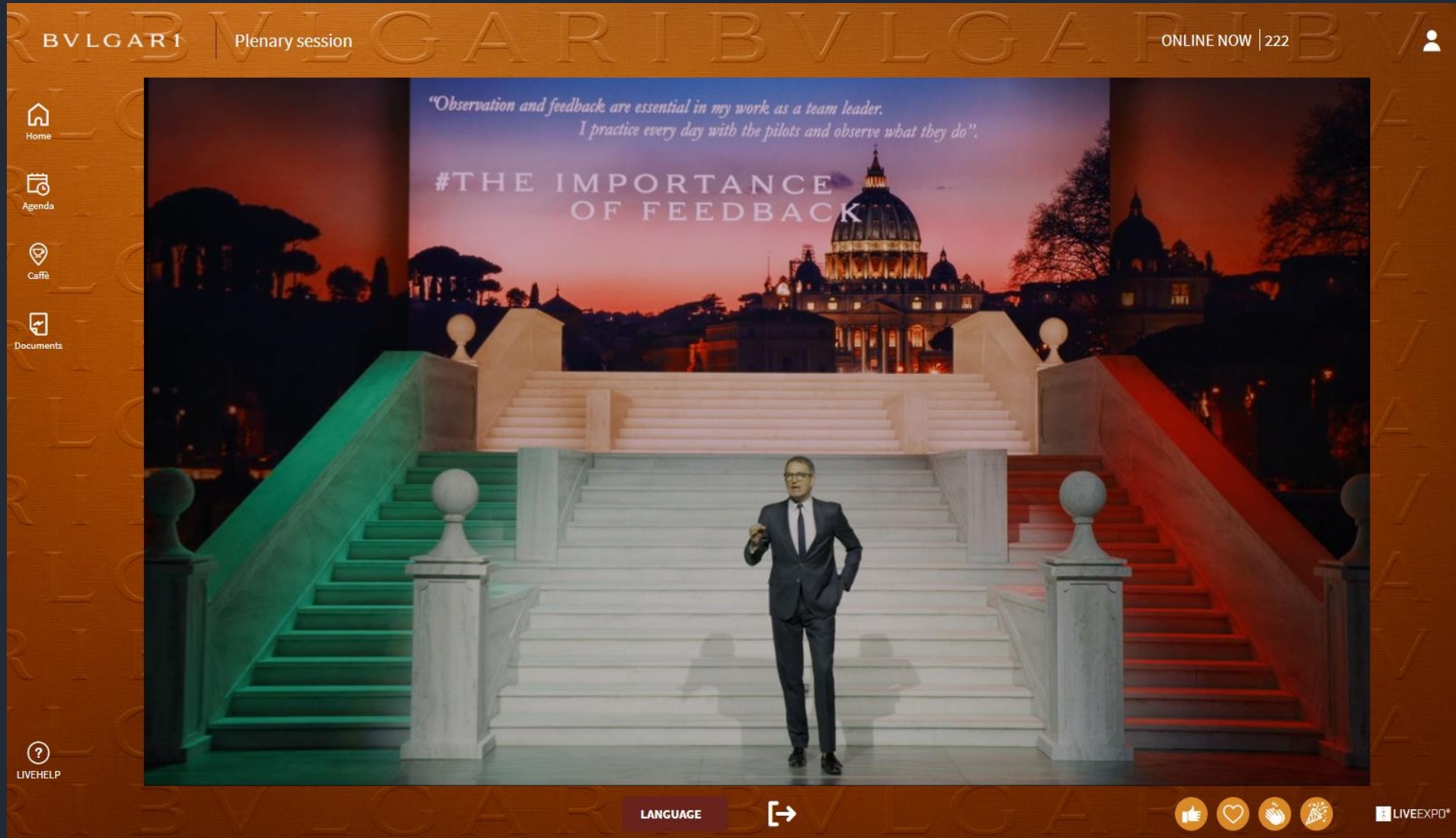
4 conferenze in streaming  
tradotte in 6 lingue

