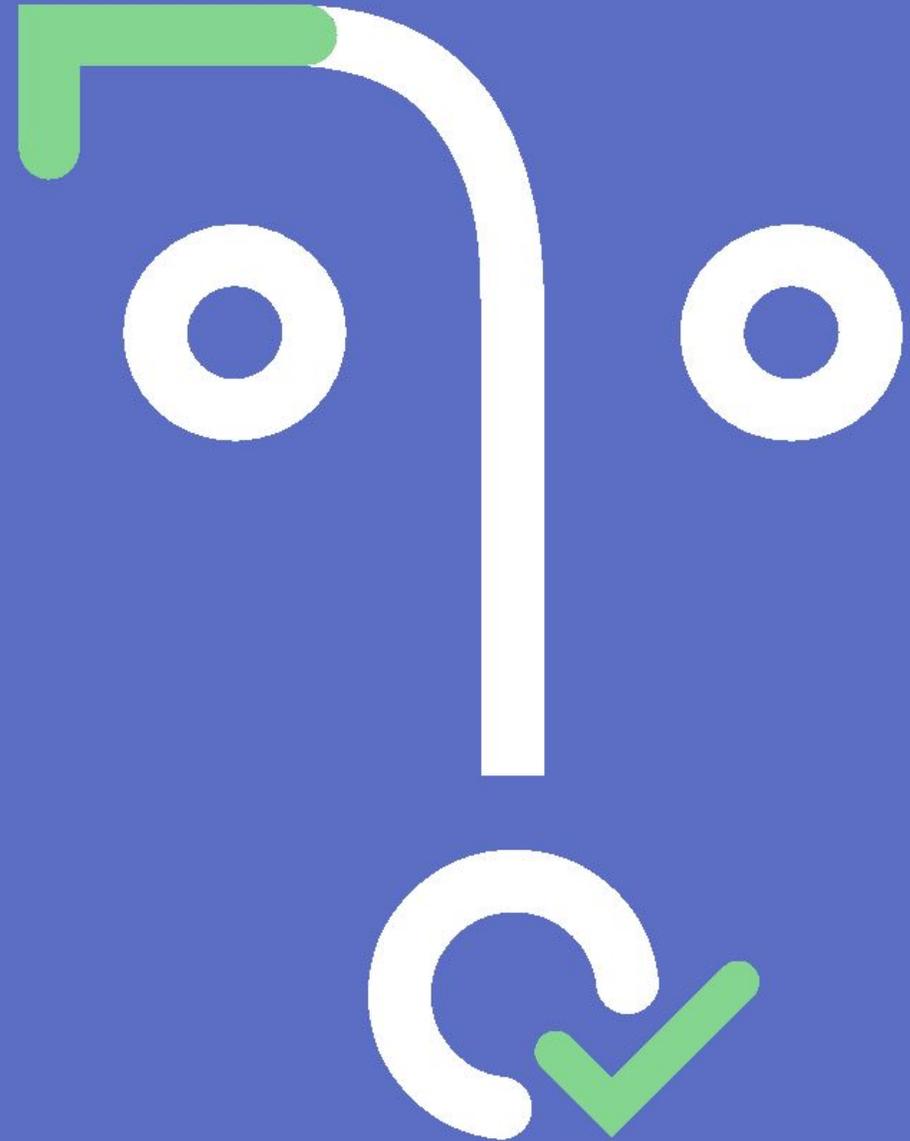




**Connect with your audience  
through edutaining social  
quizzes**





# Real-time communications. Revamped

Every year leading companies and brands find it more and more difficult to find new ways to attract new customers and not to lose the existing ones. Even if your reputation in your industry is blameless, and you have a wonderful Sales and Marketing team, you always need something new to stand out from your competitors.

