



Glue Up一体化活动营销互动云

Glue Up屡获殊荣的一体化活动营销云解决方案，可全方位助力企业和社群组织举办不同规模、不同类型的活动，从策划到执行，再到后期的数据追踪与反馈等。



EventBank

现全球品牌升级为 Glue Up!

自2013年以来，EventBank始终致力于通过一体化云解决方案，从提升自动化和关系互动的角度，帮助企业客户与专业社群组织，实现业务转型升级。2020年8月24日，我们正式品牌升级为Glue Up。全新牌名称Glue Up，承载了我们一体化云解决方案的亮点优势，体现了产品的成长，以及助力您企业或社群的成功与发展作为责任的使命感。



您的活动营销是否困难重重？

Glue Up一体化云平台，可减少您使用多重软件工具导致的流程繁琐与数据不互通等问题，全方位助力您的高效协作与管理，让平台数据真正为您所用并发挥其价值和效用。





CRM联系人视图

与目标客户深入互动

实时、可视化、快速地了解您CRM联系人的各自动态，如活动的参与、营销邮件、销售、财务等信息

- 联系人信息
- 互动历史
- 付款 & 发票
- 商机
- 我的任务

 **Emma Miller**
CMO at Milwaukee Transfer Co.
演讲嘉宾 赞助商 订阅者

归属者  William Tucker

编辑 发送营销邮件 添加备注 添加进联系人列表 更多

emma.miller@milwaukee-transfer.com
+1-888-218-1354
1775 Tysons Blvd, 5th Floor
Tysons, VA 22102
United States

付款 & 账单 +

\$1,999.12
付款 (最近365天)
查看1个付款

\$2,451
待付账单金额

机会(2) +

华为-白金赞助商
主张 RMB 500,000 - Apr 25, 2019

字节跳动-白金赞助商
主张 RMB 250,000 - Sep 30, 2019

任务 (3) +

Assign Contact Owner - Follow up for Golden Sponsorship
April O'Neal

Review Bytedance Sponsorship
April O'Neal

时间轴 数据监控 资料信息 订阅

活动

21
已注册的活动

- 29% 已删除(6)
- 14% 未签到(3)
- 57% 已签到(12)

共21场已注册的活动 - 最后一场活动在12天前
[查看所有活动详情 >](#)

邮件营销

162
已发送

- 2% 退回(2)
- 87% 已打开(162)

共21场已注册的活动 - 最后一场活动在12天前
[查看所有活动详情 >](#)

活动门票

活动名称	活动日期	状态	签到状态	门票
The localization of Global Marketing & Ev...	09/26/2019 (3 PM - 6 PM)	激活	未签到	Insight Pa (Standard
Global Trends in Marketing Automation...	09/02/2019 (3 PM - 6 PM)	已结束	已签到	标准门票
Summer Networking	08/22/2019 (3 PM - 6 PM)	已结束	已签到	标准门票
Great Leadership Forum	07/02/2019 (3 PM - 6 PM)	已结束	已签到	标准门票
Branding and Strategic thinking for the...	06/31/2019 (3 PM - 6 PM)	已结束	已签到	标准门票
Once upon a time in Marketing - An Ov...	09/02/2019 (3 PM - 6 PM)	已结束	已签到	标准门票

21 Total Registered Events - Last Event happened 12 days ago
[See all event activities >](#)



CRM 企业信息视图

强化目标企业关系

识别您重要的企业客户，分析其对您的组织的收入贡献及创造新商机。

- 公司联系人
- 活跃机会
- 行业细分
- 互动追踪

NYU - New York University
Education
Exhibitor Sponsor Opt-in

编辑 发送营销邮件 添加备注 添加进联系人列表 更多

归属者 William Tucker

hello@nyu.com
+1-888-218-1354
70 Washington Square South
New York, NY 10012
USA

付款 & 账单 +

\$1,999.12
查看1个付款

See 1 payment

\$2,451
待付账单金额

机会(2) +

华为 - 白金赞助商
主张 RMB 500,000 - Apr 25, 2019

字节跳动-白金赞助商
主张 RMB 250,000 - Sep 30, 2019

任务 (3) +

Contract Follow-UP
April O'Neal

Prepare Contract Materials
April O'Neal

时间轴	数据监控	资料信息	订阅
公司联系人(302) 在CRM表上查看 +添加联系人			
全名	电子邮箱	电话号码	动作
Emma Miller 总裁 演讲嘉宾 订阅者 订阅者 emma.miller@milwakeetransfer.com 1 888 1234 1223			
Alexander B. Cast CMO 演讲嘉宾 订阅者 alexander.cast@nyu.com 1 445 551 12612			
Maria Makarova 业务拓展经理 mmakarova@nyu.com 1 882 1233 9981			
Templeton Peck CMO 退回 t.peck@nyu.sophos.com 1 123 2332 1121			
Antonio Rodriguez 专家 antonio.rodriguez@nyu.com 1 923 4455 1222			
Iria Leis Marketing and Operations 订阅者 订阅者 irialeis@nyu.com 1 122 8888 2233			
Jeffers Miruka PhD, Economics 演讲嘉宾 订阅者 miruka@nyu.com 1 223 5677 9988			
Jingshu Ji PhD, Economics 演讲嘉宾 订阅者 oliviaji@nyu.com 1 223 5677 9988			
Bruno Liebana PhD, Literature & History Speaker 订阅者 bliebana@nyu.com 1 223 2233 3442			



CRM 控制面板

集中管理客户互动

一体化平台集中管理CRM联系人参与的活动、商机和互动历史，并对接销售旅程。

- 新增联系人
- 活跃机会
- 活跃机会
- 近期活动
- 我的任务
- 定制化的控制面板

The screenshot displays a CRM dashboard with several key sections:

- 新增联系人 (New Contacts):** 1,316 (Total: 1,316)
- 新公司 (New Companies):** 879 (Total: 879)
- 新机会 (New Opportunities):** 458 (Total: 458)
- 新机会总价值 (New Opportunities Total Value):** \$30,316 (Total: \$30,316)

Below these metrics are four main data tables:

- 最近添加的联系人 (Recently Added Contacts):** A table with columns for 姓名 (Name), 名字 (First Name), 电子邮箱 (Email), 手机动作 (Mobile Action), and 动作 (Action). It lists contacts like Emma Miller, Alexander B. Cast, Maria Makarova, etc.
- 近期添加的公司 (Recently Added Companies):** A table with columns for 公司名称 (Company Name), 电子邮箱 (Email), and 动作 (Action). It lists companies like Peak Ltd., Freeman & Associates Holdings, etc.
- 指派给我的公司 (Companies Assigned to Me):** A table with columns for 公司 (Company), 国家/地区 (Country/Region), 联系人 (Contact), and 动作 (Action). It lists companies like NYU, Orange, Coach, etc.
- 指派给我的联系人 (Contacts Assigned to Me):** A table with columns for 姓氏 (Last Name), 名字 (First Name), 电子邮件 (Email), 公司 (Company), and 动作 (Action). It lists contacts like Miguel Morales, Khalil Shabbir, etc.



CRM 商机

将参会者转化为收益

快速搜索联系人信息，并储存在不同的细分列表i；通过个人和企业的CRM追踪工具，高效地跟进每一位潜在客户。

- 销售漏斗一目了然
- 企业信息和联系人信息实时同步
- 识别每一阶段的商机
- 统一管理所有备注与标记
- 销售预测

The screenshot displays a CRM interface for managing sales opportunities. At the top, there's a search bar and navigation icons. The main area is divided into columns representing different stages of the sales funnel:

- QUALIFIED (\$50,000.00):** Contains two cards for 'Mount sinai medic serv...' and 'Spanish chamber of co...'. Each card shows a close date and a value.
- QUALIFIED (\$200,000.00):** Contains two cards for 'Mount sinai medic serv...' and 'Spanish chamber of co...'. Each card shows a close date and a value.
- PROPOSITION (\$50,000.00):** Contains one card for 'Wellington international ...' with a close date and value.
- NEGOTIATION (\$8,000.00):** Contains one card for 'Invest bcn' with a close date and value.
- CLOSED WON (\$62,922.01):** Contains three cards for 'British motorsport festiv...', 'World trade centers assoc...', and 'Dadventures', each with a close date and value.

The 'Deal Overview' modal for 'Invest BCN' is open, showing the following details:

- Deal Overview:** Close X
- Invest BCN:** Close Date: Oct 13, 2019, \$8,000.00
- Owner:** Miguel Morales
- Actions:** Edit info, Send email, Add note, Add Proposal, More
- Opportunity ID:** 10000023
- Account Name:** Joseph Campbell
- Stage:** Closed Won
- Probability (%):** 70%
- Date Created:** Aug 22, 2019
- Opportunity Source:** Events
- View Full Profile >**

