

Design Beautiful Events & Campaigns to Match Your Brand

Tips on creating Event Pages and Campaigns



Event Templates

How to better align event templates with different event types

EventBank Event Templates



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.

[Selected](#) [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](#)



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](#)



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](#)

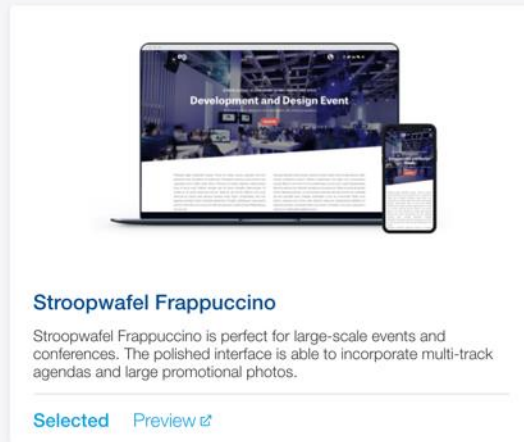


Iced Latte

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](#)

Stroopwafel Frappuccino



Main Elements

- ✓ High-Impact Banner
- ✓ Multi-track Agenda
- ✓ Sponsors/Partners Section
- ✓ Map



Designed for large-scale conferences and events

Stroopwafel Frappuccino



PROGRAM

GRAND BALLROOM SESSIONS | BREAKOUT SESSIONS ROOM 1 | BREAKOUT SESSIONS ROOM 2

MONDAY, MARCH 4, 2019 ⌚ 8:30 AM TO 8 PM

- 8:30 AM - 9 AM REGISTRATION
- 9 AM - 9:05 AM OPENING REMARKS
- 9:05 AM - 9:40 AM OPENING KEYNOTES
- 9:40 AM - 10:25 AM OPENING PANEL I: THE FUTURE OF U.S.-CHINA TRADE: HOW DO BUSINESSES COPE?
- 10:25 AM - 11:05 AM NETWORKING BREAK

TUESDAY, MARCH 5, 2019 ⌚ 8:30 AM TO 8 PM

- 8:30 AM - 8:55 AM REGISTRATION
- 8:55 AM - 9 AM WELCOME REMARKS
- 9 AM - 9:30 AM OPENING KEYNOTE: THE INDO-PACIFIC STRATEGIC CROSSROADS: WITNESS THE FUTURE
- 9:30 AM - 10:15 AM OPENING PANEL II: GI CROSSROADS: WITNESS THE FUTURE
- 10:15 AM - 10:45 AM NETWORKING BREAK

[SEE FULL AGENDA](#)

AGENDA

Ringier Events | HOME | SPEAKERS | AGENDA | TICKETS | 参会企业名录 | MORE | LOG IN | EN | f | t | l | G+ | w | s

REGULATIONS AND TESTING SESSION

MOISTURIZING, ANTI-WRINKLE AND POLLUTION SESSION

SUNSCREEN, WHITENING AND ANTI-ALLERGY SESSION

HAIR CARE SESSION

E-COMMERCE SESSION (DAY 2 AM)

PLENARY SESSION

MATERNAL AND BABY CARE SESSION (DAY 1 PM)

COSMETIC SESSION (DAY 1 PM)

INNOVATIVE PACKAGING SESSION (DAY 1 PM)

THURSDAY, JUNE 28, 2018 ⌚ 1:30 PM TO 5 PM

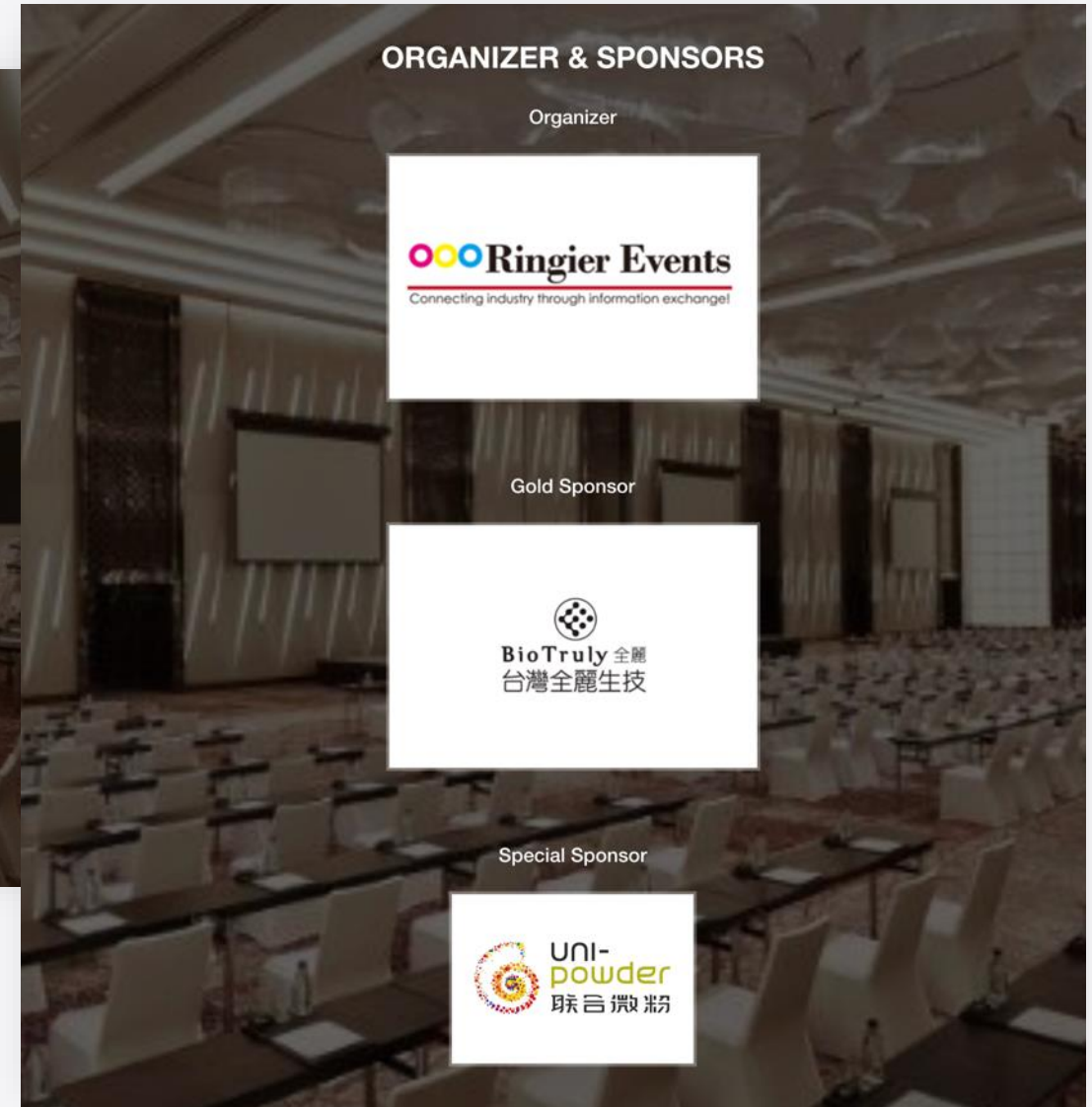
1:30 PM - 5 PM **SUNSCREEN, WHITENING AND ANTI-ALLERGY SESSION | CLICK TO CHECK >>** +
郭均萍 • FLORENCE BERNARDIN • LYNN NING • RACHEL ZENG • ROBERT BAI • ANSON ZHANG • CATHERINE GAO