**Use a new method to attract attention to your products:  
arrange a thematic quiz game for your customers!**

# Quizzes are an effective way to reach and educate your audience

## Education

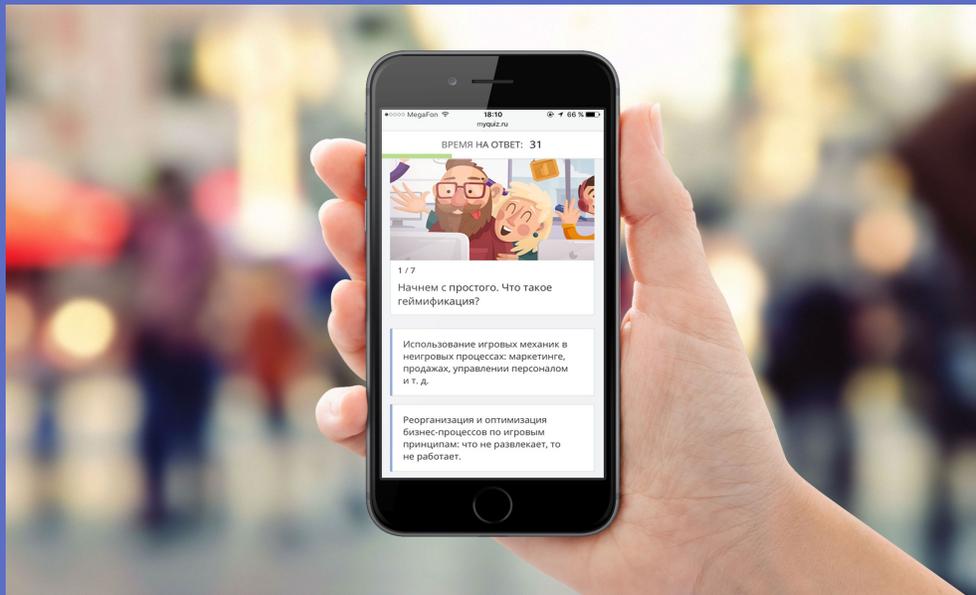
- Asking your customers specific questions about your products or services helps them learn and explore your brand.
- 93% of marketers reported interactive content such as this as somewhat or very effective in this role.

## Reach

- The 50 most engaging quizzes on BuzzFeed drive just under 3 million engagements in March 2017, an average of almost 60,000 engagements per quiz.



**According to Forbes, the demand for interactive content like quizzes will continue to grow in 2019 and beyond**

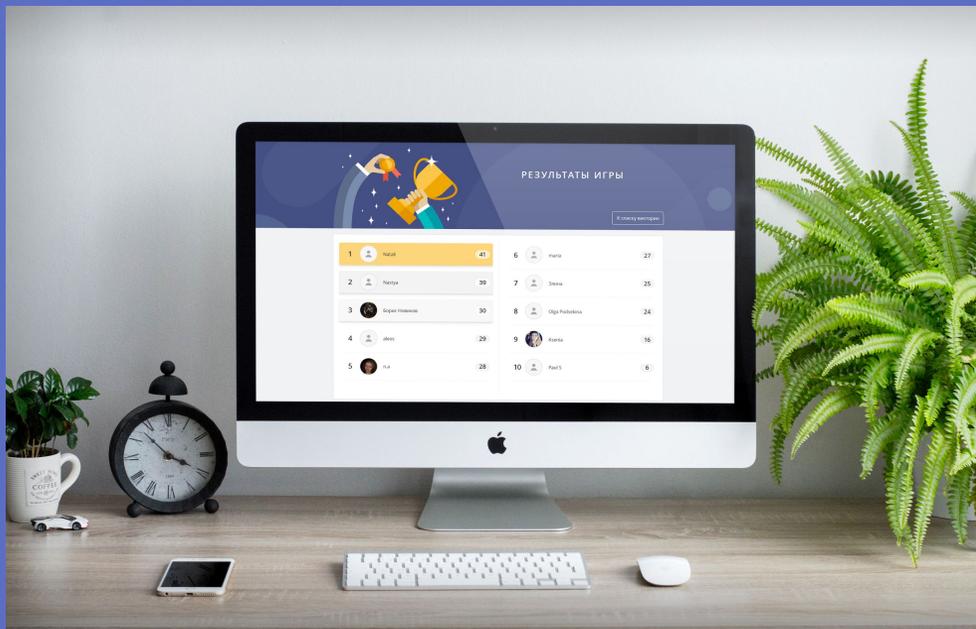


# Introducing myQuiz

Online platform for conducting multiplayer quizzes in real time

## You might need it to :

- Attract additional attention to your brand and initiatives
- Launch new marketing campaigns
- Reward the winners with prizes.



MyQuiz flexible settings allow you to adapt the application to different topics and categories.

# An effective way to reach, educate and engage your audience



## A live, social event

The quiz starts at the time you set, and each participant competes in real time to answer and can 'meet' each other.