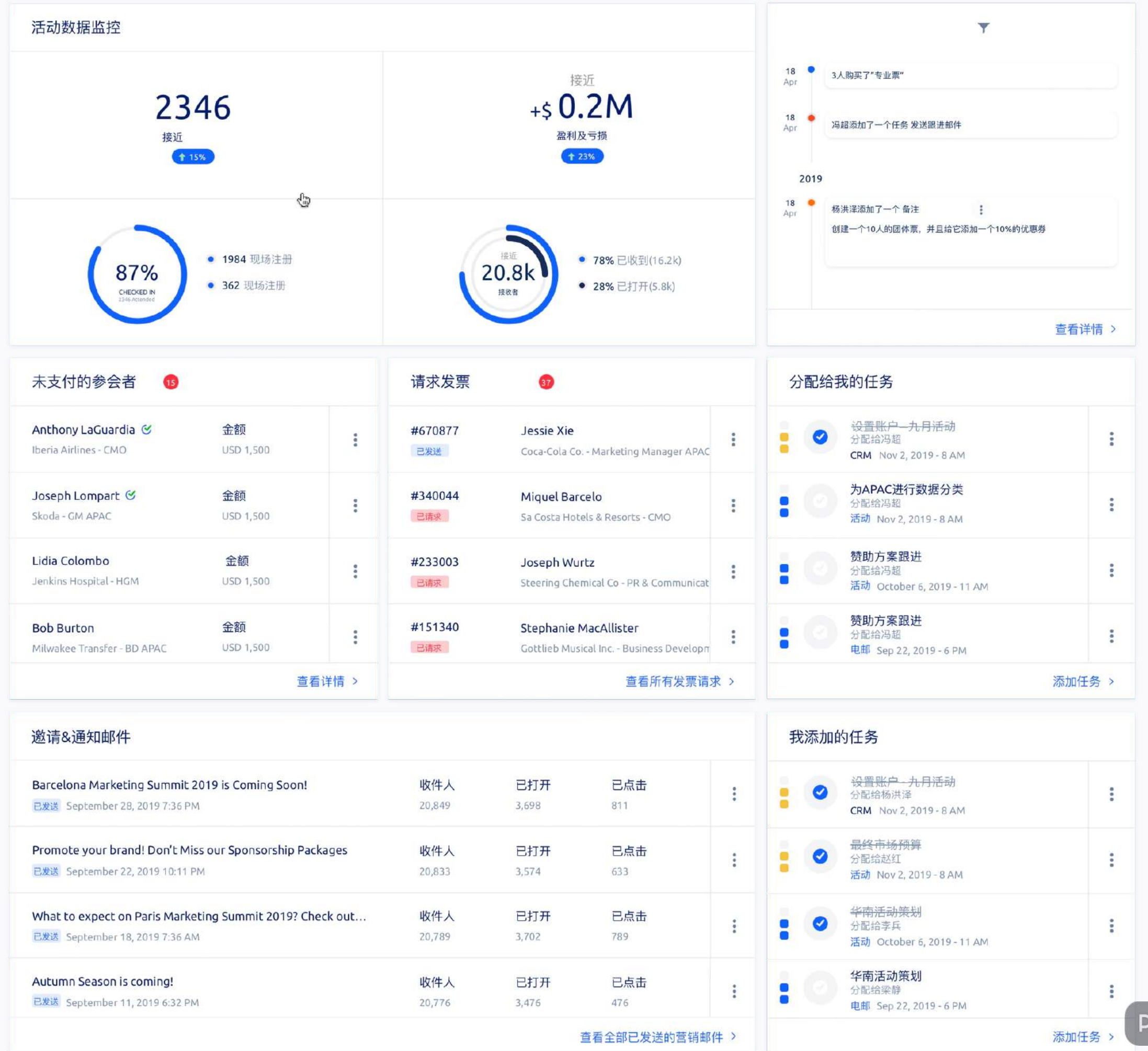


活动控制面板

活动价值层层展现

追踪每一场活动的参会者，赞助商销售，损益信息，以及营销邮件的效果。

- 活动数据监控
- 活动时间轴
- 未付款 & 发票申请
- 项目管理
- 营销邮件详细数据
- 收益明细



活动页面

一体化的活动管理云平台

轻松地拖拉拽创建活动页面，移动端和电脑端自由适配展示，一体化全方位打造品牌。

- 定制化活动模板
- 优先适配移动端设计
- 活动蓝图 Blueprints®
- 每个活动页面可随时复制
- 多语种支持
- 2分钟轻松创建活动页面



Stroopwafel Frappuccino

Stroopwafel Frappuccino is perfect for large-scale events and conferences. The polished interface is able to incorporate multi-track agendas and large promotional photos.

[Select](#) [Preview](#)



Café Mocha

Café Mocha is specifically designed for webinars and technology-related events. Attendees can easily view critical event information including an event countdown clock.

[Select](#) [Preview](#)



Americano

Americano is great for showcasing a product or venue. The single-page layout is ideal for small events and giving prominence to key event information.

[Select](#) [Preview](#)



Café Cubano

Café Cubano is designed for showcasing an event speaker. The single-page layout is also good for displaying bold photos that capture attention.

[Select](#) [Preview](#)



Espresso

Espresso is extremely useful for professional one-day events. The single-page template also lets organizers highlight their own banner images.

[Select](#) [Preview](#)



Noisette

Noisette is the go-to favorite for many chambers of commerce and professional organizations. The interface is efficient and functional due to its simple panel displays.

[Select](#) [Preview](#)



Iced Latte

Iced Latte is often used for vibrant event pages with multiple color settings. It especially draws attention to event sponsors and co-organizers.

[Select](#) [Preview](#)



Caramel Macchiato

Caramel Macchiato is regularly used for medium-sized events. The template is designed for occasions that require large amounts of informational content.

[Select](#) [Preview](#)



Lemon Tea

Lemon Tea is regularly used for medium-sized events. The template is designed for occasions that require large amounts of informational content.

[Selected](#) [Preview](#)



活动执行

快速扫码无纸化签到

VIP用户和现场注册通过不同的胸牌解决方案，均可实现快速签到

- 移动端与电脑端两种模式签到
- 实时更新签到数据
- 发票申请提醒
- CRM数据实时同步
- 活动前与活动中均可打印胸牌
- 现场注册参会



On Site Check-In

Driving Member Engagement and Building Communities

Switch View | + Add Temporary Employee | Staff | [Notifications] | [Profile]

155 Not Checked-In

28 Members

80% Checked-In

1300 Attendees

- 1200 Pre-Registered
- 100 Walked-In

300 CHECKED-IN

Not Checked-in (50)

Search by Ticket Id, Name, Email, Company or Phone

Full Name	TICKET	POSITION	COMPANY	ACTION
Emma Miller Speaker Member	Member Standard Paid #324890007348712	Cmo		Checked-In
Stephanie Lompart Member	Member Standard Not Paid #324890007346781	Event Marketing Manager	SKK	Check-In
Terry Gilliam	Standard Paid #324890007346645	Marketing Manager	Mpfc Inc.	Print Ticket
Johanna Chen Vip Member	Vip Early Bird Paid #324890007347717		men Airlines	Check-In
Ivy Zhao	Ticket Name Early Bird Vip Paid #324890007348712		Nôme Design	Check-In
Klemen Selakovic	Ticket Name Early Bird Vip Paid #324890007348712		Glue Up Organization	Undo Check
Josh Kale Was Just Checked-In!				Undo
Sol Han	Standard Paid #221212221222111		Barça Inc.	Print Ticket
			Miniso Inc.	Check-In

Veronica Spinoza
Lead division

Barcelona marketing summit 2019

Qr code scanner

Primary check-in location

ACCESS PASS CODES

Align qr code within frame to scan

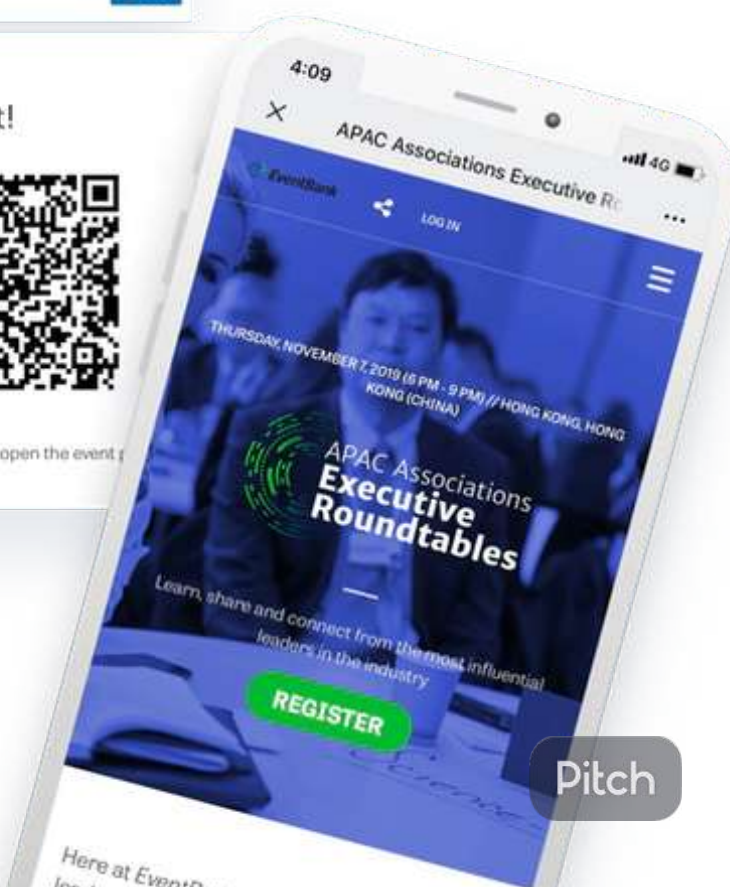
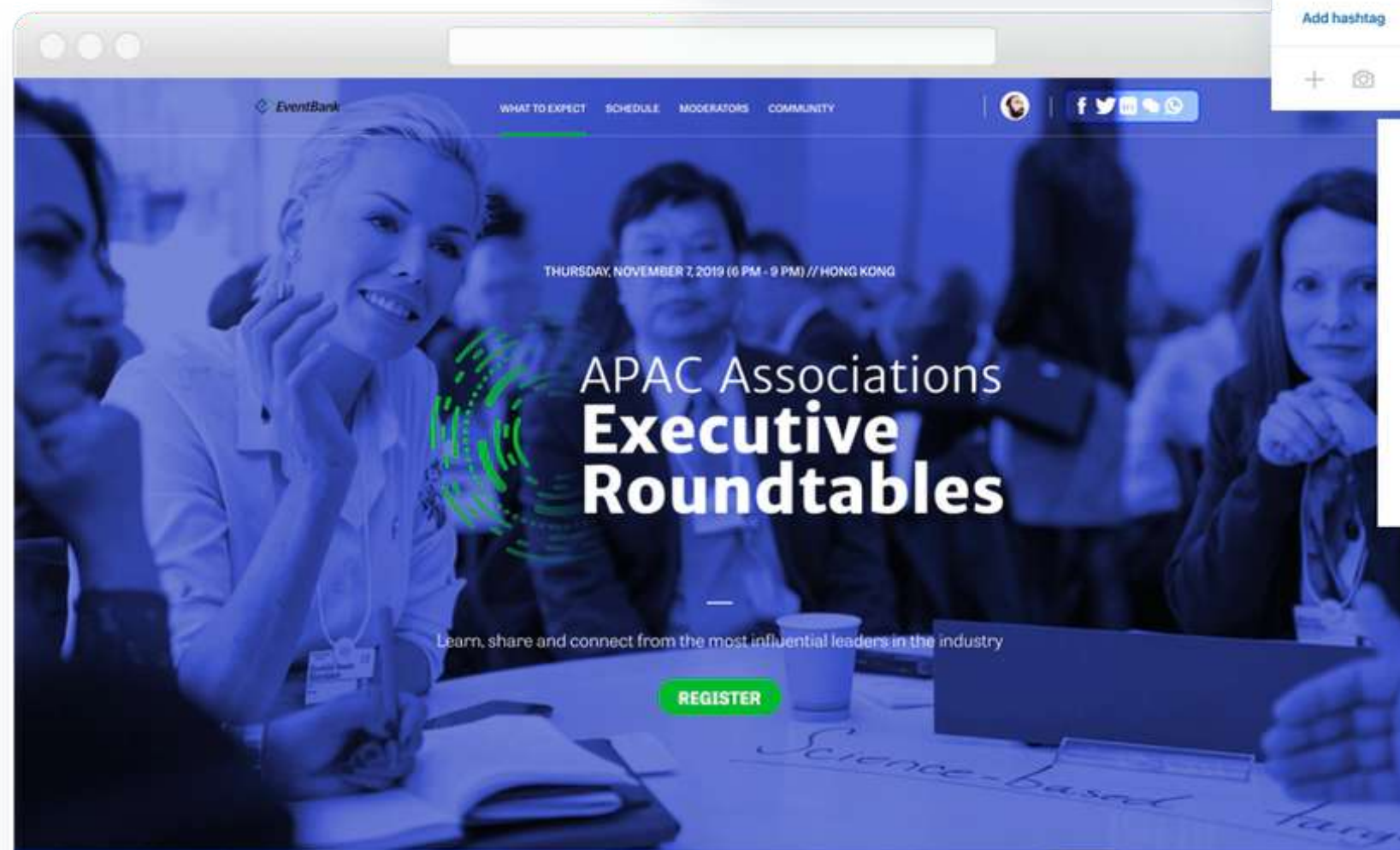
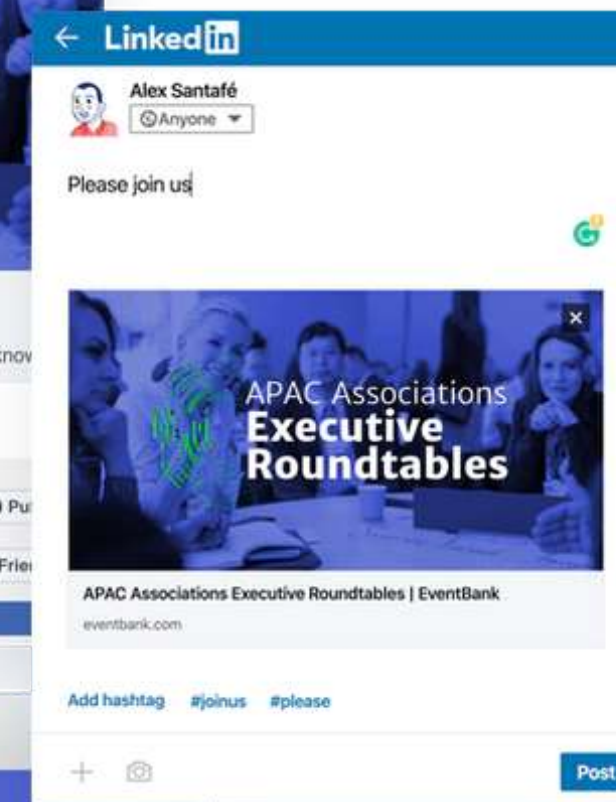
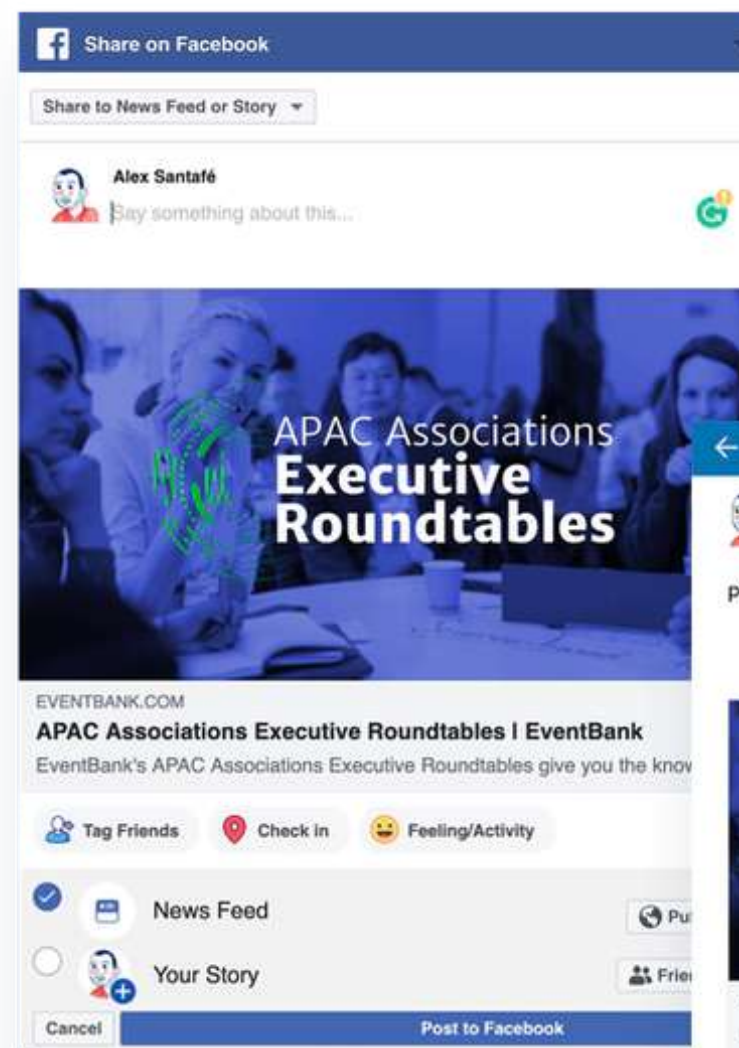
Pitch