FRIDAY, JUNE 29, 2018 ⌚ 9 AM TO 1 PM

9 AM - 1 PM **SUNSCREEN, WHITENING AND ANTI-ALLERGY SESSION | CLICK TO CHECK >>** +
DAN LUO • WENFENG DING • JIM GAO • SUNING ZHANG • JASON JIANG

✓ Multiple Day – Multi Track Agenda

Stroopwafel Frappuccino



✓ High Visibility Sponsors & Organizer Section

Stroopwafel Frappuccino



Tips & Tricks

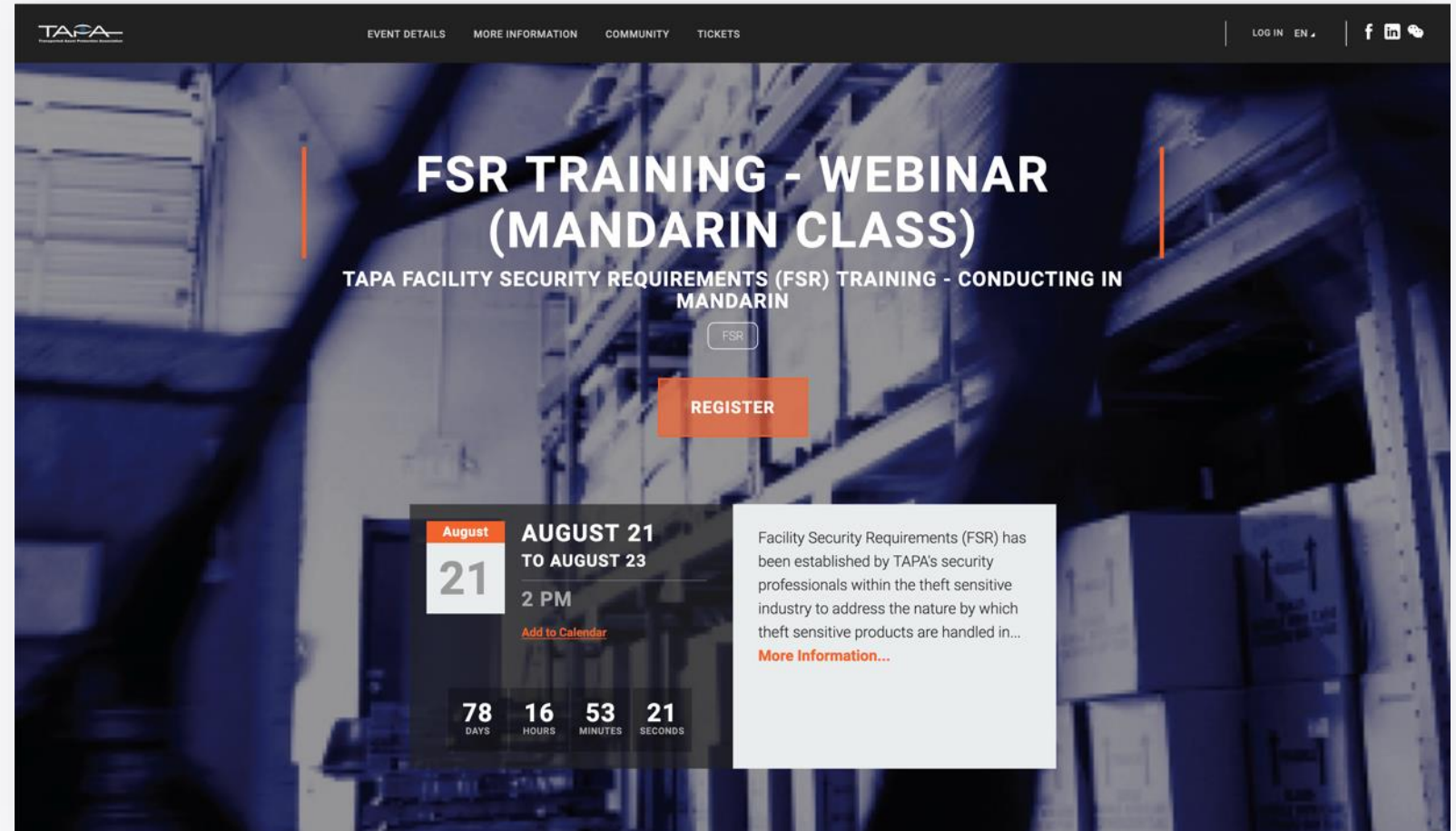
- ✓ **Primary Color** Sets the CTA & Venue Section – Should be the brand lightest color
- ✓ **Secondary Color** Sets the Navigation Color – Should be a brand complementary color or white.
- ✓ A slightly bright image will work best for background contrasting with the dark overlay
- ✓ White logo for best Impact – Note that can be changed in Sponsors as the Main Organizer but CAUTION, as it will impact Organizers Section Logo.

Café Mocha



Main Elements

- ✓ Countdown
- ✓ First Glance Add to Calendar
- ✓ Highlight Agenda
- ✓ Showcase Tickets



Designed for webinars and online events

Café Mocha



- ✓ High-visibility Tickets
- ✓ High-Visibility Agenda

| TICKETS |



MEMBER WITH TRAINING ENTITLEMENT

| FREE

MEMBER PRICE

Only for TAPA Asia Pacific member with training entitlement.

RESERVE TICKET



MEMBER'S RATE - CF & SSP | \$500.-

MEMBER PRICE

Only for TAPA Asia Pacific Corporate Full (CF) and Security Service Provider (SSP) active members who has no more training entitlement balance. This ticket purchase shall add on one nominee into the membership.

BUY TICKET



MEMBER'S RATE - IAB | \$550.-

MEMBER PRICE

TAPA Asia Pacific Independent Audit Bodies (IAB) members who has no more training entitlement. This ticket purchase shall add on one nominee into the membership.