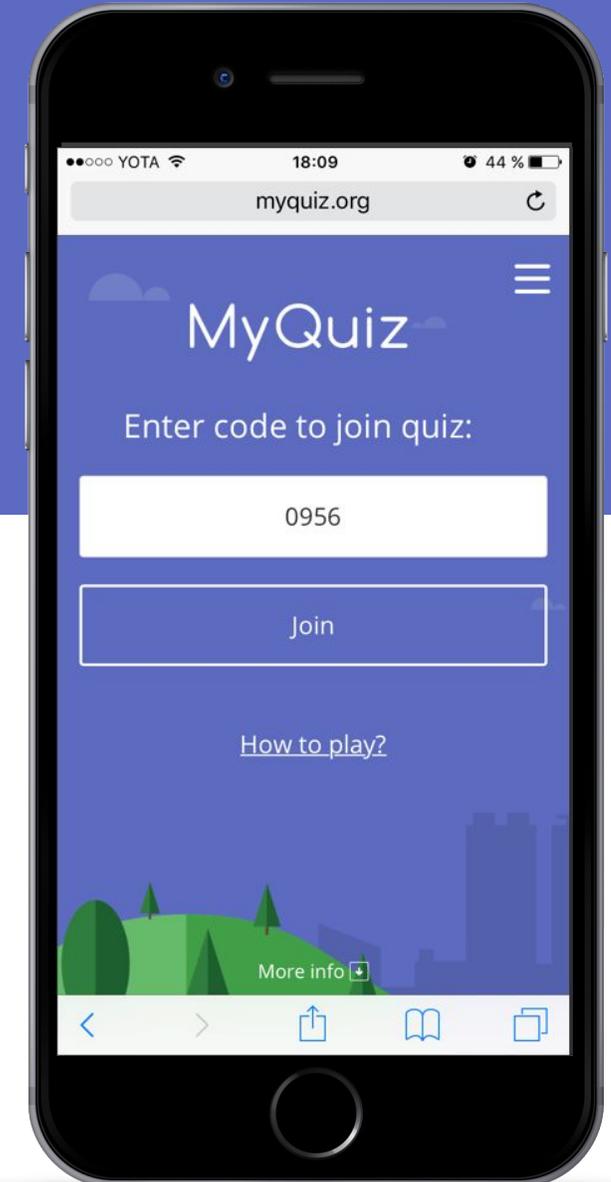
## A contest

Drawing on our desire to compete and win, the leaderboard allows participants to keep track of their progress against others.



## A game

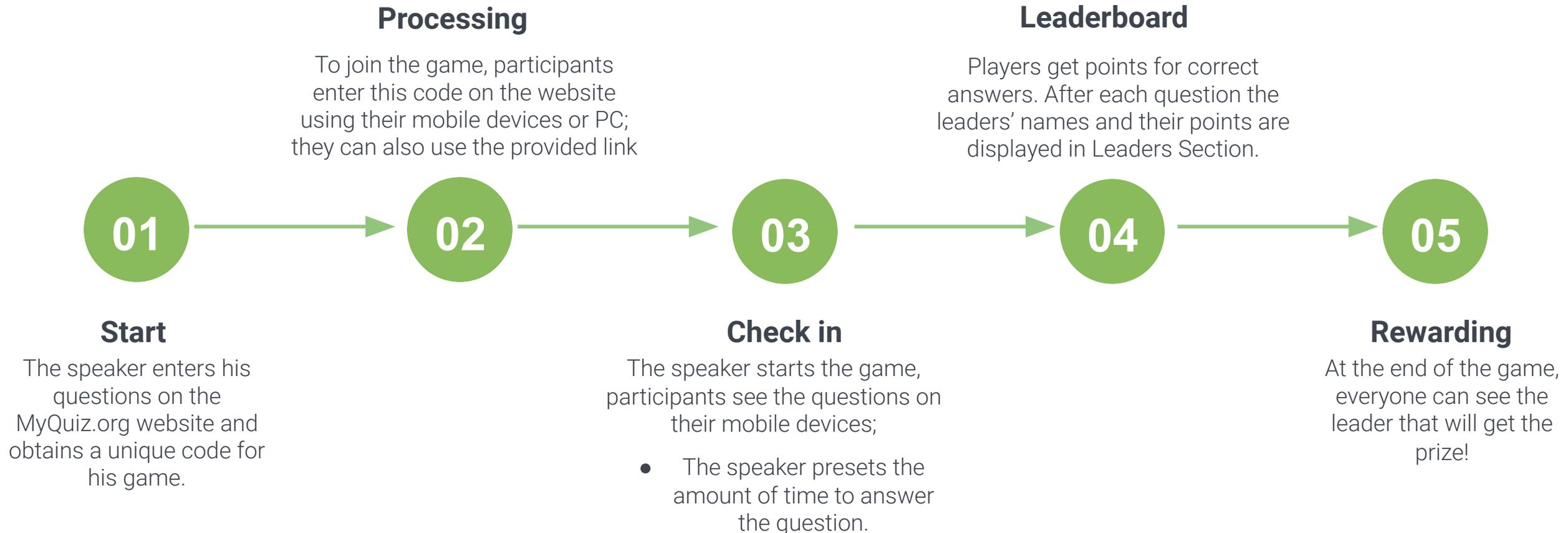
Drawing on the benefits of gamification, myQuiz allows for creating compelling interactive content around your products and services.