活动营销

让您的活动脱颖而出

随时在活动页面加入社交媒体的分享标识，或通过开放的API接口，使活动在多种途径展示，以确保活动传播效果。

- 社交媒体分享
- 活动数据监控
- 营销邮件数据反馈详情
- 活动提醒推送



邮件营销

全渠道高效互动

通过智能列表和高级筛选功能细分联系人，简单拖拉拽即可轻松制作和发送个性化的营销邮件。

- 智能列表
- 营销效果追踪
- 拖拉拽无代码编辑
- 与CRM和注册表单无缝连接
- 品牌一体化
- 高级活动追踪与展示

元素



布局和设计



选择您喜欢的标志尺寸并对齐，宣传您的活动。

[点击这里编辑您的标志](#)

标识尺寸
小号 (默认)

标识对齐
左侧 (默认)



此处粘贴您的文章的链接 (可选)

B I A 标准 选择称呼

尊敬的[givenName,fallback=订阅用户],

根据 Marketo 的报告显示，活动营销占B2B营销预算的50%以上，同时通过活动产生销售线索也居所有市场渠道中获得的线索之首。如何让繁复的活动营销变得简单高效，且ROI转化提升30%呢？马上报名参加" 如何提升3-5倍市场活动营销ROI，让结果清晰可见？"为主题的线下活动。

注册

在这里放一个项目



调查问卷

活动成果评估

快速创建调查问卷、问答及投票，帮助您评估活动成效，获取参会者反馈，为下次的活动实现提升与优化。

- 便捷设置
- 专业化问题示例
- 不限制问答形式
- 可插入图片问题
- 为问题设置进行评分
- 调查问卷追踪

Active

Customer Feedback
Help Us Improve

Ends on Aug 23, 2020 11:32

Response 50%

900 / 1800 responded

Expired

Marketing Research
Next Season Topics

Ends on Jan 3, 2020 11:32

Response 85%

900 / 1800 responded

Draft

Accounting **Webinar**

Sunday, July 29 - 30

Help Us Improve

Thank you for taking part in our survey, this will enable us to make each event even better!

What did you think of the event overall?*

Short answer text:

How would you rate the opportunity for questions and interaction at the event?*

Short answer text:

Any additional comments regarding the current mood?

Short answer text:

Any additional comments regarding the current mood?

Short answer text:

How would you rate the overall event experience?

Very Bad Bad Okay Good Very Good

How satisfied were you with the logistics?

1 = Very Dissatisfied 5 = Very Satisfied

	1	2	3	4	5	N/A
Schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcome Kit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SUBMIT SURVEY

2. How likely are you going to recommend this event to anyone else?

200 out of 200 people answered this question | 0 Skipped

Very likely	54%	102
Likely	45%	102
I don't know	54%	102
Not Likely	54%	102
Not at all	54%	102

Custom Fields / Multiple Choice

1. How useful did you find the information provided in the webinar?

200 out of 200 people answered this question | 0 Skipped

★ Very Useful	54%	102
★ Somehow Useful	87%	102
★ Average	54%	102

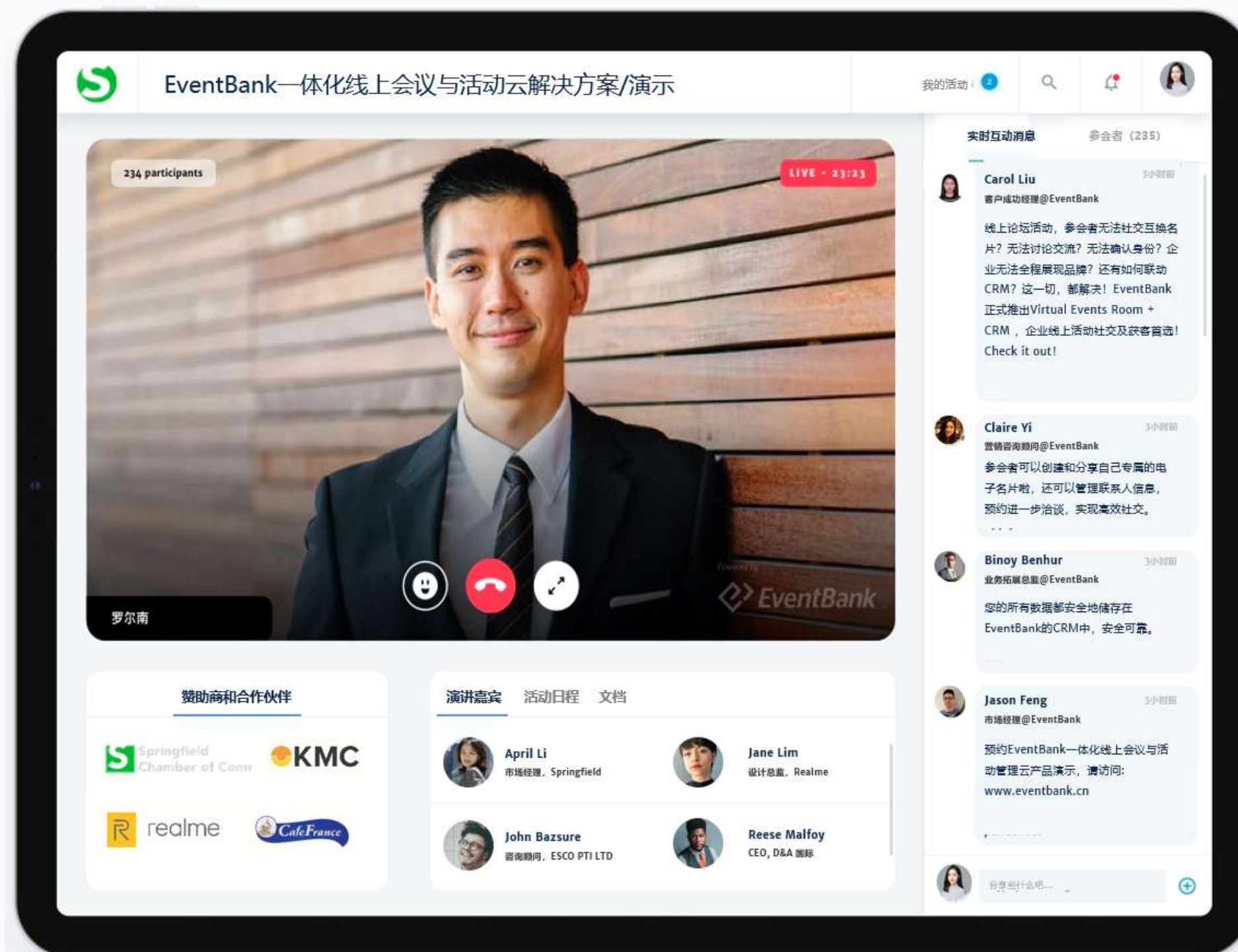


线上活动

高效管理您的线上会议，不断优化会议体验

打造高端大气、无缝连接的参会体验，参会者可轻松观看现场演讲、获取活动议程，并在线上活动与他人随时沟通。

- 线上会议落地页工具
- 优秀的合作伙伴宣传效果
- 自定义报名表单
- 专属会议室
- 一对一直接沟通



邮件营销

营销传播安全可控

推广活动与服务，细节化追踪营销邮件的数据，维护健康干净的CRM数据库，同时实现GDPR合规和个人数据保护。

- 点击率、打开率、阅读率
- 良好的Sender Score
- 订阅与取消订阅工具
- GDPR合规与中国CSL合规
- 实时查看营销邮件数据
- 可设置仅供会员订阅

< 返回到营销邮件

邀请函 保存日期 [查看营销邮件内容](#)

发送中

发送列表: [菲律宾联系人列表](#), [越南联系人列表](#), [香港联系人列表](#), [柬埔寨联系人列表](#), [马来西亚联系人列表](#), [新加坡联系人列表](#), [泰国联系人列表](#), [澳大利亚联系人列表](#), [中国大陆联系人列表](#), [新西兰联系人列表](#)

列表不包含: [所有团队成员](#), [取消订阅联系人](#)

为了提高邮件到达率, 请检查并纠正退信列表中的错误邮件地址

197 封邮件地址 封被退回的邮件
926 封错误邮件地址 封邮件已在退信列表中

鼠标悬停在图例上获得更多信息



- 1,984 已打开
- 3,621 未打开
- 30 发送中
- 197 被退回
- 1,347 忽略

收件人 [链接活动](#)

