



Top Ten

Headaches from event managers that Brandfolder solves.



1.

I can't find that logo from that sponsor and now I've wasted 4 hours searching my email.

2.

Now I found it, but it's the wrong format and now I have to spend 2 more days waiting for the right one!

3.

I can't see the new venue rendering the creative agency sent us. I don't have the right permission settings.

4.

I want our sponsors to promote the event via social and want to provide them the correct social copy and images to use for each channel.

5.

It is a nightmare getting our event photographers & videographers to upload the photographs in a central place - I want a simple tagging mechanism and sections that make it easy for us to sort through.

6.

It's tough to communicate with our international partners and sponsors. (Brandfolder is universal due to its UI)

7.

I want to pull the latest agenda (or show guide, booth specs, posters, badges) file and make a change to it without involving a designer!

8.

I want the press onsite to be able to easily access the event press kit and use it without needing me or my team! I want them to know how and when to use each asset.

9.

I need a central place for headshots, bios, speaker decks and stage information so I can share with the agency building the agenda, our AV team, and my own team. I also want them to be able to download in multiple formats and sizes as needed.

10.

I want to track consumption of these brand assets - did partners end up using them? Did sponsors use the right files?