7 meeting Nazionali

20 breakout rooms

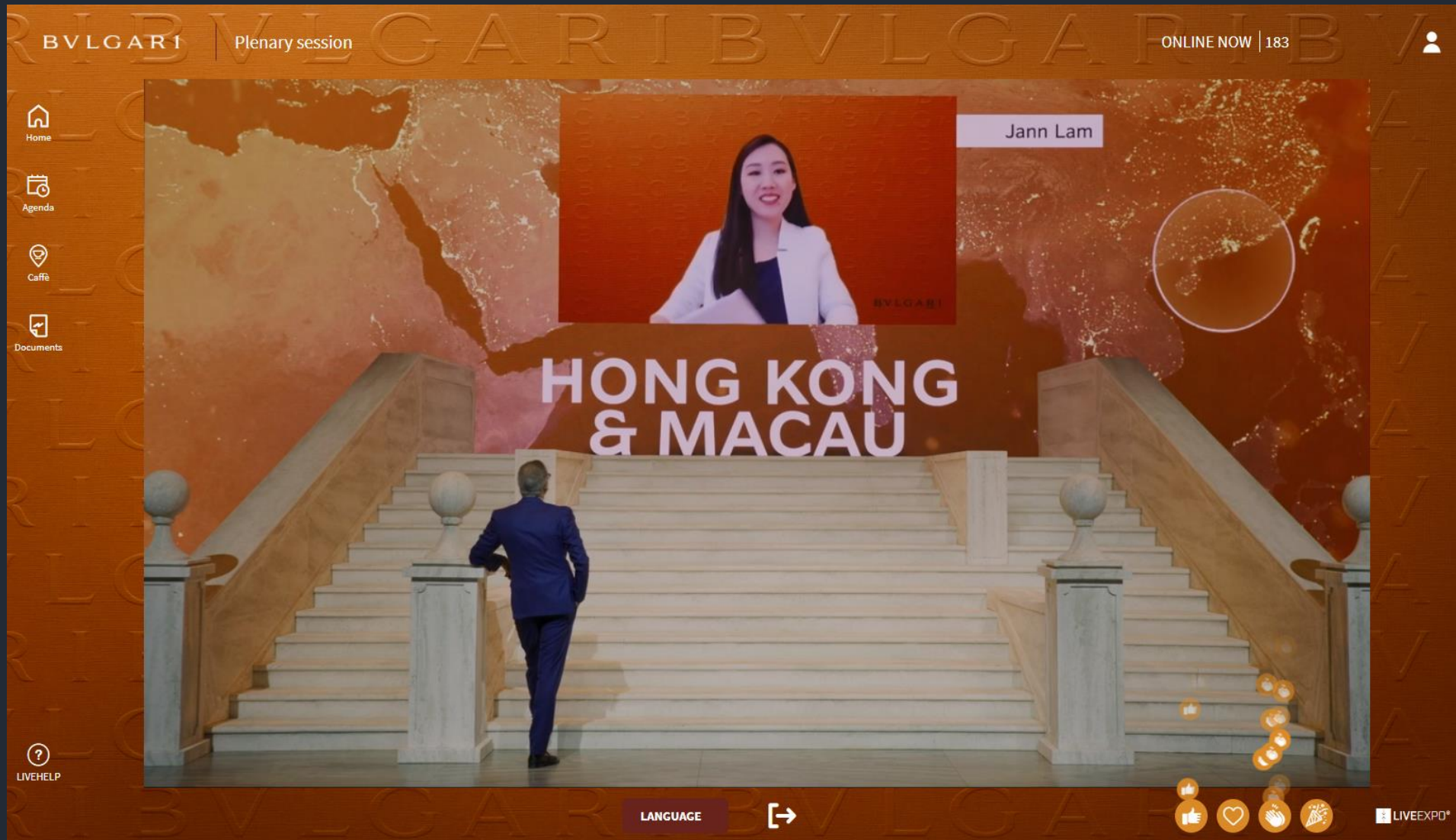


# Case study: Bvlgari e-retail convention 2021

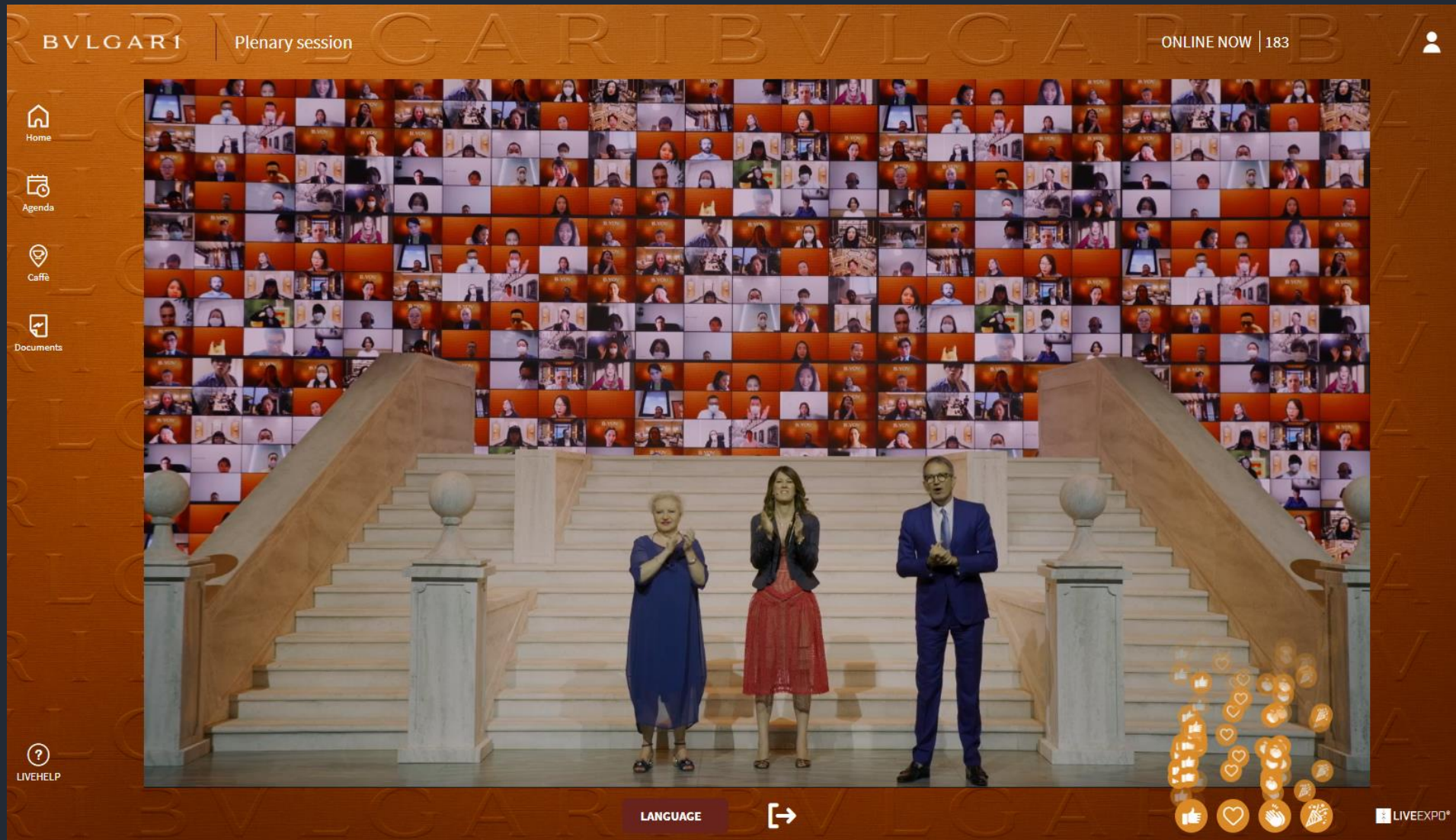




# Case study: Bvlgari e-retail convention 2021



# Case study: Bvlgari e-retail convention 2021



# Case study: Benetti Yachtmaster 2021

16 Stand

250+ Partecipanti

783 min Live streaming

42 Speaker

205 Meeting one-to-one

434 Chat one-to-one

904 Visite agli stand virtuali

533 min Durata media di sessione

**Benetti fleet**

**CLASS**

DELFINO 95    MEDITERRANEO 110    MOTOPANFILO 37M    FAST 125    DIAMOND 145

**OASIS**

OASIS 34M    OASIS 40M    B.YOND 37M

**B.NOW**

B.NOW 50M    B.NOW 55M    B.NOW 63M    B.NOW 66M

**CUSTOM**

MEGA | FROM 40M

GIGA | FROM 80M

**Questions**

Who can connect... Hello everyone!!!

Mirko Marani 10:05  
Stefan... Fast memories together

Stefan Czuplak 10:06  
those memories happen fast but last a life time ;)

Mirko Marani 10:06  
definitely

Mirko Marani 10:06  
great

Mirko Marani 10:06  
for me 10 times...

Julie Bleecke 10:07  
Morning toby

Write a message ...

POWERED BY LIVEFORUM®

# Case study: Benetti Yachtmaster 2021

**Virtual Trade Show**

PARTNER  #TAG  PRODUCT

All Partners  
 Giga Partners  
 Mega Partners  
 Class Partners

VRAER Benetti SEASTEMA  
 RIVA Slam SIMRAD hugengineering.  
 JOTUN AWLGRIP BOERO Lusben\*  
 cmcmarine ASEA DYT radinn

**Live now**  
 18.02.2021

**PLENARY SESSION**  
 18/02 | 10:00 - 11:30  
 Plenary Session DAY1 - The Impact of IMO TIER III on the Benetti Fleet

**What's Next**

**PLENARY SESSION**  
 18/02 | 11:30 - 11:45  
 A message from Azimut | Benetti Group CEO By Marco Valle

**PLENARY SESSION**  
 18/02 | 12:30 - 12:45  
