



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

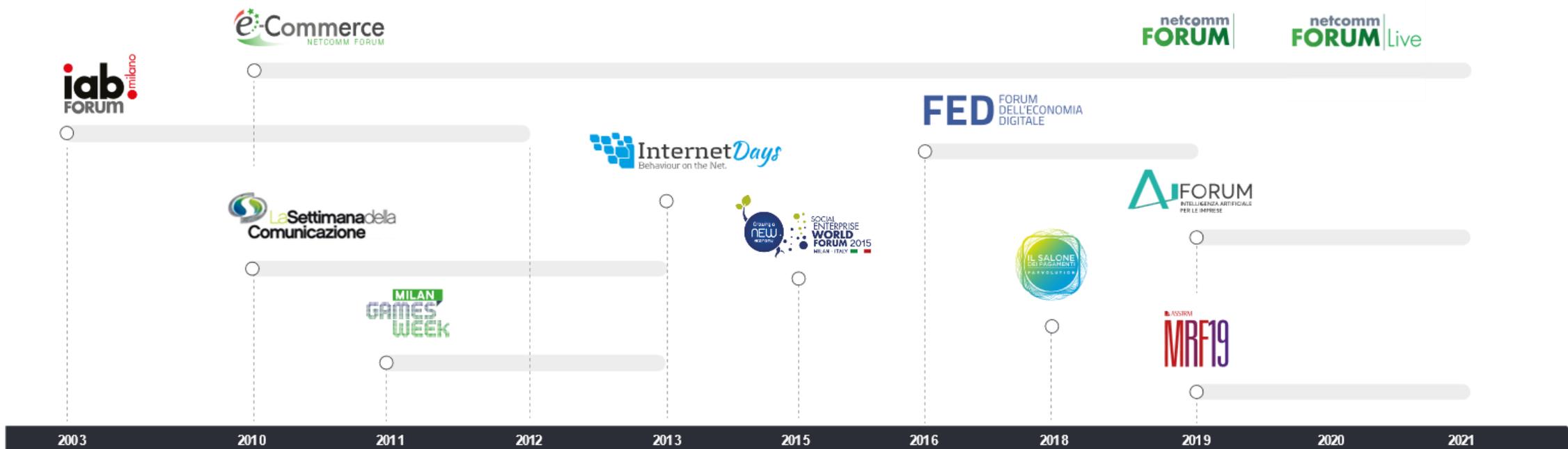


LIVEFORUM
mmmgroup

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

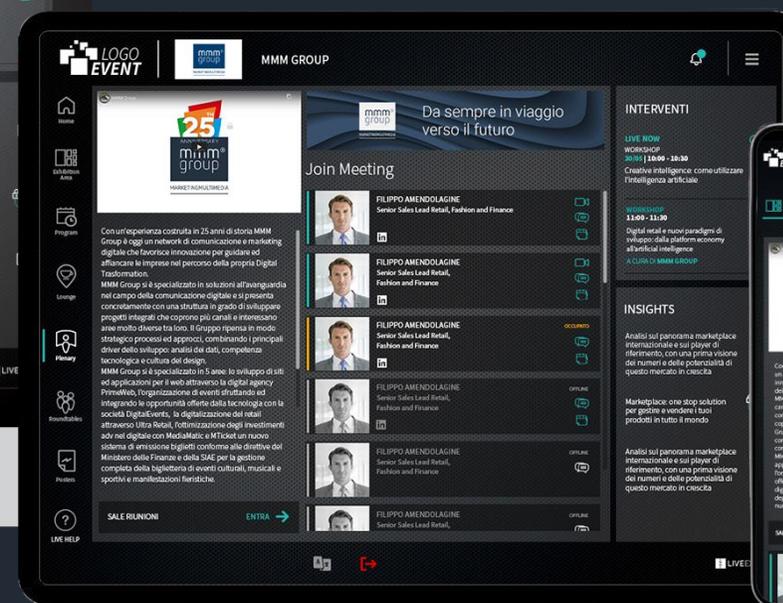


**4 diverse
soluzioni tecnologiche
personalizzabili
per progettare e sviluppare
il format di evento
più adatto alle tue esigenze**