BUY TICKET



NON-MEMBER RATE | \$300.-

PUBLIC PRICE

For any industry practitioners.

BUY TICKET

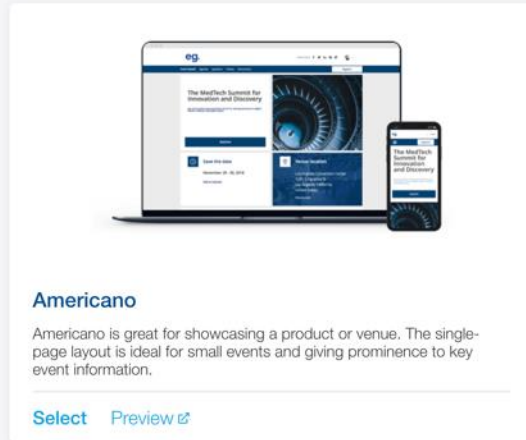
| AGENDA |

- 10⁰⁰ AM ● DNB Welcoming Remarks
- 10¹⁰ AM - 10³⁰ AM ● GlobberWeb Presentation
- 10³⁰ AM - 11³⁰ AM ● Reinventing Yourself & innovative Thinking
- 11³⁰ AM - 12⁰⁰ PM ● Q&A Open Floor

Tips & Tricks

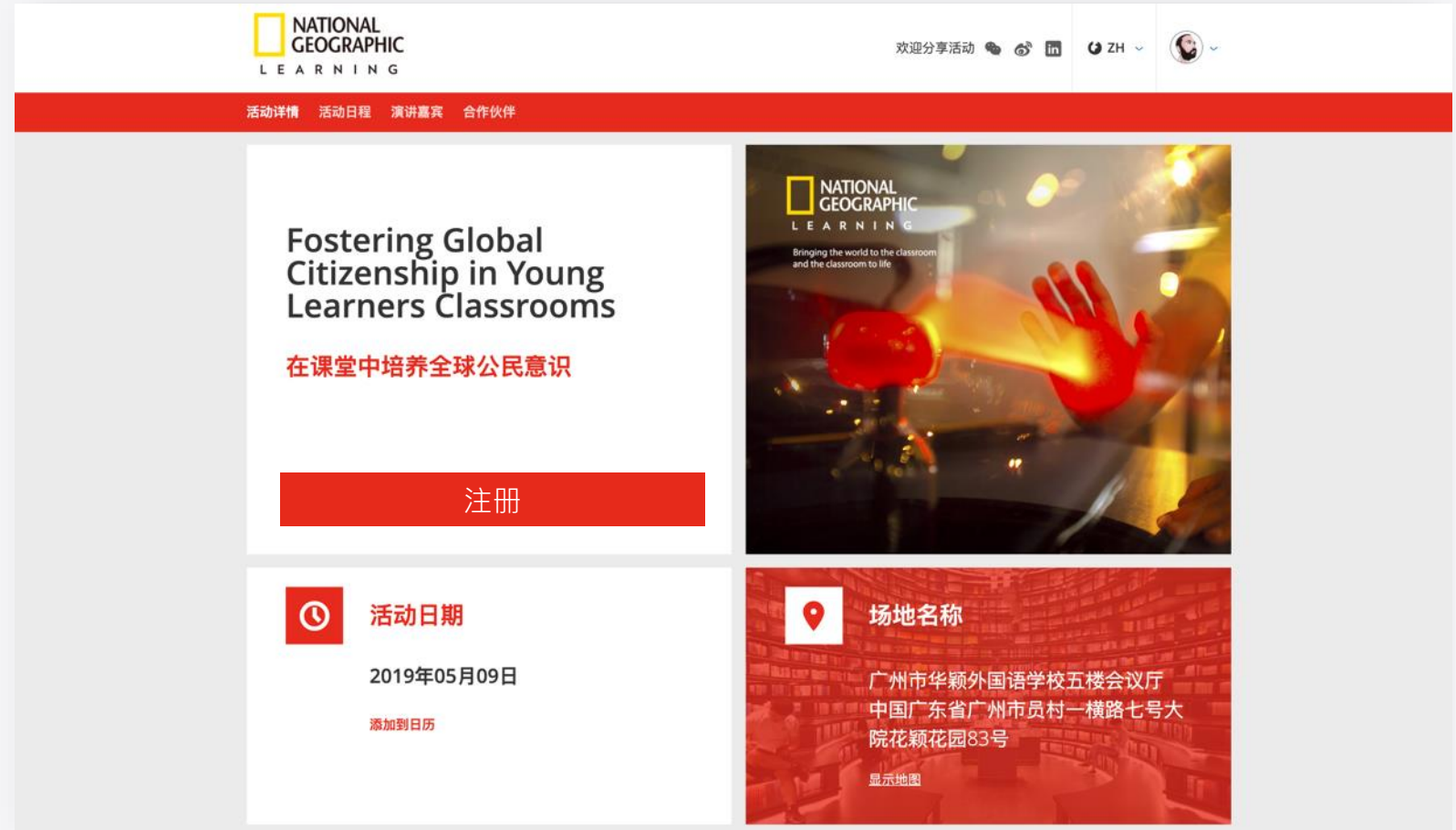
- ✓ Setting the event as Webinar on the General Settings will make sure location is hidden – as it is an online event.
- ✓ Transparent Logo / Background logo / White logo – As the menu is always dark grey
- ✓ **Primary Color** Sets the Titles decoration & highlights – Should be the brand lightest color
- ✓ **Secondary Color** Sets the background color– Should be the brand darkest color
- ✓ A bright image will work best for background contrasting with the dark overlay

Americano



Main Elements

- ✓ Venue Highlight
- ✓ Card Single-page Layout
- ✓ High Mobile Responsiveness
- ✓ Super clear Agenda






Designed for small events with a focus on images

✓ Super clear Agenda




Agenda

- 9 AM - 9:10 AM 开场
- 9:10 AM - 10 AM 主题讲座: **How languages are acquired? -Secrets of the Trophy Kids**
-  **Yan Zhang**
乐为教育名师
- 10 AM - 10:10 AM 茶歇
- 10:10 AM - 10:50 AM 主题讲座
-  **Harold Becherer**
ELT Trainer
- 主题讲座: How to train young learner to become global citizens
- 10:50 AM - 11:35 AM 主题讲座
-  **Dorothy Zhao**
ELT Consultant National Geographic Learning
- 主题讲座: The Common Core State Standard(CCSS) and the EFL Context.