 Owner's Team Perspective: Interview with Capt. Frank Hesse M/Y Metis

**PLENARY SESSION**  
 18/02 | 13:00 - 13:30  
 Show Cooking onboard with 3\*

21<sup>st</sup> EDITION YACHTMASTER  
 POWERED BY LIVEFORUM

# Case study: Benetti Yachtmaster 2021

Welcome to the BYM2021 - Phygital Edition!

Dear Admin Admin,  
Welcome to BYM2021!  
Check out the event Program and meet the Yachtmaster community in the Coffee Lounge.  
#BYM2021

Vote now the best virtual booth

**Live now**  
19.02.2021

PLENARY SESSION  
19/02 | 09:00 - 09:40  
Yoga onboard M/Y Luminosity

**Giga Partners**

Hug Engineering

Check audio/video

Plenary Hall

Virtual Trade Show

BYM2020 Barcelona

Full Program

**What's Next**

PLENARY SESSION  
19/02 | 09:40 - 10:00  
Walkthrough onboard M/Y Luminosity

PLENARY SESSION  
19/02 | 10:00 - 11:30  
Plenary Session DAY2- Yacht propulsion system: present & future


PLENARY SESSION  
19/02 | 12:30 - 12:45  
Owner's Team Perspective: Interview with Capt. Clinton White M/Y Masquenada


21<sup>st</sup> EDITION YACHTMASTER

POWERED BY LIVEFORUM

# Case study: Benetti Yachtmaster 2021

Virtual Booth | Benetti
🏠 ☰






BENETTI — CORPORATE VIDEO

Established in 1873, Benetti is Italy's oldest shipyard specialized in luxury yachts and an icon of timeless style and construction excellence. Each yacht is unique, created according to the desires of the Owner, with the **quality, expertise** and **reliability** of a shipyard that has built about 400 vessels which 'sail the seven seas' today in absolute **safety**. Benetti designs, builds and markets composite yachts from 29 to 44 meters in length, and

21<sup>st</sup> EDITION  
YACHTMASTER

Virtual Trade Show



A GIGAYACHT FOR THE 21<sup>ST</sup> CENTURY.