Piattaforme Web cross-device



PC



Tablet



Smartphone

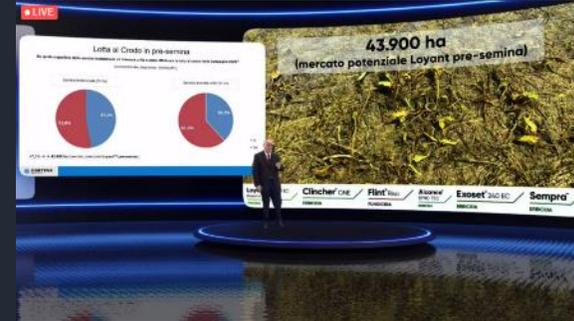
Format di eventi



Fiere



Convention



Conferenze



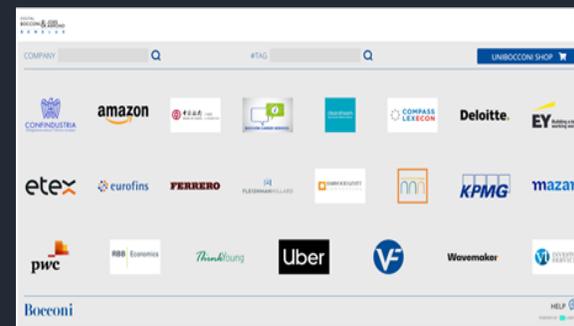
Congressi



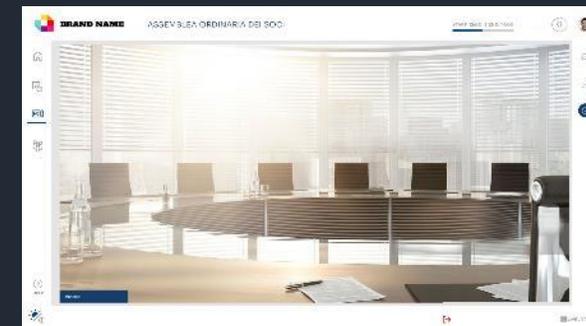