# How does it work?

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With the help of MyQuiz website, the speaker creates a set of questions and players answer them on their mobile devices or PC in real time. The results are displayed both on the game organizers' screens and on the participants' screens.

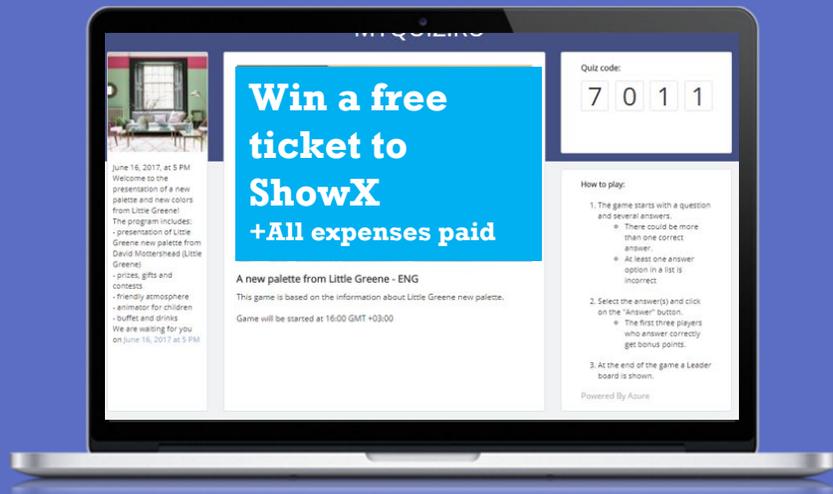




**How can I use it?**

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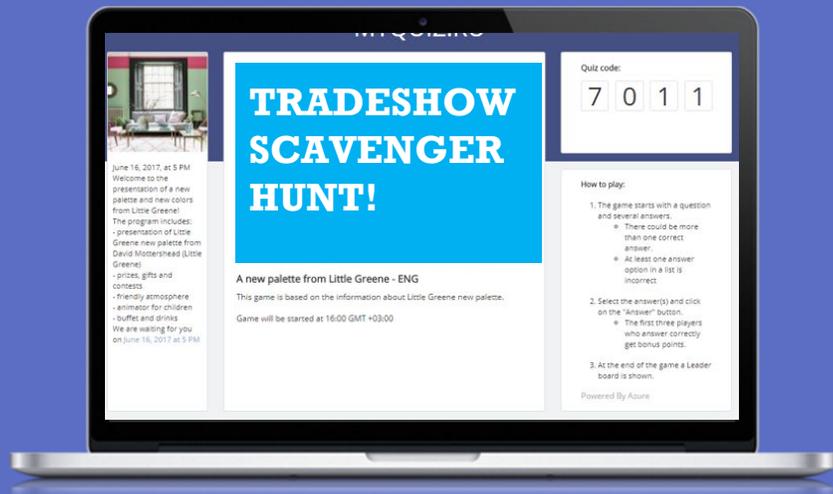
# Ways to Use myQuiz



## Pre-Show Marketing

- Setup questions about the event agenda.
- Invite people to participate – emailing your database, promoting through your partners, asking your speakers and sponsors to announce it, and posting on social media. Participating in the game is a lower commitment call-to-action than registering as it's free, and should generate attendee prospects.
  - ✓ Drives awareness of why attendees should attend.
  - ✓ Drives attendee prospects.
  - ✓ Potential source of sponsorship revenue, or a benefit you can use to close a sponsorship deal.
  - ✓ Provides another content topic to generate buzz around the event.
- Run the game as a timed live competition.
- The prize might be a free ticket to the event (alternatively, the prize could be access into a VIP only session).
- Announce the winner through marketing channels.
- This could be run regularly as part of your pre-show marketing campaign.