Benetti  
FB272  
M/Y LUMINOSITY

### Join Meeting

**Paola Caccavallo**  
Partnership Manager

📧 [Chat](#) 📅 [Take Appointment](#)

**Dario Pardini**  
Service Manager

📧 [Chat](#) 📅 [Take Appointment](#)

**Luigi Spina**  
Service Manager

📧 [Chat](#) 📅 [Take Appointment](#)

### What's Next

LIVE NOW ▶

PLENARY SESSION  
18/02 | 10:00 - 11:30

Plenary Session DAY1 - The Impact of IMO TIER III on the Benetti Fleet ⓘ

PLENARY SESSION 📅  
18/02 | 11:30 - 11:45


A message from Azimut | Benetti Group CEO By Marco Valle ⓘ

### Insights

- Benetti B.Now Family 📄
- Benetti BYond 37M 📄
- Benetti B.Now 50M 📄
- Benetti Custom

POWERED BY LIVEFORUM

# Case study: Benetti Yachtmaster 2021



• LIVE

21<sup>st</sup> EDITION YACHTMASTER

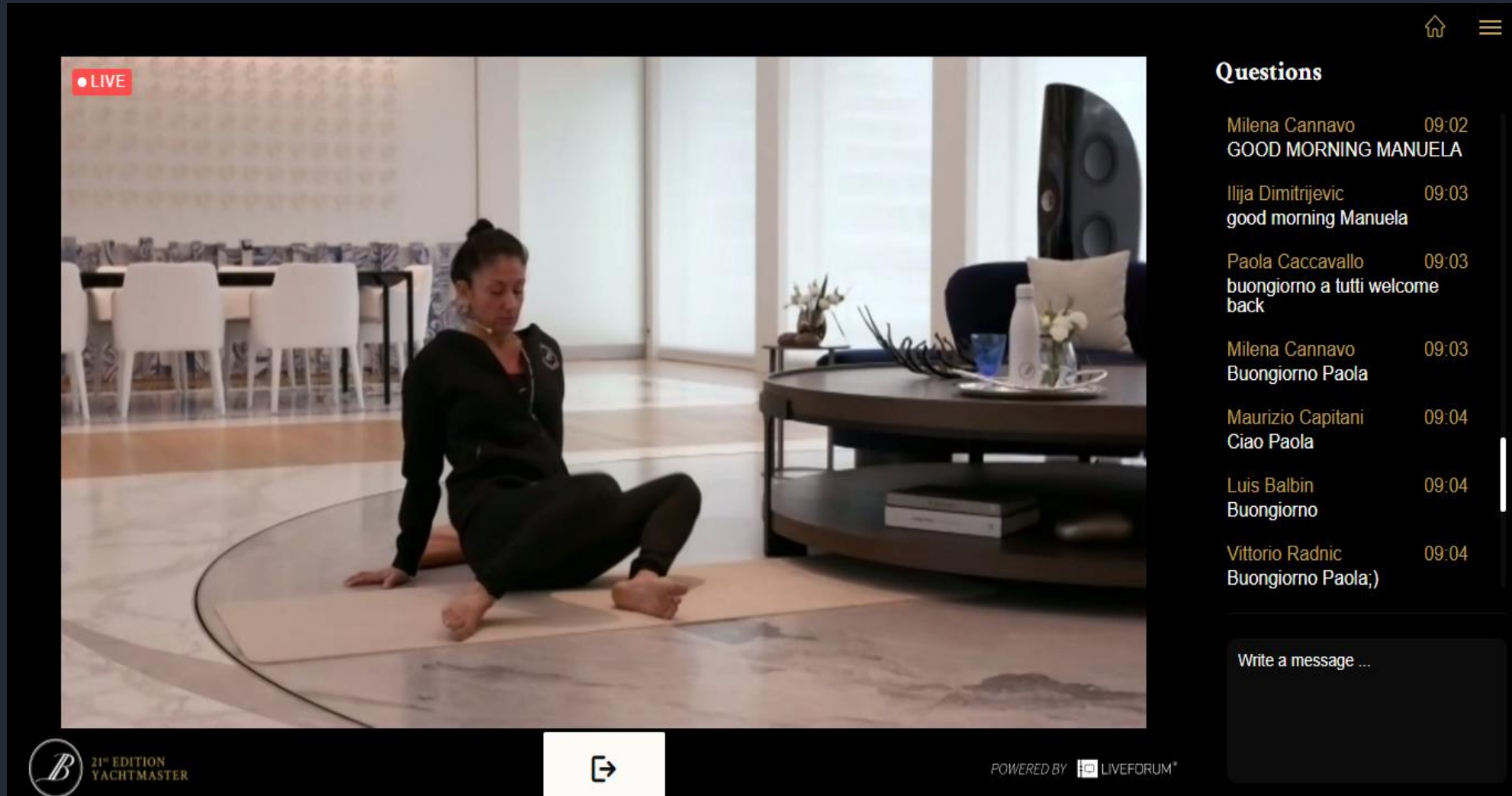
POWERED BY LIVEFORUM\*

### Questions

Gary Ward	12:52
She is beautiful... I'm in love.	
Paola Caccavallo	12:52
buy one	
Lorenzo Giusto	12:53
:-)	
Gary Ward	12:53
Waiting for Bitcoin to rise a little more Paola :P	
Rossella Moro	12:53
hello	
Paola Caccavallo	12:53
@gary let me know	
Gary Ward	12:53
You'll be the first call :)	

Write a message ...