Workshops



Open Days



Career Days



Assemblee



Matchmakings



Forum / Summit



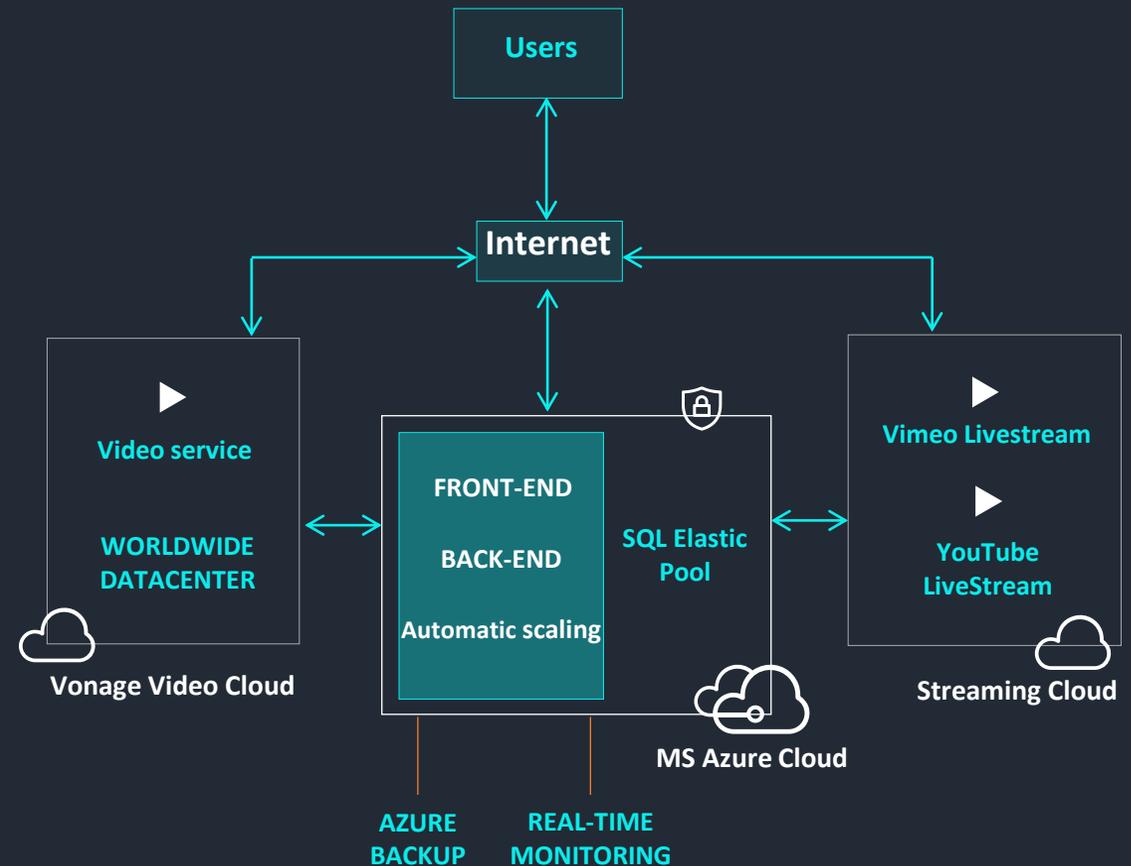
Education / Campus



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