Agenda

- 8 AM - 9:45 AM **Registration & mingling**
- 📍 Norway - China Business summit
- 10 AM - 10:40 AM **Plenary Session**
- 📍 Norway - China Business summit
- Moderator: Ms. Anita Krohn Traaseth, CEO of Innovation Norway
10:05 Opening speech - His Majesty King Harald
- 10:12 Speech - Norwegian Minister of Trade and Industry, Mr. Torbjørn Røe ISAKSEN
- 10:18 Speech by Shanghai government (TBC) (5mins)
- 10:23-10:35 Signing Ceremony of business contracts
- 10:40 AM - 11:15 AM **Panel discussion - "Blue Opportunities and Sustainable Solutions"**
- 📍 Norway - China Business summit
- Moderator: Nina Jensen, CEO REV Ocean
- 11:15 AM - 11:17 AM **Closing of Plenary Session**
- 📍 Norway - China Business summit
- 11:17 AM - 11:45 AM ~~~~~Relocation to Hotel Hyatt on the Bund~~~~~
- 📍 Norway - China Business summit
- 11:45 AM - 1:15 PM **Standing buffet mingling lunch**
- 📍 Hyatt on the bund
- Hyatt on the bund
- 1 PM - 4 PM **Parallel Sessions**
- 📍 Pioneering Ocean Technologies 
- Session 3 Future seafood trade Norway - China (Sjømatrådet)
Session 4 Start-ups and Scale-ups (Innovasjon Norge, n'Hack)
Session 5 Plastic waste and marine littering (UD, KLD og Rederiforbundet)
Session 6 Green solutions for a sustainable Arctic (Note: Lunch Location: Hotel W, Session Time 14:00-16:00)

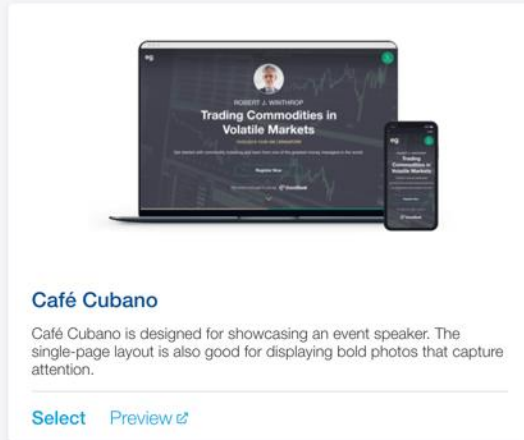
Americano



Tips & Tricks

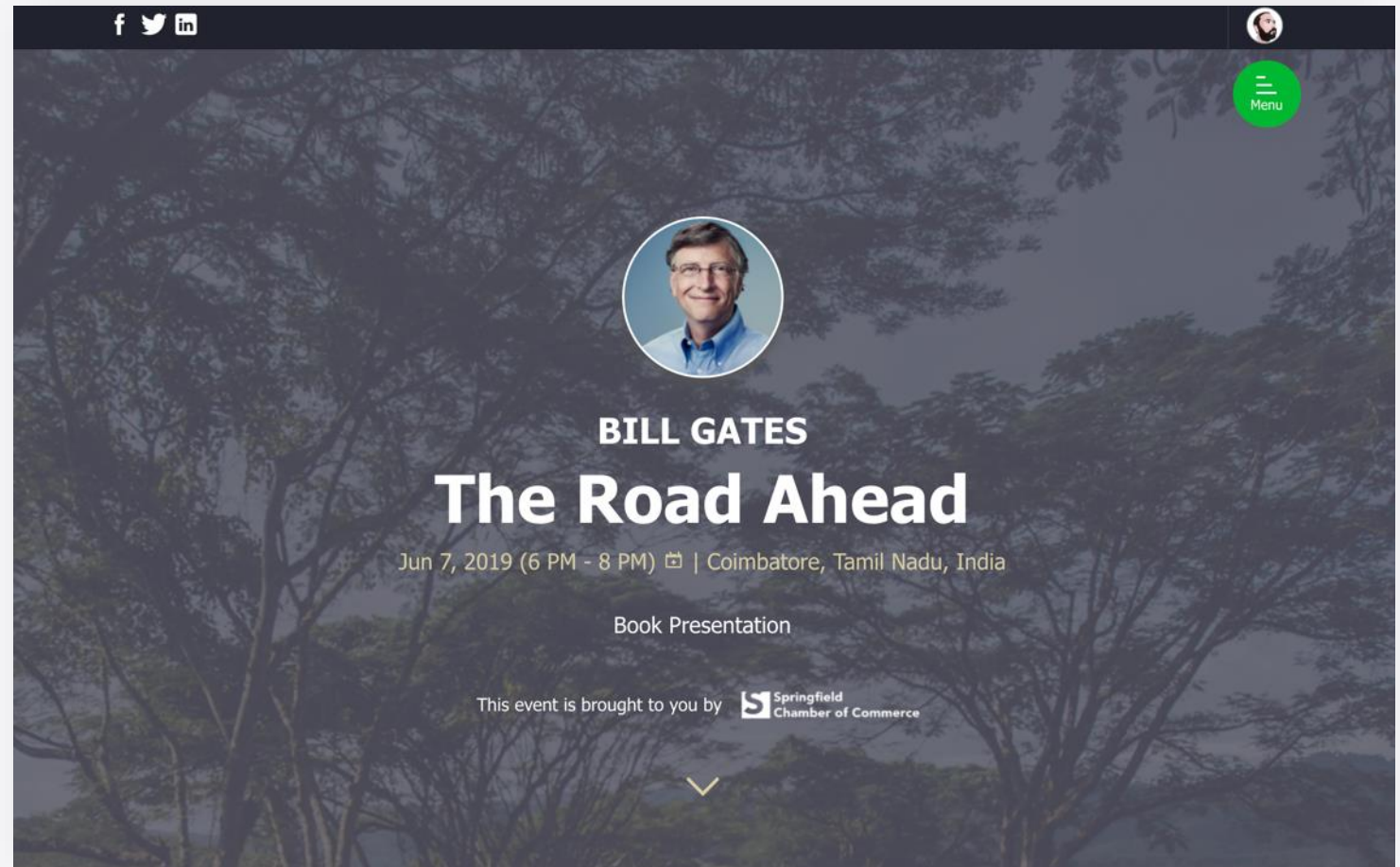
- ✓ Full Color logo
- ✓ **Main Color** Sets the mood & highlights – Should be the brand most predominant color
- ✓ Picture for Header section in square shape for best fit – Main item/landscape for best impact
- ✓ Picture for Venue background section should be dark for best contrast with the overlay