# Case study: Benetti Yachtmaster 2021



The screenshot shows a live video stream of a woman in a black outfit sitting on a light-colored rug in a modern yacht interior. The room features a dining table with white chairs, a coffee table with a water bottle and flowers, and large windows. A red 'LIVE' indicator is in the top left corner of the video frame. To the right, a chat overlay titled 'Questions' lists viewer comments and timestamps. At the bottom, there is a Benetti logo, a share icon, and a 'POWERED BY LIVEFORUM' watermark.

**Questions**

- Milena Cannavo 09:02  
GOOD MORNING MANUELA
- Ilija Dimitrijevic 09:03  
good morning Manuela
- Paola Caccavallo 09:03  
buongiorno a tutti welcome back
- Milena Cannavo 09:03  
Buongiorno Paola
- Maurizio Capitani 09:04  
Ciao Paola
- Luis Balbin 09:04  
Buongiorno
- Vittorio Radnic 09:04  
Buongiorno Paola;)

Write a message ...

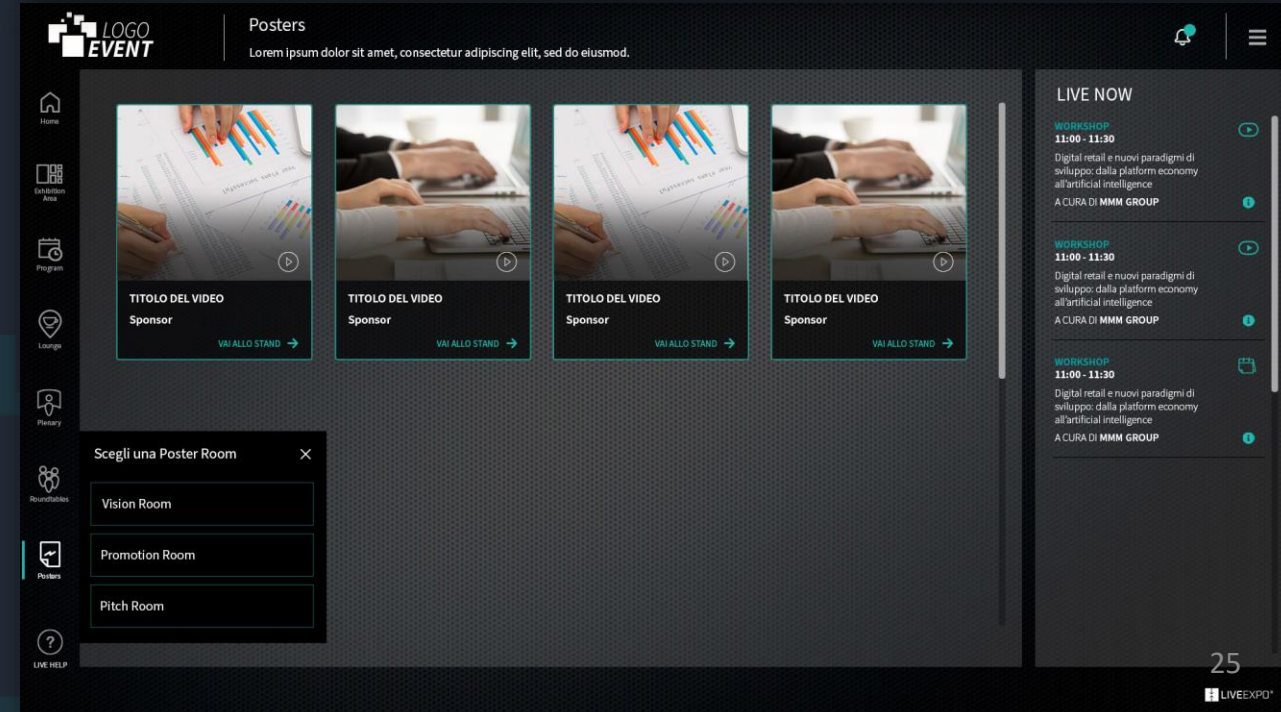
**B** 21<sup>st</sup> EDITION YACHTMASTER

POWERED BY LIVEFORUM®



## Congressi Medico-Scientifici

- Layout personalizzabile
- Area Poster
- Rendering 3D
- Multilingua
- Area espositiva
- Area networking
- Area conference
- Area workshop
- Area roundtables
- Videomeeting one-to-one
- Funzioni custom (su richiesta)