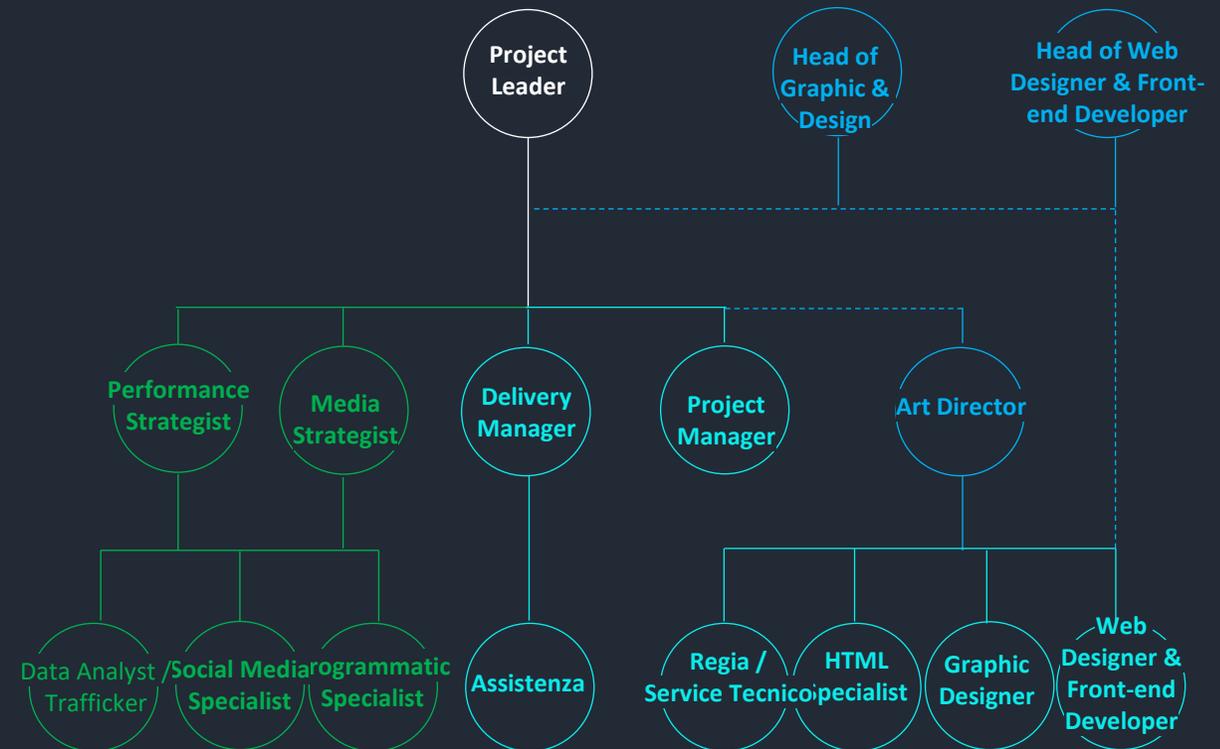
I Servizi di LiveForum

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

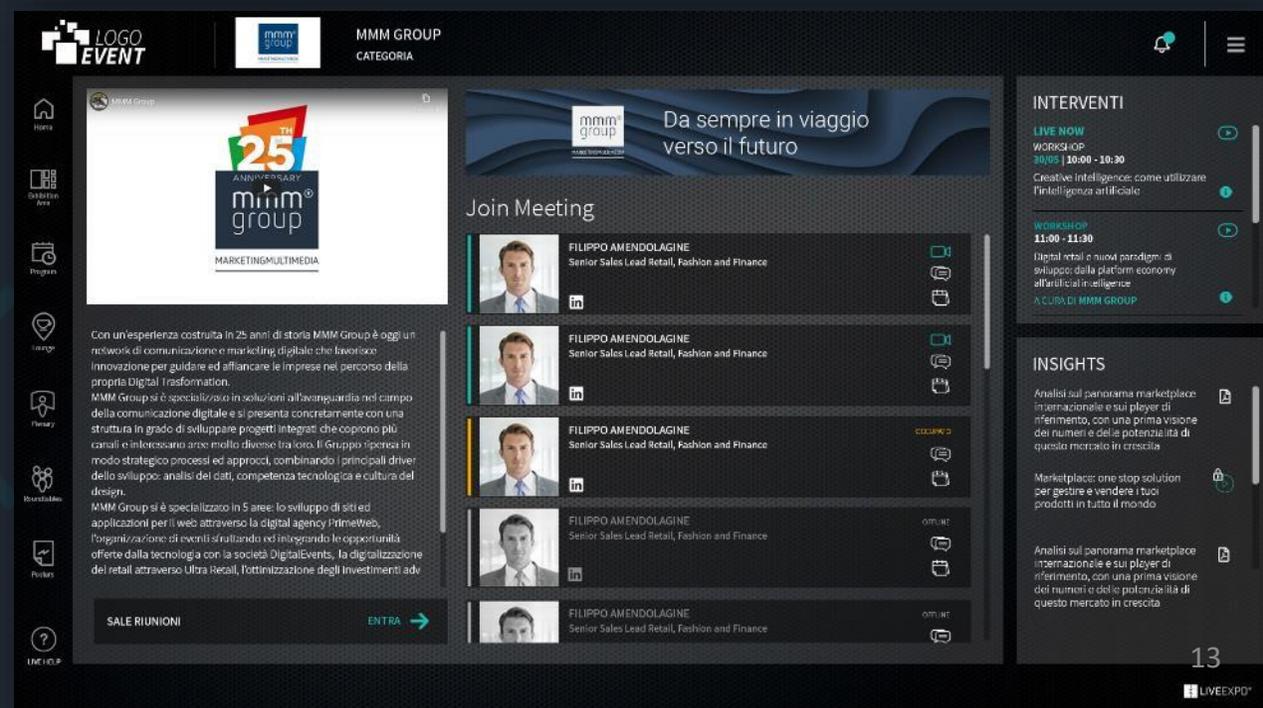
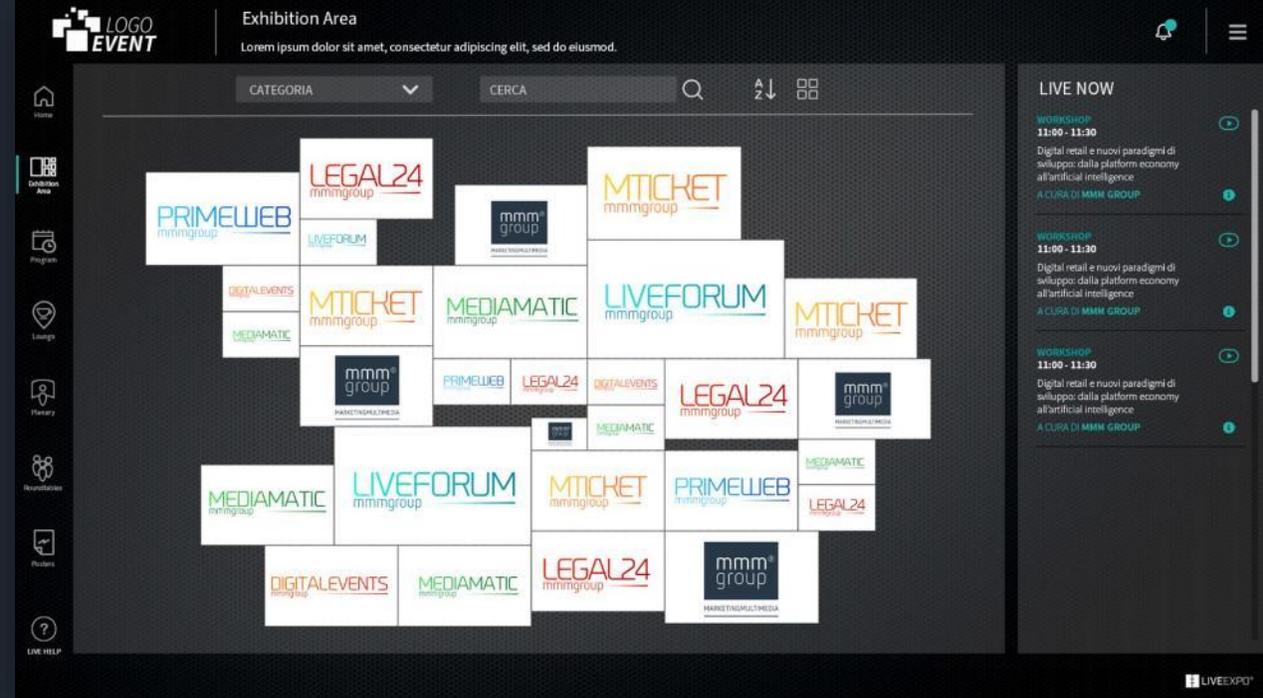
Piattaforma per Fiere digitali e Ibride