总点击次数 (1,258) ▾

链接ID	文本	链接	点击数	UNIQUE CLICKS
1	图片	https://bit.ly/2kQKaMG	92 (7.3%)	68 (9.97%)
2	注册	https://eventbank.com/events/199288	929 (73.67%)	521 (76.39%)
3	https://bit.ly/2kQKaMG	https://bit.ly/2kQKaMG	9 (0.71%)	7 (1.03%)
	环境及空气质量资讯订阅号		97 (7.69%)	70 (10.26%)
	EventBank企业咨询		101 (8.01%)	70 (10.26%)
	教育培训行业资讯订阅号		12 (0.95%)	8 (1.17%)
	汽车行业资讯		17 (1.35%)	11 (1.61%)
	最新资讯		1 (0.08%)	1 (0.15%)

环境及空气质量资讯订阅号



EventBank企业咨询

仅供会员

[了解更多](#)

教育培训行业资讯订阅号



教育培训等相关人员订阅此号

汽车行业资讯



最新资讯

欢迎测试



每日时事新闻

EventBank每日下午5:00准时推送最新的时事新闻, 帮企业家更好的进行企业管理。



互联网行业资讯订阅



医疗行业咨询



财务

聚合收款

自定义角色功能与权限，平台统一管理您的团队与任务协作，随时监控相关数据。

- 安全无忧的线上支付
- 支持全球60+币种
- 支持设置折扣码与优惠券
- 自动化发票账单开具
- 自定义设定退款政策
- 支持现场支付
- 支持设定早鸟票 & 会员票



Select Payment Methods

- No payment method (This is a free event, you will still be able to create several tickets types)
- Allow Online Payment
- Allow Payment by Bank Transfer

Give the details for your preferred bank account for payment *

- Allow Payment by Check

Give details for check payment *

Supported Currencies and Cards

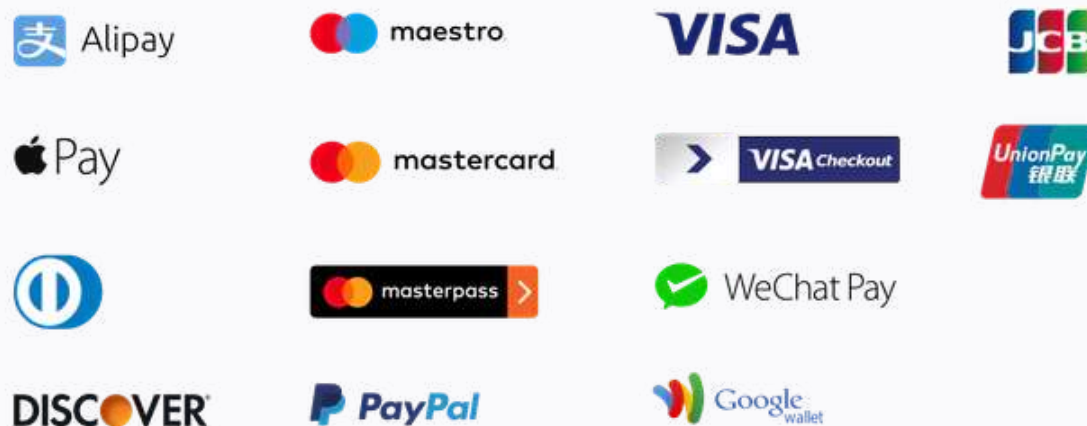
US Dollar

Euro

Select a currency

Finance Settings

- Use organization's default finance settings
- Auto-generate invoices for all event orders automatically
 - Send invoices to online purchasers automatically
- Send receipts for all event payments automatically



Billing address

- Use my personal address

Address *

Country/ region *

Province / state*

City*

Postal code / zip code

- Use my company address



Invoice Details

Invoice Details

Taxpayer id (company only)*

Select a delivery method*

- Select a delivery method*
- Pickup at the event
- By Mail

[Delete Invoice](#)

Payment Method

- VISA
- mastercard
- UnionPay 银联
- AMEX

财务

财务收支可视化

从票务收益，到赞助商收入、损益表、发票申请等，随时随地了解每场活动的财务状况。

- 已支付 & 未支付提醒
- 自动化发票开具
- 损益报告
- 内部注释
- 本地支付端口
- Xero与发票功能整合集成
- 一体化操作平台

\$10,316
PROFIT & LOSS

16,2k
REVENUE IN \$

100% registrations (16,316)

6,116
EXPENSES IN \$

All profit / loss all event statuses all event tags

From date To date

EVENT ID #	EVENT NAME	EVENT STATUS	START DATE	EVENT TAG NAME	HOST COMMITTEES	REVENUE	EXPENSES	PROFIT & LOSS	ACTIONS
1900234	Asia-pacific economy summit	Current	07/09/2019	Summit	--	\$1,200	\$1,200	\$1,200	
1900222	Digital marketing workshop	Past	03/09/2019					\$1,800	
1900231	Digitalization for the future	Past	31/09/2019					\$3,500	
1900201	Africa economy summit	Past	01/10/2019					\$1,200	
1900233	Apac executives conference and...	Past	07/09/2019					\$1,200	
1900111	Africa executives conference and...	Past	07/08/2019					\$1,116	
1900144	Apac executive roundable	Past	07/08/2019					\$1,000	

Youth Corporate Event Gathering 2018

by EG Society Inc.

eg.

Amount
\$ 30.00

Payment Method
Credit Card

Order Date
08/24/2016

Order ID
334534

Invoice from

EG English Gastronomic Society New york
123 W19 Street, Manhattan, NY,NY

Invoice To

Steve P. Marlowe
Express Run Inc.

Your Order Breakdown

Item	Payment Status	Price
Sothebys Introduction Meeting May	PAID	\$ 100
Corporate Meeting Breakfast May	PAID	\$ 320
Society Event Gathering September 2018	NOT PAID	\$ 270
TAX (22%)		\$ 59.4
Amount (total)		\$ 329.4

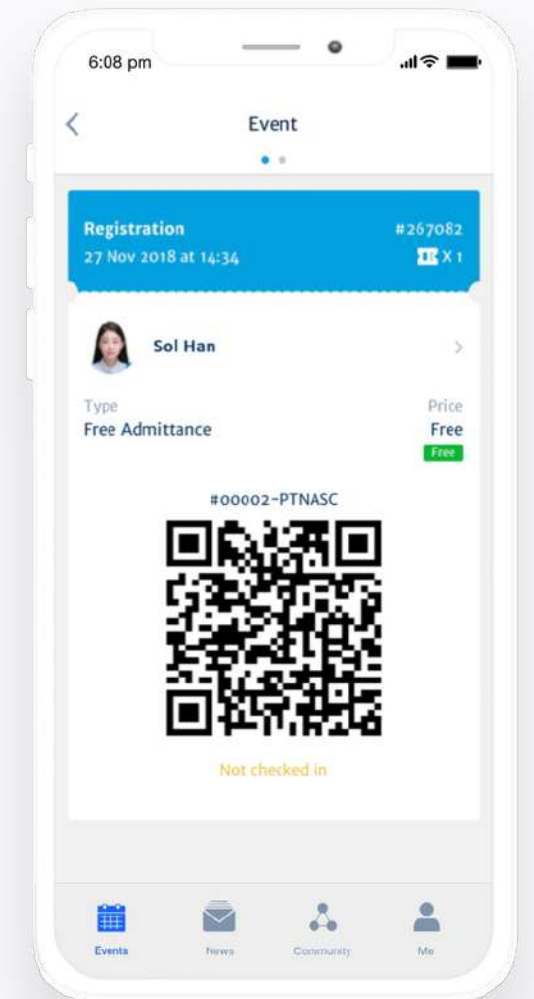
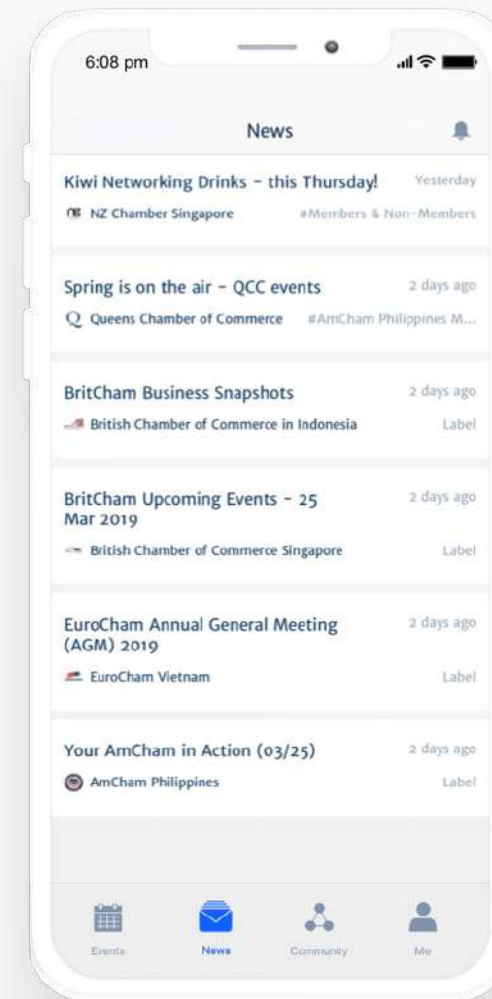
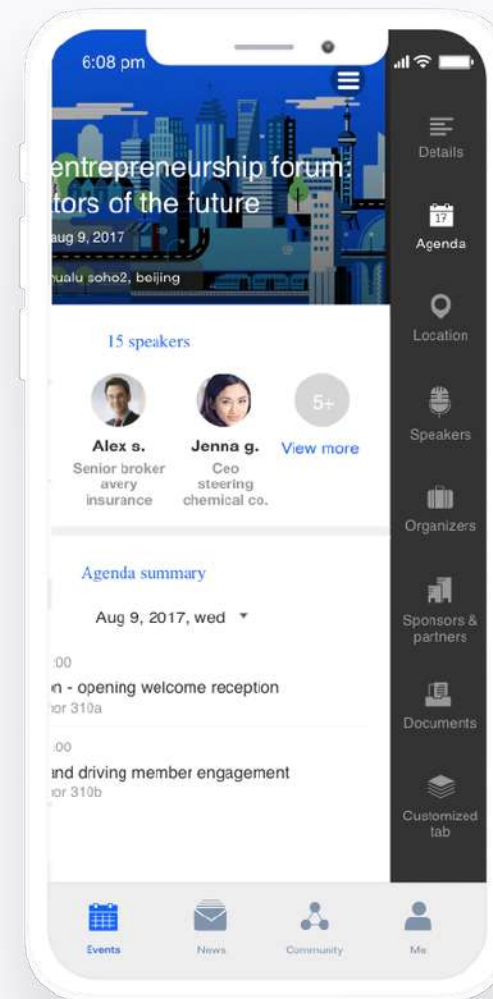
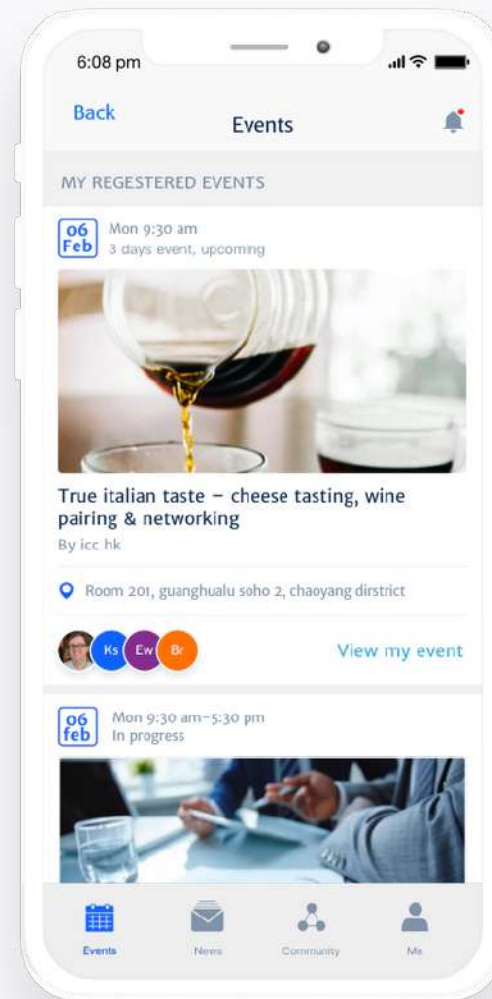