Café Cubano



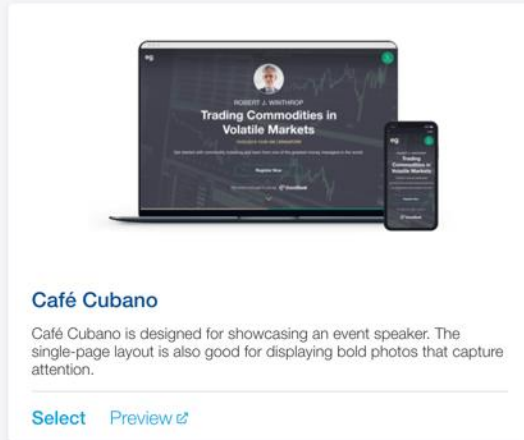
Main Elements

- ✓ Highlight Speaker
- ✓ Highlight Organizer Logo



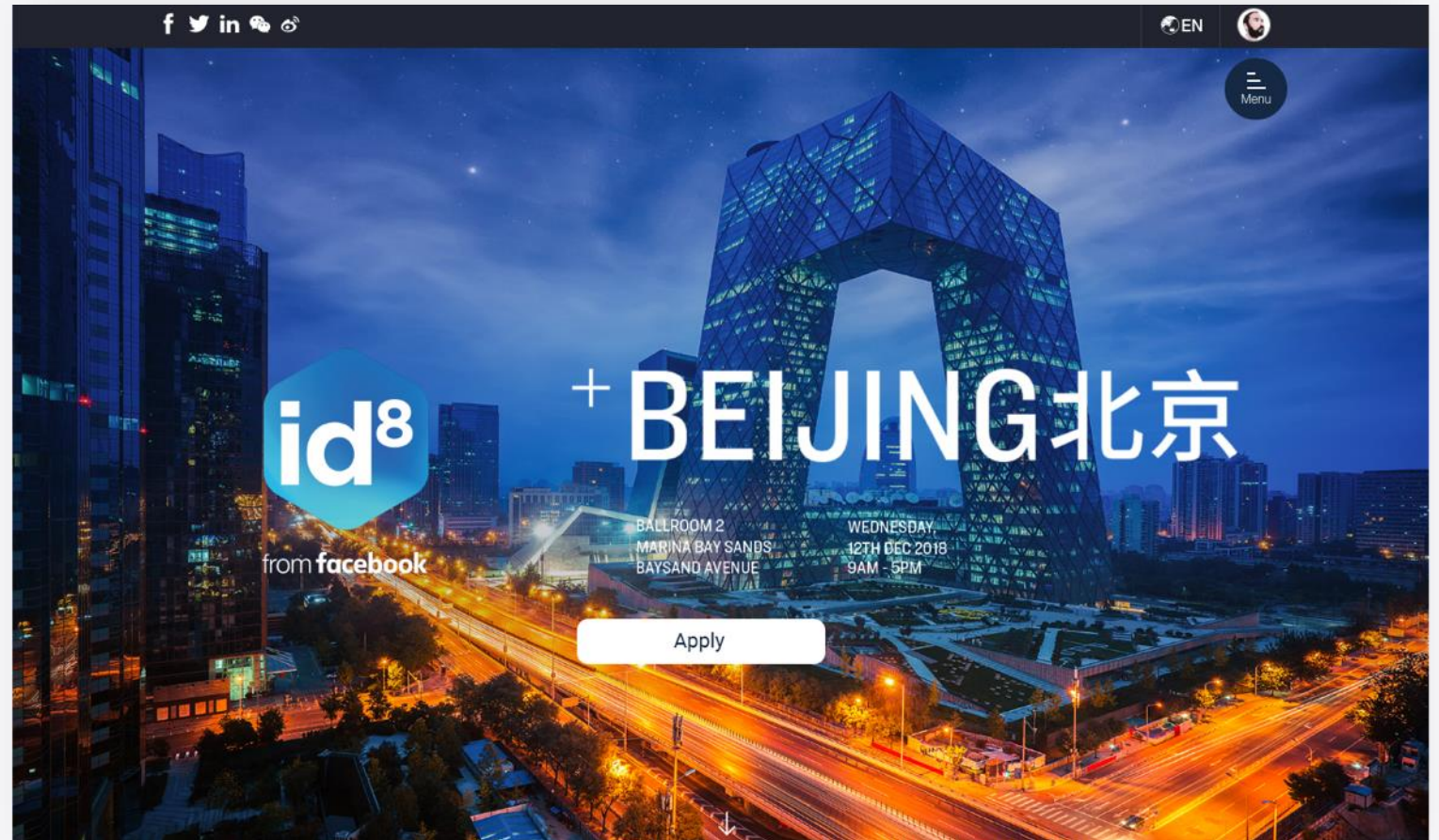
Designed for VIP Speakers

Café Cubano



Main Elements

- ✓ Custom Banner
- ✓ Hide Location



Designed for total banner customization

Tips & Tricks

- ✓ **Main Color** sets the CTA, Summary background and Hamburger Menu – Should be the brand lightest color
- ✓ **Secondary Color** sets the subtitle, date and value highlights as well as the Speakers name – Should be a light color, complementary of the main one but easy to read on white.
- ✓ Secondary Image can be used to highlight the venue or the organizer using the same color background as **Main Color**.

Full Branding (Hiding speaker and title)

- ✓ Full Color Logo – Used in the opened hamburger menu

Caramel Macchiato



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](#)

Main Elements

- ✓ Important Information Highlight
- ✓ Full Menu at sight
- ✓ Large Data
- ✓ Highlight Phone Number

The screenshot shows a web page for an event. At the top, there is a navigation menu with 'Event Details' (underlined), 'Speakers', 'Documents', and 'Sponsors and Partners'. The main heading is 'Book Discussion "The Pilgrimage" by Paulo Coelho'. Below this, there are four highlighted cards with icons: 'Organizer' (Yayasan Helping Hands Kinokuniya), 'Call' (Contact Organizer +62 8164821175), 'When' (Apr 13, 2019 (10 AM - 12 PM) with an 'Add to Calendar' link), and 'Where' (Kinokuniya, Jalan Asia Afrika No.8, Jakarta, Daerah Khusus Ibukota Jakarta, Indonesia with a 'Show on map' link). Below these cards is a section titled 'Event Details' containing the event title, a description of the book discussion, and a paragraph about a charity walk event.

Designed for medium events with an icon highlight

Caramel Macchiato



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](#)

- ✓ Large Data display – Perfect for event recaps with pictures.