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



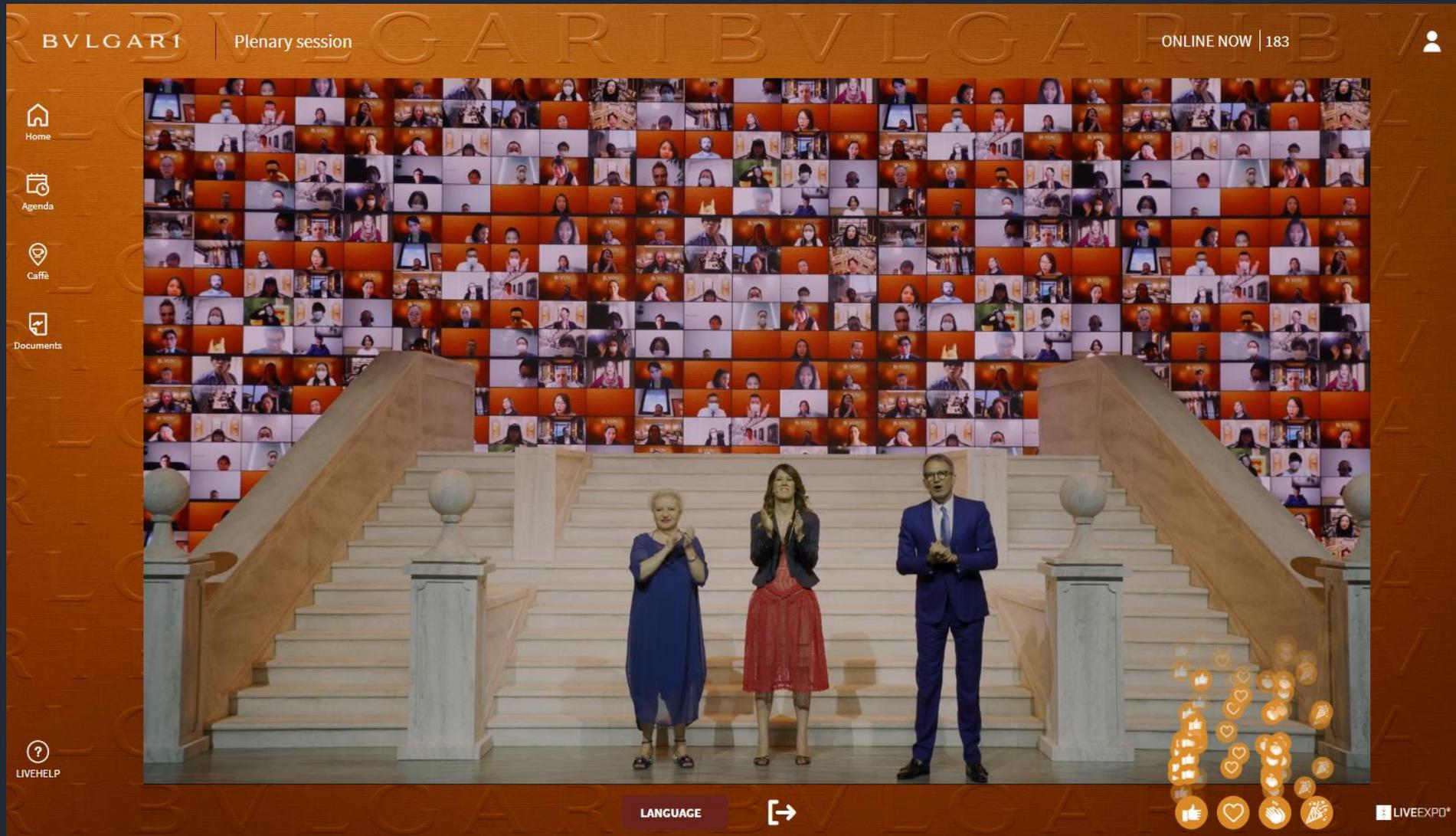
Case study: Bvlgari e-retail convention 2021