# Case study:

## GISE TIP 2021

2 Sale conferenze

5 Plenarie

4 Sponsor

70+ Speaker

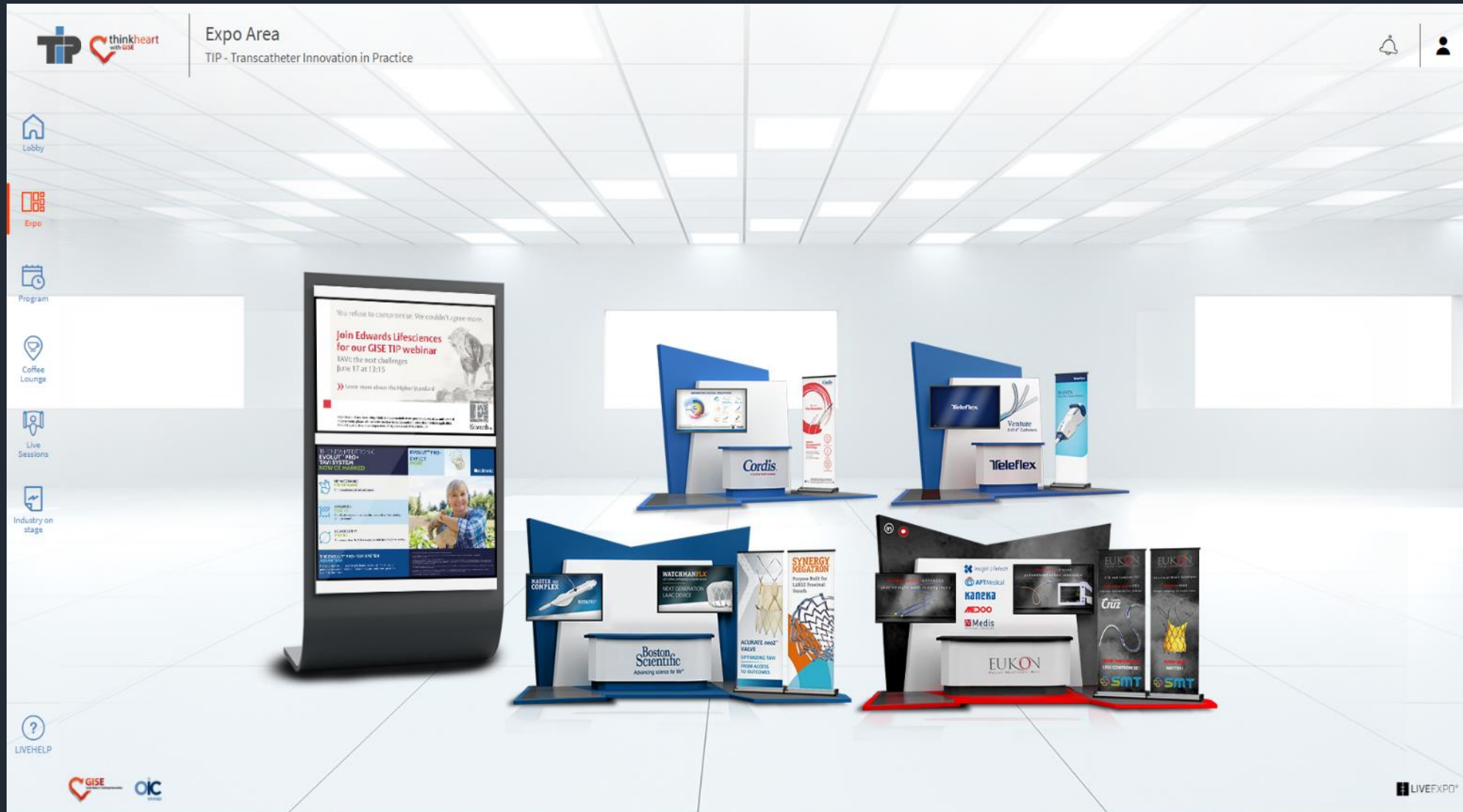
1000+ Accessi all'evento

500+ Visitatori unici

Stand in 3D



# Case study: GISE TIP 2021



# Case study: GISE TIP 2021

**TP thinkheart with GISE** | Live Sessions

**LIVE**

**WHICH STRATEGY?**

1. **PCI + LAAC + DAPT;**
2. **AF ABLATION + DOAC + SAPT;**
3. **CABG + DOAC;**
4. **PCI + LAAC + DAPT + eventual AF ABLATION.**

**GISE**  
with GISE

**TP thinkheart with GISE**

**Gavino Casu**

**UN SONDAGGIO È STATO ATTIVATO!**  
Rispondi alla domanda nella tab dei sondaggi

**SONDAGGIO**

Which strategy?