Flammkuchen (Swiss pizza) has its origin in the three-country border area of Switzerland, France and Germany. Alsace is credited for being the birthplace of the Flammkuchen, but Switzerland has developed its own versions and is strongly rooted in Swiss culture. Flammkuchen is an incredibly thin dough base is smeared with sour cream and covered with a selection of other toppings, baked until crispy. We offer a variety of different flavoured Flammkuchen from the traditional bacon and onion to slightly more colourful combinations of air-dried meats and arugula or our White Flammkuchen with truffle and truffle oil.



At SwissTaste we have the largest selection of Swiss Wines in China and we are proud to showcase some of the finest wines Switzerland has to offer. Most Swiss Vineyards are located on the terraced slopes of the Mountainous Alps region. Swiss wine production is small, as there is a deliberate focus on quality of quantity. The passion for fine quality produce combined with Swiss precision and a rich heritage dating back over 2000 years Swiss viticulture is one of the finest in the world.

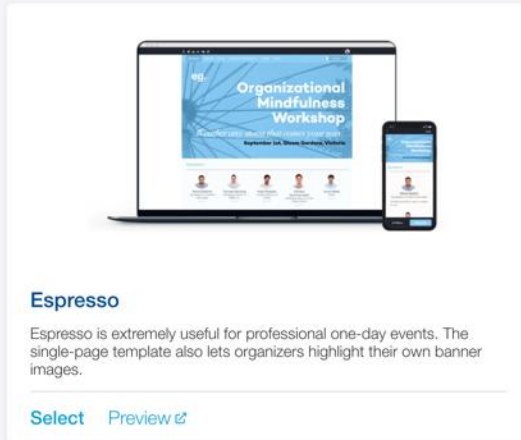
Caramel Macchiato



Tips & Tricks

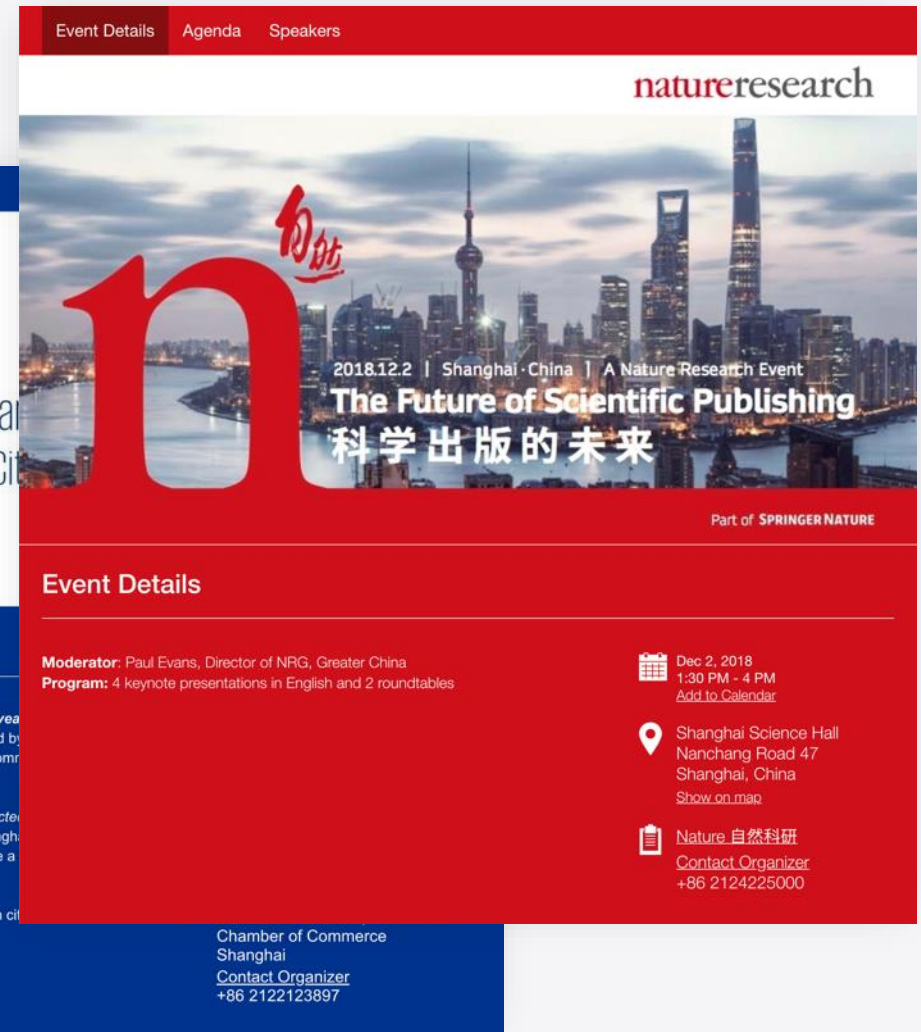
- ✓ **Main Color** sets the CTA, Navigation Elements, Title and Date, Venue, Organizer and Contact Number icon backgrounds – Should be a very neutral color as it covers many aspects.
- ✓ Main banner image should be as simple as possible not to conflict with the other elements
- ✓ Full Color Logo

Espresso



Main Elements

- ✓ Custom Banner
- ✓ One-Pager
- ✓ All Speakers at sight
- ✓ High Brand Visibility



Small but powerful

Speakers



Ming Liu
Partner at KPMG China
[Read Bio](#)



Anson Bailey
Head of Technology, Hong Kong; Head of Consumer & Retail, ASPAC at KPMG China
[Read Bio](#)



Giuseppe Auguadro
General Manager at Illum China
[Read Bio](#)



Frank Rexach
Vice President, Powered by We, Asia Pacific at WeWork
[Read Bio](#)



Erik Walenza-Slabe
CEO of IoT ONE
[Read Bio](#)



Henry Louie
Managing Director of Wilson Group
[Read Bio](#)



Andreas Eisfelder
Head of Strategy & Business Development, Energy Management Division in Greater China at Siemens
[Read Bio](#)



James Macdonald
Head of Research at China Savills Research China
[Read Bio](#)



Anson Bailey
Head of Technology, Hong Kong; Head of Consumer & Retail, ASPAC at KPMG China

<https://home.kpmg.com/cn/zh/home.html>

Anson joined KPMG in Hong Kong in 1999 and is currently a Partner based in the Hong Kong office heading up the Consumer Markets Practice. He is part of the KPMG Regional Consumer Markets Practice Leadership team as well as being a member of the Global Technology Innovation Centre and the High Growth Tech & Innovation Group based in Hong Kong.

Anson has been active in driving a number of thought leadership reports and executive briefings for senior executives covering innovation and consumers in China and across Asia. He has worked with many corporates to understand the complex markets we live in and current levels of disruption being seen with recent reports including Global Mobile Payments, Consumers & Convergence, Mobilizing Innovation: The Changing Landscape of Disruptive Technologies, The Rise of the Digital Multi-tasker, Be a Smarter Start-up, MNCs in China, Made in China 2025, China's Connected Consumers, Global Connected Consumers and The Changing Face of Commerce series.