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

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*

POWERED BY LIVEFORUM

21st EDITION YACHTMASTER

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



Hug Engineering

Check audio/video



21st EDITION
YACHTMASTER

Vote now the best virtual booth






Scan the QR Code to vote



Plenary Hall

Full Program

Virtual Trade Show

BYM2020 Barcelona

Live now

19.02.2021

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

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

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

21st EDITION
YACHTMASTER

Virtual Trade Show



A GIGAYACHT FOR THE
21 CENTURY.

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

21st 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

• LIVE

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;)

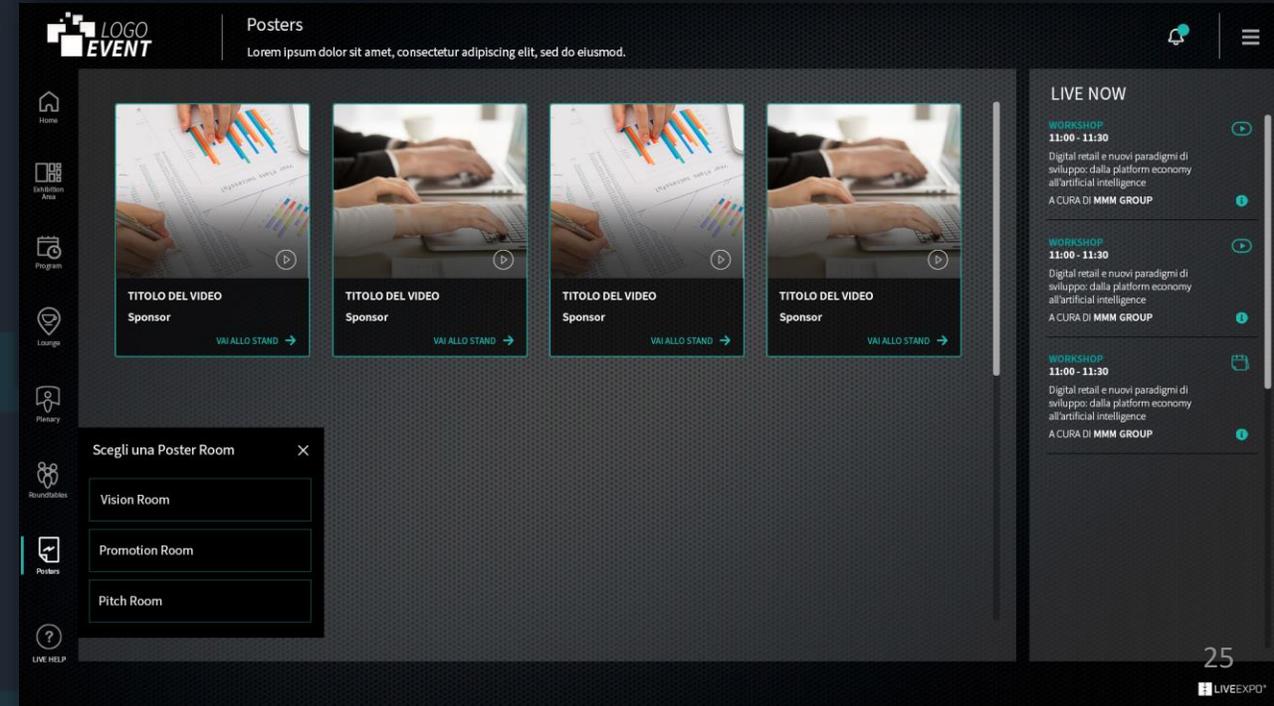
Write a message ...