My Glue 参会者App

功能强大的一体化参会者App

参会者可随时随地使用APP，轻松获取活动资讯，接收活动提醒和推送通知等相关信息。

- 专属二维码签到
- 消息推送提醒
- 活动议程与嘉宾演讲资料
- Newsletters
- 参会者可私信互动
- 动态活动交流墙
- 电子名片互换
- 可实现App Logo定制化

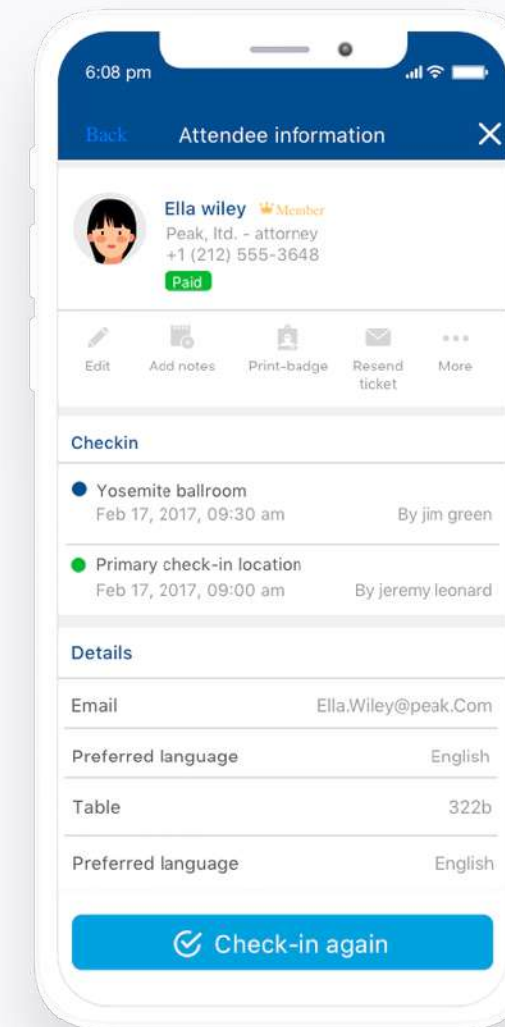
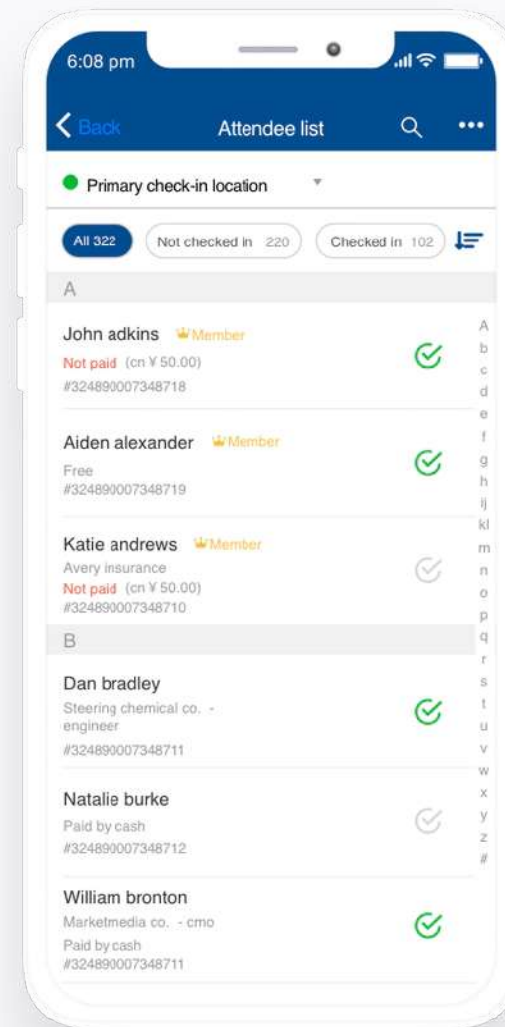
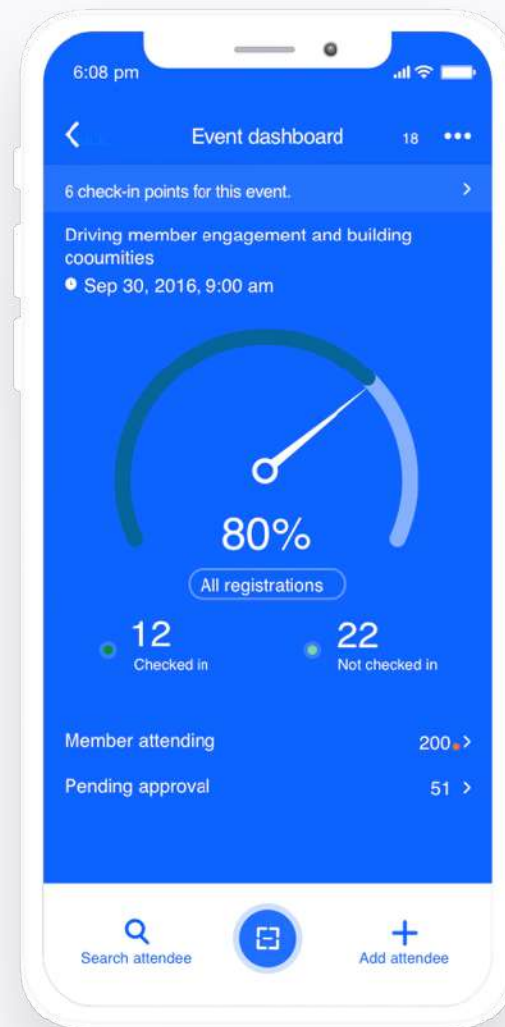


Glue Up 管理者 App

随时随地管理您的活动

帮助您高效管理活动注册数据，收集活动门票票款与会员费用，活动现场便捷签到，为您活动的成功举办提供云助力。

- 参会者签到 & 参会者详细信息
- 胸牌打印
- 线上或现场收款
- 活动数据实时监测
- 临时员工及志愿者管理
- 实时监控营销邮件数据



管理设置

全面助力团队成功

自定义角色与功能，平台统一管理您的团队与任务协作，随时查看团队成员的表现。

- 所有团队成员在同一平台管理
- 可给团队和用户分配不同的角色及权限
- 回溯数据导入/导出历史
- 团队及任务管理
- 活动临时人员权限管理

The screenshot displays the 'Account Settings' page. At the top right, there is a green button '+ Add Team Member'. Below this, a list of users is shown, each with a profile picture, name, email, and role:

- Emma Miller** (emma.miller@milwakeetransfer.com) - Owner
- Alexander B. Cast** (alexander.cast@nyu.com) - Admin
- Maria Makarova** (mmakarova@nyu.com) - Finance
- Templeton Peck** (t.peck@nyu.sophos.com) - Manager
- Antonio Rodri** (antonio.rodriquez) - Marketeer

Below the user list, there is a section for 'Temporary Event Staff' with a green button '+ Add Temporary Event Staff'. A table below this section shows columns for 'FIRST NAME', 'LAST NAME', 'EMAIL', 'PASSWORD', and 'STATUS'. The table is currently empty, with a message: 'No Temporary Event Staff. Your organization currently does not have any temporary account.'

On the right side of the interface, there is a permissions matrix table:

	View	Update	Create	Remove
Admin Section	●	●	●	●
Team Members	●	●	●	●
Roles & Permissions	●	●	●	●
Organization Teams	●	●	●	●
Organization Profile	●	●	●	●
Team Dashboards	●	●	●	●
Field Settings	●	●	●	●
Export History***	●	●	●	●
CRM Section	●	●	●	●
Contacts**	●	●	●	●
Contact Information**	●	●	●	●

Additional text on the right side includes: 'By default the Admin has access to all pages and actions. The Admin role can not be deleted.', 'Only the primary owner can adjust the admin role.', and buttons for 'Reset Permissions' and 'Duplicate Role'.