Today, he not only mentors the next generation of go-to-market professionals at KPMG but continues to work with a growing number of C-level executives as a trusted advisor in providing the best in client innovation whilst acting as the Lead Partner for a number of strategic accounts in the consumer and technology arena across the Asia Pacific region.

9:10 AM - 9:45 AM Panel Discussion



Andreas Eisfelder
Head of Strategy & Business Development, Energy Management Division in Greater China at Siemens



Erik Walenza-Slabe
CEO of IoT ONE



Ming Liu
Partner at KPMG China



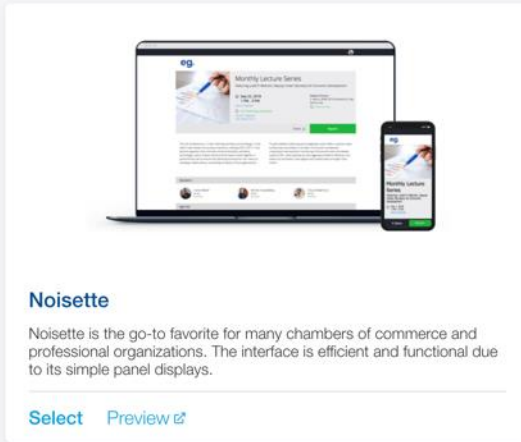
James Macdonald
Head of Research at China Savills Research China

- ✓ All Speakers at sight
- ✓ Speaker BIO

Tips & Tricks

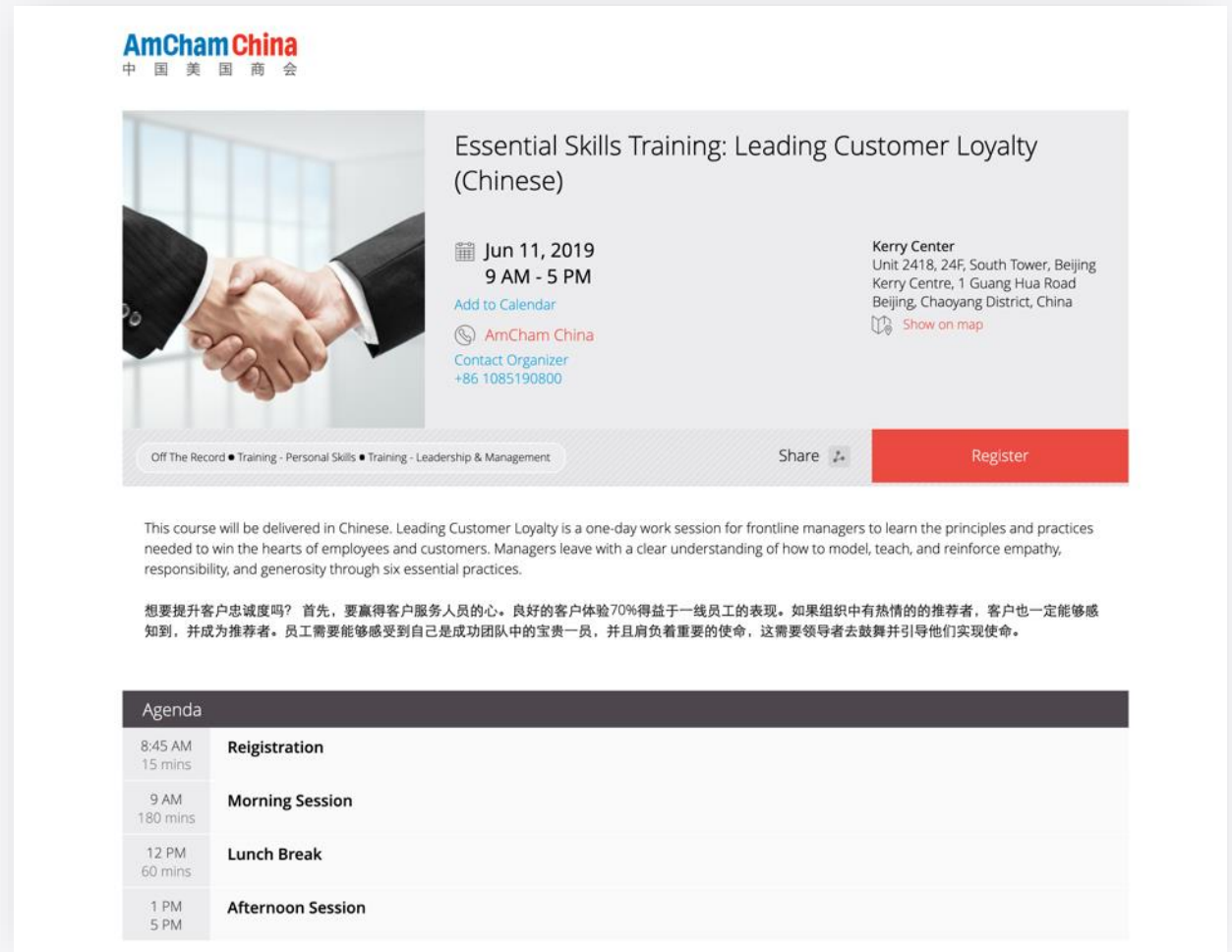
- ✓ **Main Color** sets the Navigation and Section Titles – Should be a the brand most predominant color and not neutral.
- ✓ Summary and Navigation sections will switch between white or black depending on the main color for better readability.
- ✓ Full Color Logo and white Title will appear by default if title is not selected as hidden

Noisette



Main Elements

- ✓ Easy Set-up
- ✓ Showcase Event Tags
- ✓ Small Picture
- ✓ Simple Layout
- ✓ Showcase Organizer



AmCham China
中国 美国 商会

Essential Skills Training: Leading Customer Loyalty (Chinese)

Jun 11, 2019
9 AM - 5 PM

[Add to Calendar](#)

[AmCham China](#)
[Contact Organizer](#)
+86 1085190800

Kerry Center
Unit 2418, 24F, South Tower, Beijing
Kerry Centre, 1 Guang Hua Road
Beijing, Chaoyang District, China
[Show on map](#)

Off The Record • Training - Personal Skills • Training - Leadership & Management

[Share](#) [Register](#)

This course will be delivered in Chinese. Leading Customer Loyalty is a one-day work session for frontline managers to learn the principles and practices needed to win the hearts of employees and customers. Managers leave with a clear understanding of how to model, teach, and reinforce empathy, responsibility, and generosity through six essential practices.