- A** PCI + LAAC + DAPT
- B** AF ABLATION + DOAC + SAPT
- C** CABG + DOAC
- D** PCI + LAAC + DAPT + eventual AF ABLATION

**VOTA**

**VIRTUAL EDITION**  
16-18 June 2021

Course Directors:  
Giuseppe Tarantini, Giuseppe Mancini, Giovanni Esposito

**TP**  
Transcatheter Innovation  
in Practice

**VERSIONE INGLESE**

**LIVEHELP**

**LIVEFORUM**  
mimigroup

**LIVEFXPO™**

# Case study: GISE TIP 2021

The screenshot displays a live event interface for GISE TIP 2021. At the top left, the logo for 'think heart with GISE' and 'Live Sessions' is visible. A navigation sidebar on the left contains icons for Lobby, Expo, Program, Coffee Lounge, Live Sessions (highlighted), Industry on stage, and LIVEHELP. The main content area shows a live broadcast of a speaker at a podium on a stage. The background features a large screen with a multi-camera view of the event, including a 'LIVE' indicator. The stage has a yellow carpet and a backdrop with the TIP logo and 'Transcather Innovation in Practice'. A Q&A section on the right contains a 'Q&A' title and a text input field with the placeholder 'Scrivi un messaggio...'. The footer includes a language toggle 'VERSIONE INGLESE' and the LIVEFORUM logo.

# Case study: GISE TIP 2021

thinkheart with GISE

Industry on stage TIP - Transcatheter Innovation in Practice

Lobby

Expo

Program

Coffee Lounge

Live Sessions

Industry on stage

LIVEHELP

MITRACLIP GEN4 & TRICLIP G4

PLAY VIDEO

Abbott

Medtronic

LEARNINGS FROM EBC MAIN TRIAL

PROF. FRANCESCO BURZOTTA

Medtronic

ENHANCING TAVI OUTCOMES IN SPECIFIC PATIENTS SUBSET

PROFESSA ANNA SONIA PETRONIO

Boston Scientific

Advancing science for life™

OPEN ISSUES IN LM PCI: THE OPTIMAL ANSWER

DR. LUCA TESTA

Boston Scientific

Advancing science for life™

ACURATE NEO2: UNA NUOVA ERA

DR. DIEGO MAFFEO

BIOTRONIK

excellence for life

ORSIRO SUPERIOR IN STEMI

DR. MASSIMO FINESCHI

LIVEEXPO\*

## WORKSHOP STANDALONE

Piattaforma web per workshop e seminari personalizzati

**VENERDI 10 GIUGNO 2021**  
11:30 - 14:00

01g : 07h : 12m : 55s

Login Registrazione

 Carica la tua foto profilo

 Nome

 Cognome

 E-mail

 Azienda

 Password

 Ripeti password

Oppure accedi con

 LinkedIn Connect

La spunta della presente casella (checkbox) equivale alla sottoscrizione della liberatoria per l'utilizzo dell'immagine (art. 10 del d.l. n. 159/2014) e del relativo consenso per il trattamento secondo le modalità e finalità indicate nella Sez. 1.3 dell'Informativa sulla Privacy.

Cliccando su "REGISTRATI" dichiari di aver letto, compreso e accettato l'Informativa sulla Privacy.

REGISTRATI

SCOPRI DI PIÙ



## Piattaforma Web per workshop e seminari professionali e personalizzati

- Area Workshop
- Agenda
- Instant Polls
- Live Video Q&As
- Live Reactions
- Chat pubblica e privata
- Countdown evento
- Virtual Set
- Regia a Supporto
- Website HTML personalizzabile e responsive
- «Save The Date» + Add-to-Calendar
- Accesso libero o su registrazione
- Assistenza via chat
- Funzionalità custom (su richiesta)
- Area biografia speaker
- Modulo Q&A testuale (con moderazione)

# Case study:

## VAS 2021

**3 Giorni**

**1 Sala conferenze**

**150+ Speaker**

**1.300+ Invitati**


**Multilingua**

**Biglietteria integrata**

The screenshot shows the website for the 18th European Angiology Days. At the top left is the VAS logo with the text "European Independent Foundation in Angiology / Vascular Medicine - Education, Research, Prevention - International Consortium". To its right is an "ADMIN" link. On the far right of the top bar is a clock icon and the text "START IN: 07H : 38M : 13S". A left sidebar contains "Home" and "Program" icons. The main content area features the event title "18<sup>th</sup> EUROPEAN ANGIOLOGY DAYS" in blue, followed by "NOVEMBER 26<sup>th</sup> - 28<sup>th</sup>, 2021" in red, and "International Academic Web Conference" in red. Below this is the theme "CHALLENGES IN AGEING, BIG DATA AND COVID19: The role of Angiology/Vascular Medicine in a changing world" in blue. A countdown timer "THE EVENT WILL START IN: 07h : 38m : 13s" is displayed in red. On the right side, there is a large, stylized graphic of a blood vessel with red and blue segments. At the bottom left of the page is a "Live help" icon. At the bottom right is the "LIVETALK" logo. The bottom of the page features a decorative banner with a 3D rendering of red blood cells.