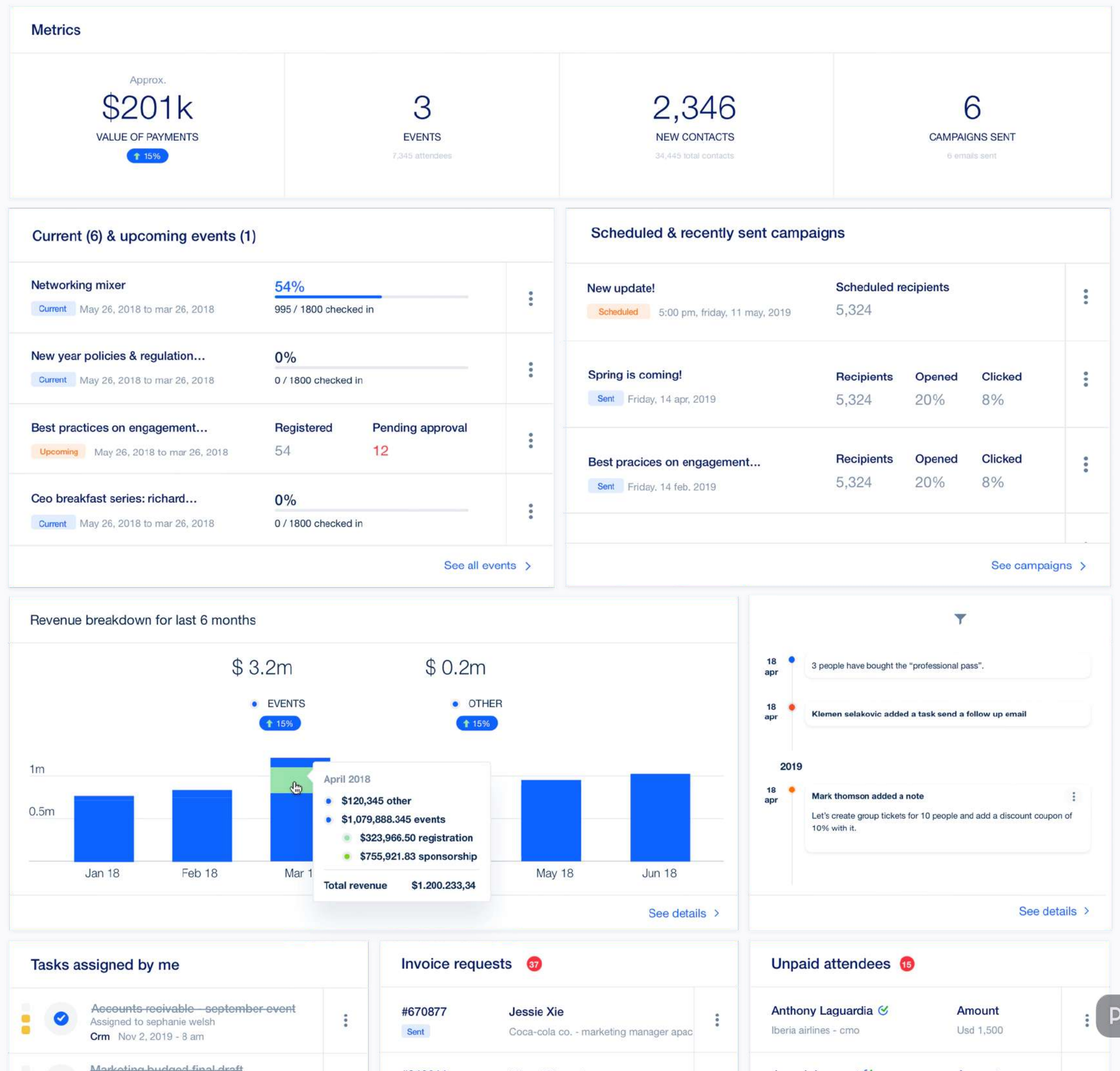


数据洞见

自动化、可视化、数据化，全流程管理活动

所有的市场营销工作均可集中在统一的平台管理，实时获取最新数据，助力您取得成功。

- 活动数据监控
- 活动时间轴
- 未付款 & 发票申请
- 项目管理
- 营销邮件数据反馈
- 收益明细



我们不断精益求精

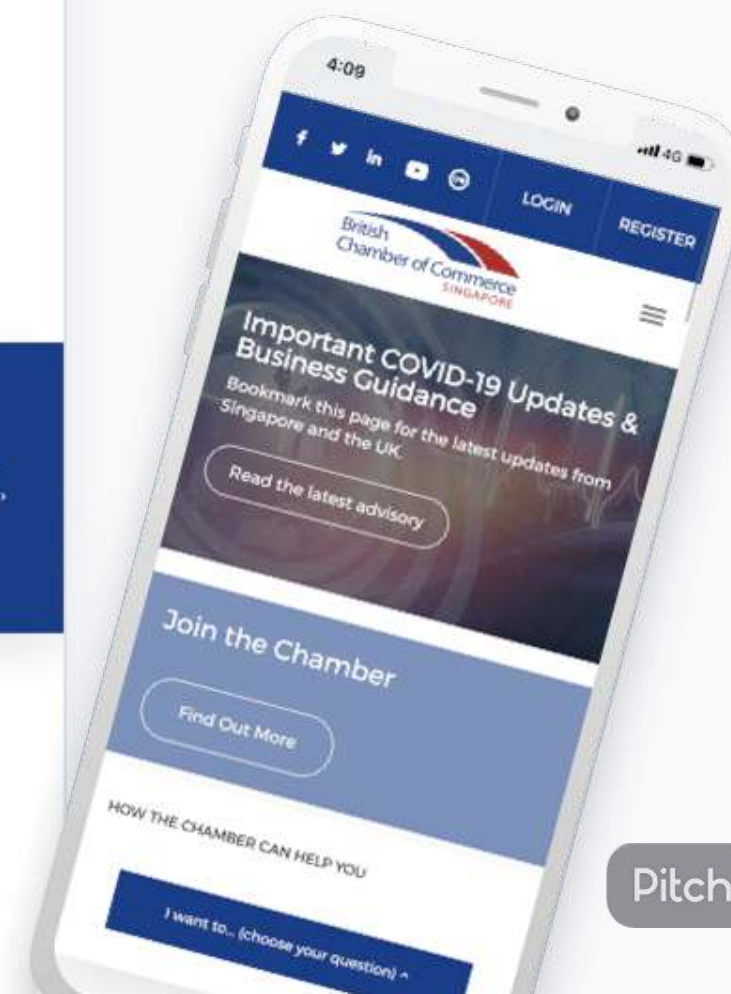
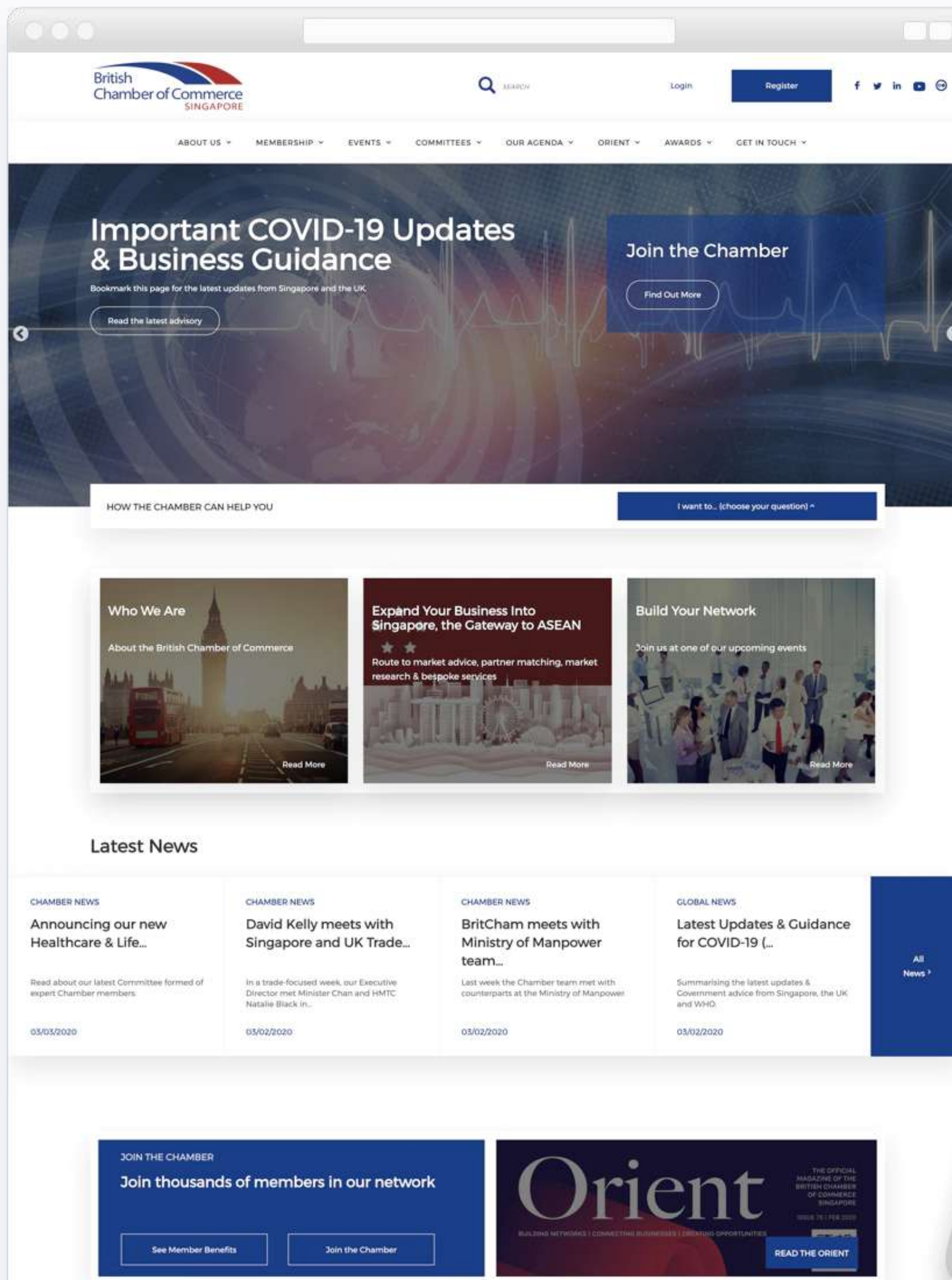
我们将会持续创新，为您提供更加智能化的产品功能，
助力您的高效活动管理。

创建您的网站（可选功能）

打造专业、一体化的网站，助力您高效互动

让Glue Up云解决方案，助力您全面升级您的官网页面。实现与网站访问者的无缝连接，以及长期持续的曝光效果。

- 简易操作完成设置与管理
- 为网站赋予强大的互动性
- 为SEO业务充分优化
- 创造广告营收
- 建立会员名录
- 工作机会发布平台
- 界面完美适配移动端设备



培训云管理解决方案

简易操作轻松实现一体化云端培训管理

助力您轻松打造、推广、售卖任何形式的课程及活动产品，并随时精准分析。自动复制过往活动内容，快速扩大成功经验，更好地与参与者进行互动。

- 简单拖拉拽操作完成证书定制
- 通知信息自动推送
- CPD/CPE 学分学时完成进度监测

The screenshot displays the 'My CPD' dashboard. At the top, there's a search bar and navigation icons. The main content area is divided into several sections:

- MY CPD**: A summary card showing 6 Events Attended, 30 Events Missed, and 22 Hours Spent at Events. A link 'SEE ALL EVENTS' is provided.
- CREDITS EARNED**: A circular progress indicator showing 30/45 credits earned. A '+ ADD CREDIT' button is located below.
- Notifications (4)**: A list of four notifications regarding CPD applications for 'Web, SEO & Paid Media', with statuses: submitted, under review, accepted, and rejected.
- My Credits (6)**: A table listing individual credits with columns for Date, Type, Topic, Course Code, Hours, Credits, Proof, and Status. A context menu is open over the last row, showing options: 'Download Certificate', 'Edit Credits', and 'Delete Credits'.

Date	Type	Topic	Course Code	Hours	Credits	Proof	Status
Jan 22, 2020	Educational Qualification	Web, SEO & Paid Media	#j3uud92384	0.5	10	📄	Accepted
Jan 22, 2020	Educational Qualification	Web, SEO & Paid Media	#j3uud92384	0.5	5	📄	Submitted
Jan 22, 2020	Educational Qualification	Web, SEO & Paid Media	#j3uud92384	0.5	5	📄	Rejected
Jan 22, 2020	Educational Qualification	Web, SEO & Paid Media	#j3uud92384	1.5	15	📄	Under Review
Jan 22, 2020	Educational Qualification	Web, SEO & Paid Media	#j3uud92384	0.5	5	📄	Accepted
Jan 22, 2020	Educational Qualification	Web, SEO & Paid Media	#j3uud92384	0.5	5	📄	Accepted



培训证书

超便捷实现证书设计及自动化授予

使用超简化操作的编辑工具，设计精美的培训证书，自动化授予符合设定要求的参训人。

- 精美的模板设计
- CPD/CPE 学分/学时管理
- 自动推送通知消息
- 多样化字段/设计元素供选择
- 回溯数据导入/导出历史

The screenshot displays a user interface for creating a certificate. At the top, a progress bar shows five steps: 01 Select Template, 02 Design Certificate (highlighted), 03 CPD Settings, 04 Validate Points, and 05 Review & Send. Below the progress bar are tabs for 'Content' and 'Design', and buttons for 'Save' and 'Save and Continue'. The main workspace is divided into a sidebar on the left and a design canvas on the right. The sidebar includes sections for 'Existing Fields' (with custom fields), 'Basic Elements' (Title, Text, Divider), 'User Information' (Attendee Name, Attendee Number), and 'Organization Information' (Org. Name, Org. Address, Org. Logo). A tooltip for the 'Divider' element is visible, describing its multi-level choice functionality. The design canvas shows a certificate template for 'DIAZA HIGH SCHOOL AWARDS' awarded to 'KAYDEN SANTIAGO' for completing mandatory requirements. The certificate is signed by 'ISABEL MERCADO, SCHOOL PRINCIPAL' and 'GABBY SHERMAN, SCHOOL DIRECTOR'. The certificate features a gold border with a repeating diamond pattern and a central seal.