# Ways to Use myQuiz

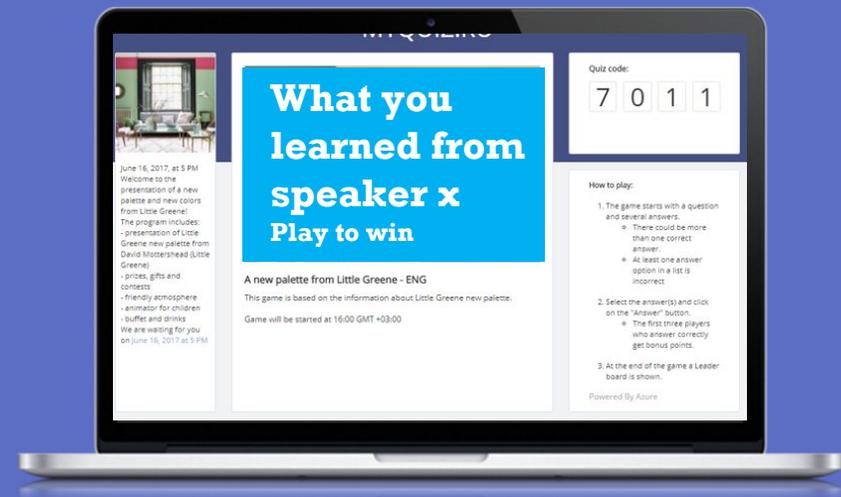


# Scavenger Hunt

- Setup questions about the exhibitors on the tradeshow floor.
  - Attendees will need to visit exhibitors to get the answers.
  - Invite your event attendees to participate.
  - Run the game – people will race against each other to get the answers.
  - Optional: Invite a wider audience than in-person attendees, but ensure the answers are only on your event website.
  - The winner receives a prize of giveaways from exhibitors.
- ✓ Drives traffic to your exhibitors.
  - ✓ Potential source of sponsorship revenue, or a benefit you can use to close a sponsorship deal.
  - ✓ Provides another data point for engagement at your event.
  - ✓ If the optional choice is taken, widens the audience beyond in-person attendees.

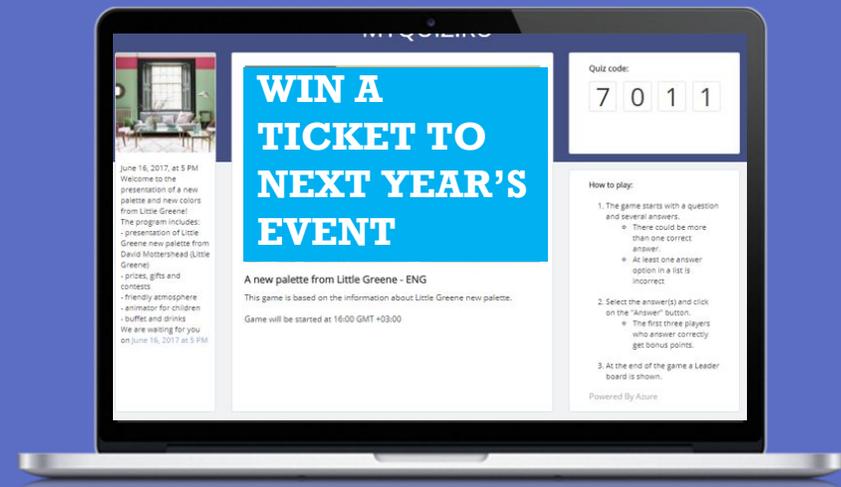
# Speaker Session Engagement

## Ways to Use myQuiz



- Setup questions about a particular session.
  - Mention it at the start of the session, prompting attendees to pay attention to get the answers.
  - Run the game as a timed live competition at the end of the session. Display the live leaderboard on the stage screen.
  - The prize could be something from that speaker's company or something else.
- ✓ Captures the audience's attention, keeping them engaged.
  - ✓ Makes your content more memorable. Studies show people retain more information when they're quizzed on it.
  - ✓ Helps get immediate feedback on your audience's understanding the content.
  - ✓ Potential source of sponsorship revenue, or a benefit you can use to close a sponsorship deal.
  - ✓ Provides another data point for engagement for the show.