# Case study: VAS 2021



European Independent Foundation  
In Angiology / Vascular Medicine -  
Education, Research, Prevention -  
International Consortium

VALENTINA

🕒 18:00

😊

**LIVE**


Home

Live


Program

Live help


## TEXAS MEDICAL CENTER



HOUSTON  
**Methodist**  
LEADING MEDICINE



- Based in Houston
- TMC is largest medical center in the world
- > 50 research and medical entities with >100,000 employees
- Rich and diverse scientific community with dense network



PUBLIC CHAT

**Gerit-Holger Scherthaner** 19:34  
Please ask you questions in the chat!

**Giacomo Muneratti** 10:14  
Any questions?

Text here

➤

👉

👍 🗨️ 🙌 💡

LIVETALK®

# Case study: VAS 2021

The screenshot displays a live forum interface for the VAS 2021 event. At the top left, the VAS logo is accompanied by the text: "European Independent Foundation In Angiology / Vascular Medicine - Education, Research, Prevention - International Consortium". The name "VALENTINA" is centered at the top, and a clock icon shows the time as "18:00". On the left side, there is a vertical navigation menu with icons for "Home", "Live", "Program", and "Live help". The main content area features a grid of six video feeds showing participants. A "LIVE" indicator is present in the top left corner of the video grid. On the right side, there is a "PUBLIC CHAT" section with a message icon, the name "Giacomo Muneratti" and a timestamp "11:28", and a prompt "Write here your questions for the speaker". Below the chat is a text input field labeled "Text here" with a blue arrow icon. At the bottom of the interface, there are several icons: a red double-headed arrow, a thumbs up icon, a thumbs down icon, a hand icon, and a lightbulb icon. The "LIVETALK" logo is in the bottom right corner.

BRAND NAME ASSEMBLEA ORDINARIA DEI SOCI START: 12:00 | END: 14:00

SCHEMA VOTAZIONE  
MARIO ROSSI

Approvazione bilancio aziendale 2020  
Desidera approvare il Bilancio e la Relazione sulla Gestione relativi all'esercizio sociale chiuso il 31.12.2020, così come predisposto dal consiglio di amministrazione?

APPROVO ASTENUTO

NON APPROVO

Nome

LIVEVOTE

BRAND NAME ASSEMBLEA ORDINARIA DEI SOCI START: 12:00 | END: 14:00

TITOLO SLIDE

2438

46,98 -14%  
65,21 +4%

Nome

LIVEVOTE

GO ON STAGE PAUSA STOP



## Piattaforma Web per assemblee online e ibride con votazione

- Accesso via browser (no download o plug-in)
- Autenticazione tramite SPID o OTP
- Importazione database cliente
- Agenda
- Area documentale
- Area Networking, Chat e Q&A
- Possibilità di voto singolo, voto multiplo con deleghe, voto pesato e voto segreto
- Registro presenze
- Multilingua
- Utilizzabile da: Aziende, Associazioni, Fondazioni, ONLUS, Cooperative, Sindacati, Condomini

# Case study: Ordine delle Professioni Infermieristiche 2021

**Tipologia:** Assemblea ibrida

**Iscrizione:** Single Sign-On

**8.000+** Iscritti

**1** Sessione di voto

**Diritti di voto** differenziati per  
tipologia di utente e votazione

The screenshot shows the login interface for the OPI Brescia assembly. On the left, the OPI Brescia logo is displayed above the text 'ASSEMBLEA DEGLI ISCRITTI' and 'Ordine delle Professioni Infermieristiche di Brescia'. The date and time 'MARTEDÌ 11-01-2022 09:00 - 19:00' are shown in red. A status indicator shows 'L'ASSEMBLEA È INIZIATA' with a blue dot. On the right, there is a 'Login' section with a prompt to use OPI credentials. It features two input fields for 'Username' and 'Password'. A 'PASSWORD DIMENTICATA' link is present. Below the fields is a checkbox for data processing consent, with a link to the privacy policy. A red 'ACCEDI' button is at the bottom right. At the bottom of the page, there is a 'Live help' icon and the 'LIVEVOTE' logo.

# Case study: Ordine delle Professioni Infermieristiche 2021

CASE STUDY



Assemblea in presenza, con intervento utente da remoto

# Case study: Ordine delle Professioni Infermieristiche 2021

The screenshot shows a web-based voting interface for the 'ASSEMBLEA DEGLI ISCRITTI' of the 'ORDINE DELLE PROFESSIONI INFERMIERISTICHE DI BRESCIA'. The interface is primarily blue and white. On the left, there is a vertical navigation menu with icons for Home, Live, Programma, Documenti, and Live help. The main content area is dark blue and contains the following text: 'VOTAZIONE : 1', '1) Proposta modifica quota iscrizione 2022', and 'Come si dichiara riguardo alla Proposta modifica quota iscrizione 2022?'. Below this, there are three options: 'Favorevole - Astenuto - Contrario'. At the bottom of the main area, there are two buttons: 'ANNULLA' (white) and 'TERMINA' (red). On the right side, there is a video feed showing a live session with a red banner at the bottom that reads 'OPI BRESCIA'. Above the video feed is a 'chat privata' icon. In the top right corner, there is a user profile icon. At the bottom of the interface, there is a red double-headed arrow icon, a row of four circular icons (thumbs up, thumbs down, hand, lightbulb), and the 'LIVEVOTE\*' logo.

**ASSEMBLEA DEGLI ISCRITTI**  
ORDINE DELLE PROFESSIONI INFERMIERISTICHE DI BRESCIA

TOTALE PRESENTI **208**  
VOTI ATTESI **208**  
VOTI RICEVUTI **126**

VOTAZIONE : 1

**1) Proposta modifica quota iscrizione 2022**

Come si dichiara riguardo alla Proposta modifica quota iscrizione 2022?

Favorevole - Astenuto - Contrario

ANNULLA TERMINA

OPI BRESCIA

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Viale Cassala, 36 – 20143 Milano (MI) – Italy