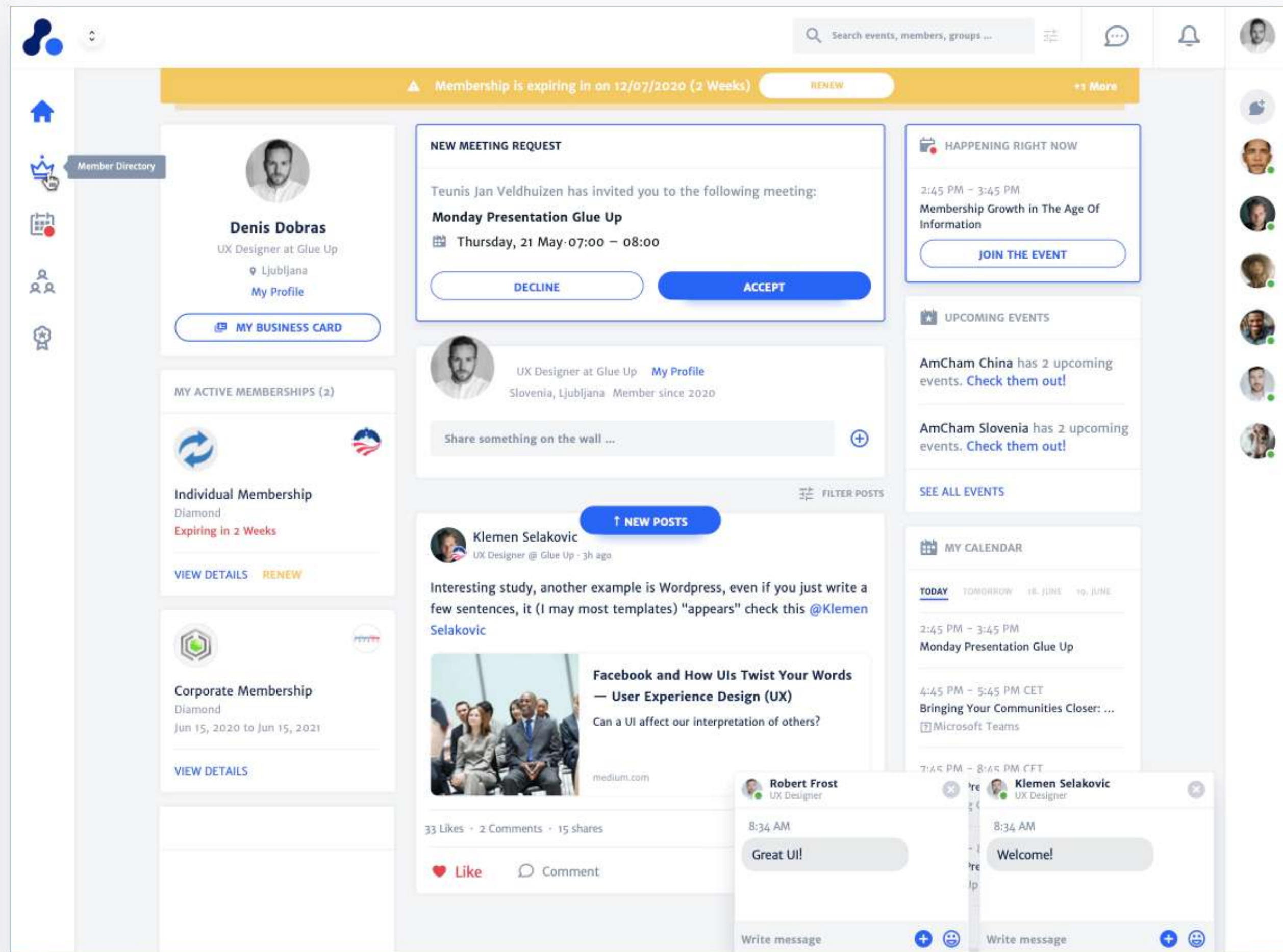


社群

互动与知识交流的理想之地

为您的社群打造优质的数字空间，成员可以相互分享各自的观点，进行各种话题讨论，即使无法见面也能保持无缝社交沟通。

- 随时加入社群
- 随时进行自由评论或深入探讨
- 链接各地成员
- 成员名单轻松掌握
- 社交空间内轻松分享彼此
- 直播



对话


在公开或私密群组发起话题讨论

所有人都能在这里找到志同道合的伙伴和感兴趣的话题，轻松连接彼此并深入探讨。

- 公开 & 私密群组
- 对您感兴趣的话题随时评论
- 自由发表您的看法
- @朋友，一同关注有趣话题
- 快捷浏览群组成员资料

YOUR GROUPS



Groups you are part of



Board Members
12 Members · 2 posts a day

Hidden



VIEW GROUP



Marketing Comitee
24 Members · 10 posts a day

Private

VIEW GROUP




Annual Gala Group
45 Members · 10 posts a day

VIEW GROUP

MOST POPULAR

Groups that have the most engagement



Stock Trading
66,767 members · 10 posts a day

JOIN GROUP




VR technology - a life of alternative travel
66,767 members · 10 posts a day

JOIN GROUP



Health and Wellbeing community
66,767 members · 10 posts a day

JOIN GROUP



VR technology - a life of alternative travel
66,767 members · 10 posts a day

JOIN GROUP







社交网络


为您的业务创造无限可能


为您的社群建立自己的数字名片并随时分享，助力您管理业务关系，并随时随地与所有人高效沟通。


- 免费使用“My Glue”社群App
- 多样的社交沟通功能
- 自定义隐私设置
- 快速扫描名片
- 名片数据自动存储于个人CRM


 **Simen Alexander**
Art Director at Slender VIEW CARD 


 **Carolyn Thomas**
Sales Director at Inview Inc. VIEW CARD 

 **Wayne Lambert**
CMO at Milwaukee Transfer

 **Amelia Poole**
UX Designer at Microsoft INC


 **Carolyn Thomas**
Marketing at Edelweiss Real State

 **Wayne Lambert**
General Manager at Waynes

 **Amelia Poole**
UX Designer at Hello Dolly Inc.

Share your business card back?

You recieved a business card. See all recieved cards in [Business Cards page](#) on your profile.

 **George Miller**
Operations Manager at Sheffield Tech

Email Address:	george.miller@shefftech.com
Mobile:	1-643-25254
Twitter:	george_miller
LinkedIn:	georgemiller

DON'T SHARE SHARE BACK

Pitch

自定义互动规则

创建并管理多个群组，群组互动由您管控，自主设定加入与禁止权限，亦可为付费成员授予社群内更大的功能使用权限。

- 高级筛选功能
- 设置角色与权限
- 界面高度与设备适配
- 直播后的分析回顾
- 互动数据分析

Membership Community Community Feed is activated

Bring your audience closer together by allowing members to see who else is attending t laws, you control when the community opens, what information to show for each partici The community is available on all devices.

[View Live wall](#)

Groups (Community feed must be activated)
Create multiple public or private groups inside the main Membership community.

Visible **Members Public Discussion Group**
Public Group
Members: 21,234

Hidden **Board Members Discussion Group**
Private Group
Members: 12

Create a group
Create a new group

Create new group

Group name*
Marketing Discussion Group

Write a group description

Manage members

Not invited (22304) Selected (1) In group (0)

Search members [Select all](#)

Group Privacy

Hidden group (visible to all)

Private group (users only)

Group Members (0)
[Add members](#)

Cancel

Filter members [Reset All Filters](#)

List Industry Position/Role
Company City/Country Membership Type

Cancel [Activate](#)

Send each new invitation [Save](#)





Yale Center
BEIJING



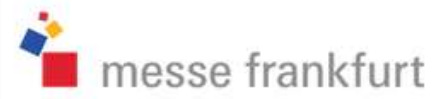
facebook



DAIMLER



InvestHK



MOODY'S
INVESTORS SERVICE

赋能全球超过50个国家的500多个企业与组织机构



Ogilvy



nature

Pitch

客户成功

赞誉颇高的Glue Up 售后服务

为了帮助您与Glue Up的合作顺利走向成功，我们将竭诚为您提供全方位的服务支持。

产品培训 & 后续服务支持

我们客户成功部门的技术专家，将全程为您提供高质量的服务与支持。从您选择Glue Up那一刻起，我们将会为您量身定制个性化的产品功能培训，您将获得一份定制化的使用指导方案，以帮助您更迅速地达成业务目标。

Glue Up HelpDesk

Glue Up HelpDesk是一个关于Glue Up一体化云平台使用指南的在线知识库，包含常见问题解答、平台操作指南，以及如何高效使用各模块功能的教程类文章等，帮助您在在使用过程中充分挖掘Glue Up所带来的价值。

培训

我们会为您提供详细的实操培训，帮助您和团队全面了解整个平台的各模块功能。

Glue Up营销科技学院免费线上课程

Glue Up营销科技学院会定期举办免费的线上培训课程，课程为周二到周五之间举行，内容涵盖平台不同模块的使用功能与实例。

产品功能每周更新

Glue Up每周都会进行平台的模块功能更新，随着产品功能不断完善与创新，您每周都能免费享受到更优质的产品与服务。



附加服务 & 跨平台功能集成

赞誉颇高的Glue Up 售后服务

Glue Up活动营销云平台每个模块都有其优势与亮点，您还可以根据个性化需求，选择附加服务，将您目前所使用的软件与Glue Up一体化云平台的功能模块进行集成与整合。

附加服务

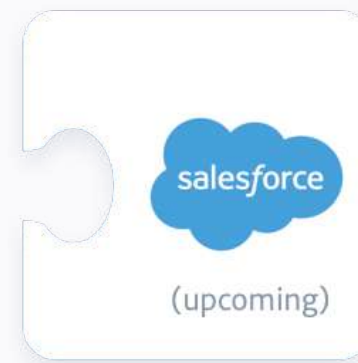
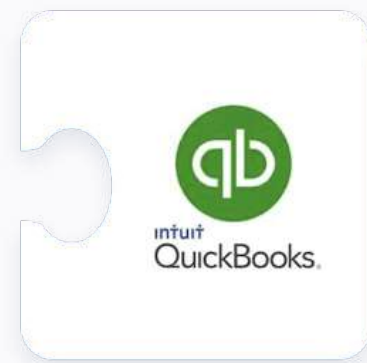
- 专用子域名 & API访问
- 为您的邮件营销创建专用的IP地址
- 为您的组织创建专门的官网页面
- 活动页面轻松设置
- 现场支持&胸牌打印租赁服务

Glue Up App附加功能

- App Logo定制化
- 参会者互动聊天
- 动态活动交流墙
- 电子名片扫描（即将推出）

My Glue 参会者 App

可以让活动组织者与参会者，以及参会者与参会者之间进行自由互动，无论身处何地都能随时接收重要推送与信息提醒。



全球化布局，本地化服务

Glue Up的“全球化布局，本地化服务”让青睐我们一体化云解决方案的客户遍布全球50多个国家。您可以选择离您最近的分支机构与我们联系。



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香港

+852 3905 2030

WeWork, 10/F,
YF Life Tower,
33 駱克道, 7114, 灣仔區

俄罗斯

莫斯科

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雅加达

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Pico Creative Centre,
Singapore 339411

马尼拉

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Makati City, Manila, 1223
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Bridgeways Precinct,
Century City
Cape Town 7441
South Africa