B 21st 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

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.**

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

TP thinkheart with GISE

TP Transcatheter Intervention in Practice

VERSIONE INGLESE

LIVEHELP

LIVEFORUM

Case study: GISE TIP 2021

The screenshot displays a live event interface for GISE TIP 2021. The main content area shows a stage with a speaker at a podium. Behind the speaker is a large screen displaying a grid of video feeds from various participants. The interface includes a sidebar on the left with navigation icons for Lobby, Expo, Program, Coffee Lounge, Live Sessions, Industry on stage, and LIVEHELP. The top navigation bar features the GISE logo, the text 'Live Sessions', and user icons. On the right side, there is a Q&A chat window with a 'Scrivi un messaggio ...' input field and a send button. The bottom of the screen has a language switcher for 'VERSIONE INGLESE' and the LIVEXP0 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

PROF.SSA 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

LIVETALK® **WORKSHOP TITOLO** START: 12:00 | END: 14:00 ONLINE NOW: 123

Home Live Partecipanti Programma LIVE HELP

Nome Cognome

Chat relatori Chat pubblica Q&A Sondaggi

CHAT RELATORI

Nome Cognome	12:30

Scrivi un messaggio...

DO OFF STAGE PAUSA FINE

LIVETALK®

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 '18th EUROPEAN ANGIOLOGY DAYS' in blue, followed by 'NOVEMBER 26th - 28th, 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. A large, stylized graphic of the number '18' in blue and red is on the right. At the bottom left is a 'Live help' icon, and at the bottom right is the 'LIVETALK' logo. A decorative banner of red blood cells is at the very bottom.

Case study: VAS 2021



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

VALENTINA

18:00



Home



Live



Program



Live help

LIVE

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 "18:00". A smiley face icon is in the top right corner.

On the left side, there is a vertical navigation menu with icons for "Home", "Live", "Program", and "Live help". A red "LIVE" indicator is positioned above the video grid.

The central area features a 2x3 grid of video feeds showing six participants. Below the grid, the VAS logo and name are repeated. At the bottom center, there is a red double-headed arrow icon. To the right of the arrow are four circular icons: a thumbs up, a thumbs down, a hand, and a lightbulb. The "LIVETALK" logo is in the bottom right corner.

On the right side, there is a "PUBLIC CHAT" section. It includes a chat icon, the text "PUBLIC CHAT", and a message from "Giacomo Muneratti" at "11:28" with the text "Write here your questions for the speaker". Below the chat is a text input field labeled "Text here" with a blue arrow icon to its right.

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

SCHEDE 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'. Below this, the date and time 'MARTEDÌ 11-01-2022 09:00 - 19:00' are shown in red, followed by a status indicator 'L'ASSEMBLEA É INIZIATA' with a blue dot. On the right, the 'Login' section prompts the user to use their OPI credentials. It features two input fields: 'Username' and 'Password'. Below the password field is a link for 'PASSWORD DIMENTICATA'. A checkbox allows users to authorize the processing of their personal data, with a link to the privacy policy. A red 'ACCEDI' button is positioned at the bottom right. At the bottom of the page, there is a 'Live help' icon on the left and the 'LIVEVOTE' logo on the right.

Case study: Ordine delle Professioni Infermieristiche 2021

CASE STUDY



Assemblea in presenza, con intervento utente da remoto

Case study: Ordine delle Professioni Infermieristiche 2021



ASSEMBLEA DEGLI ISCRITTI
ORDINE DELLE PROFESSIONI INFERMIERISTICHE DI BRESCIA



Home

Live

Programma

Documenti

Live help

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

chat privata



OPI BRESCIA

[→]






LIVEVOTE*



LIVEFORUM
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Piattaforme e Servizi digitali per la Live Communication

Fiere, Convention, Congressi, Convegni, Workshop e Assemblee

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