# Ways to Use myQuiz



# Post-show Marketing

- Setup questions about the event.
  - Ask attendees to participate in order to win a ticket to next year's event.
  - Run the game as a timed live competition after the event.
  - Announce the winner through all marketing channels.
- ✓ Drives awareness and interest in next years event.
  - ✓ Easily gauges your audience's understanding of the content.
  - ✓ Potential source of sponsorship revenue, or a benefit you can use to close a sponsorship deal.



# Businesses that use myQuiz

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# Brands that use myQuiz



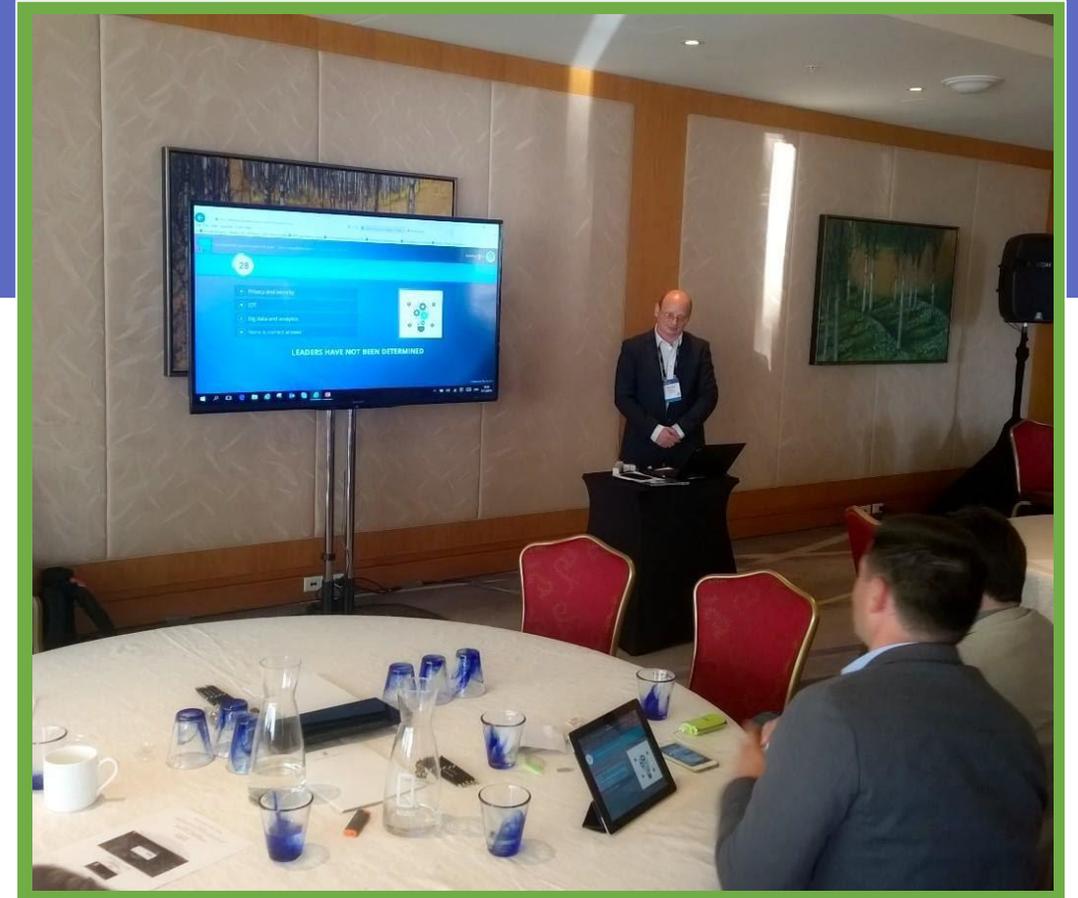
# Hockey club



# AL/ML conference from Computerworld



# Microsoft World Partner Conference



# We invite you to run a quiz on our platform

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We will work with you to design and launch your first Quiz.

+1 203 208 6911

hello@myquiz.org

[myquiz.org](http://myquiz.org)