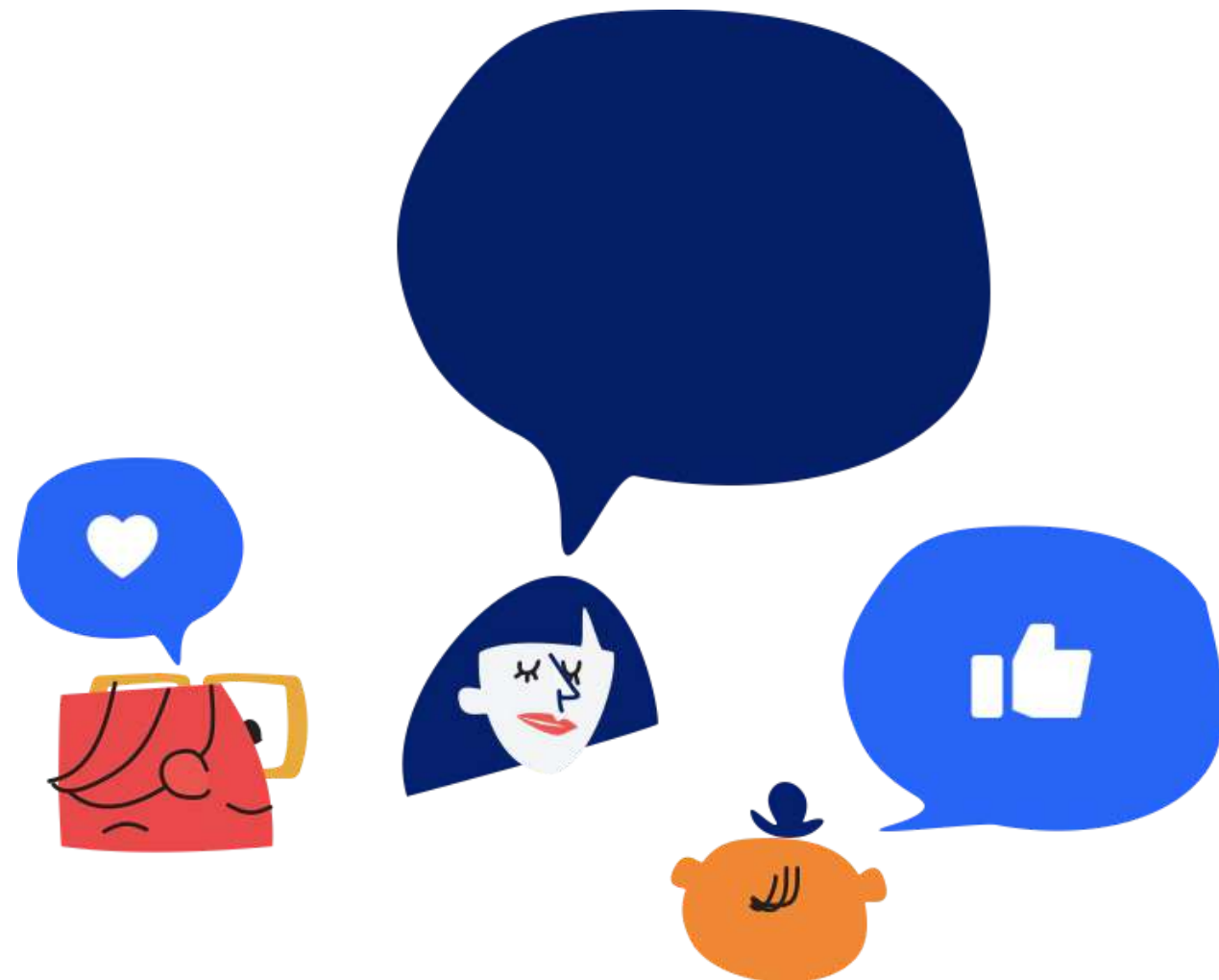
您还可以访问我们的官网页面 glueup.com/contact，了解更多 Glue Up全球办事处相关信息。



案例分享

来看看Glue Up的客户如何评价吧!

Glue Up的客户现已遍布全球50多个国家，从小规模研讨会，到大型年度峰会、国际会议等，我们的客户都十分喜爱Glue Up一体化云平台。以下为部分客户的使用心得：



“Glue Up是目前我们用到的最棒的系统，用它来管理和组织规模在300人以上的活动，真的非常高效与便捷。尤其是它的智能化、多语种的内容营销编辑模块，超酷炫的活动页面模板，以及快速的现场签到流程。”

崔凯

《金融时报》市场营销经理



“我们已经尝试了许多‘热门’产品来销售活动门票，但很明显这些服务商不懂得活动行业的本质。Glue Up是真正站在活动组织者的角度设计与研发产品，为我们带来了实质性的便利。平台功能十分强大，性价比超高！”

Matthieu Bodin

Startup Weekend区域经理



案例分享

《经济学人》全球解决方案

国际媒体界巨头《经济学人》，在迪拜、东京、首尔等9个国家和地区，同时采用Glue Up活动营销云及会员云一体化平台，管理旗下专业服务政商界领袖的顶级会员型组织ECN（The Economist Group Corporate Network）。

Glue Up打败众多竞争对手，其一体化解决方案赢得了《经济学人》的芳心，成为了它最终的选择，帮助其管理世界9个重点城市的200多场活动。



The screenshot displays the website interface for The Economist Corporate Network. It features a navigation bar with 'The Economist' and 'CORPORATE NETWORK' logos, and a 'Log In' button. The main content area is divided into several sections:

- Event Details:** A section for 'South Africa's budget: the numbers and future' with a red hot air balloon image. It includes links for 'Event Details', 'Agenda', and 'Speakers'.
- Event Details:** A section for 'The Economist Corporate Network Regional Strategic Forecast Q1 2020' with a lightbulb image. It includes links for 'Event Details', 'Agenda', 'Speakers', and 'Register'.
- Event Details:** A section for 'LIVING WITH DISRUPTORS' with an illustration of a person holding a magnifying glass. It includes a 'CORPORATE-SPONSORED INNOVATION' tag and a 'Shanghai' location. The event is scheduled for 'Feb 13, 2020' from '7:45 AM - 10:30 AM'. It includes a note: 'Please note that this event is limited to senior-level executives and per invitation only. If you are not an existing member of The Economist Corporate Network, but would like to learn how you can attend our events, please send an email to ecn_enquiries@economist.com.' It also includes an 'Agenda' section with '7:45 AM - 8:30 AM Breakfast and Networking'.

At the bottom right, there is a 'Pitch' button.

案例分享

为科技巨头 Facebook打造的解 决方案

许多创业公司，合伙人及大型公司企业通过Facebook平台来打造他们的产品。尽管Facebook平台上已有一些诸如“小组”或“活动页面”等活动功能，但Facebook仍然为其在亚太地区举办的活动，选择了Glue Up的活动营销云产品，不仅是因为我们产品的创新智能化，便捷的操作与专业精美的活动页面展示，还因为Glue Up与Facebook有着高标准的契合度。经过三年的合作，Facebook依旧选择了我们。Glue Up也将继续助力其在中国开展的活动，以便与供应商、开发人员、代理公司及其他合作伙伴建立联系。



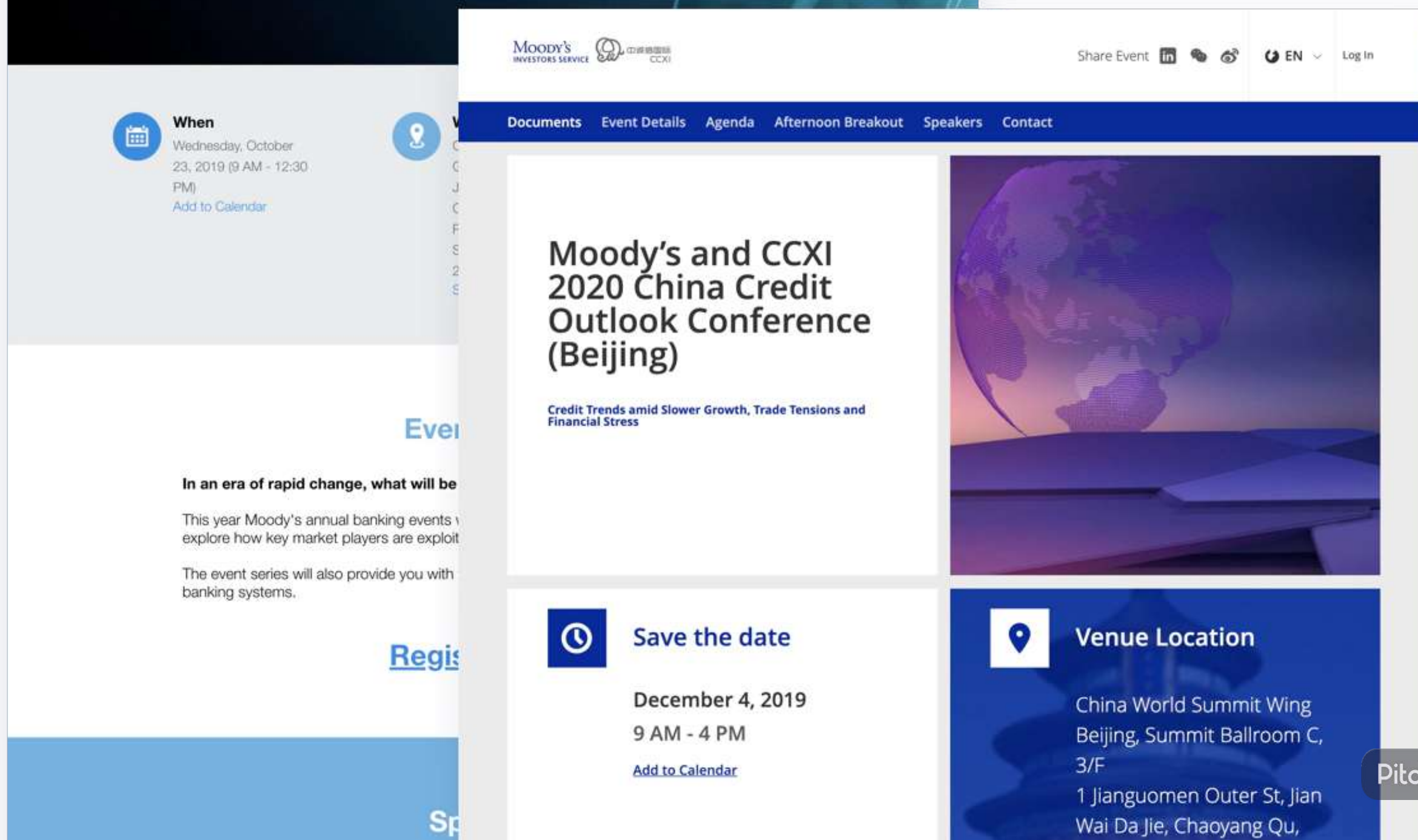
案例分享

打造优质的参会体验

穆迪投资者服务公司 (Moody's Investors Service, 也称为 Moody's), 是一家债券信用评级公司, 这一服务也是Moody's公司的传统业务线。在2018年12月使用Glue Up成功举办了单次活动后, Moody's开始全面采用Glue Up开展所有活动。参会者人数大幅上涨, 活动体验越来越优质, 活动后期的数据分析与追踪也为下次活动提供了非常有价值的借鉴意义。此外, Moody's还用Glue Up一体化云平台与其他合作伙伴联合举办活动, 通过这些活动收集各项数据, 拓展资源, 同时增加合作伙伴的曝光度。



MOODY'S



Pitch

若您还有其他疑问，

请发送邮件至sales@glueup.com，我们会安排产品专家与您进一步沟通。