想要提升客户忠诚度吗？首先，要赢得客户服务人员的心。良好的客户体验70%得益于一线员工的表现。如果组织中有热情的推荐者，客户也一定能够感知到，并成为推荐者。员工需要能够感受到自己是成功团队中的宝贵一员，并且肩负着重要的使命，这需要领导者去鼓舞并引导他们实现使命。

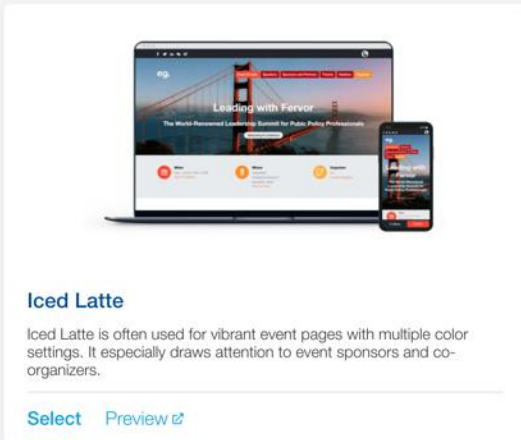
Agenda	
8:45 AM 15 mins	Reigstration
9 AM 180 mins	Morning Session
12 PM 60 mins	Lunch Break
1 PM 5 PM	Afternoon Session

Designed for simplicity

Tips & Tricks

- ✓ Main Color sets the Section Titles – Should be a neutral color
 - ✓ If set to white/light grey – Section Titles will switch to black
 - ✓ If set to a darker color – Section Titles will switch to **white**
- ✓ **Secondary Color** sets CTA, Organizer Name and highlights Show on Map venue – Should be the brand main color.
- ✓ **Third Color** highlights Add to Calendar and Organizer contact info – Should be the brand secondary color.
- ✓ Full Color Logo

Iced Latte



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](#)

Main Elements

- ✓ Important Information Highlighted
- ✓ Full Menu at sight
- ✓ High Visibility Organizer Logos



Designed to highlight Partners and Organizers

Iced Latte



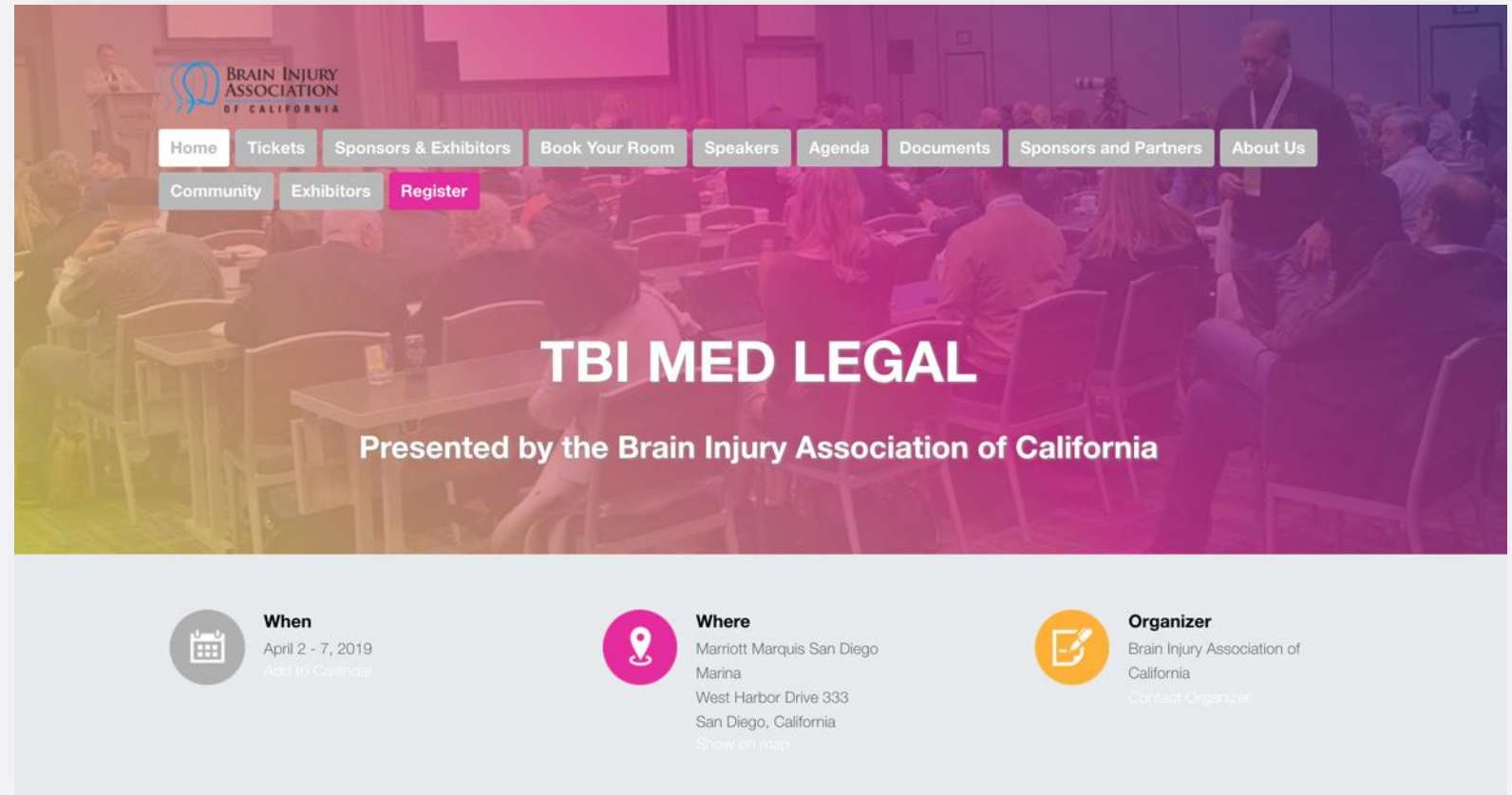
Iced Latte

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](#)

Main Elements

✓ Full Menu Example



Designed to highlight Partners and Organizers

Tips & Tricks

- ✓ **Main Color** sets the Navigation Menu Active Item, All Links and the Date Icon Background- Should be the brand most predominant color. Note that the non-active menu items will be automatically set to a lighter version of the **main color**.
- ✓ **Secondary Color** sets CTA, Section Titles, Speakers Section Background and the Location Icon Background- Should be the brand main color.
- ✓ **Third Color** sets the Organizer Icon Background – Should be a brand complementary color.



Blueprints

Save time and keep consistency in your branding. Effortlessly.



Select a blueprint

By choosing a blueprint you ensure that your registration form, payment methods, design and layout are up to the standard of your organization.

Blueprint 1 : Health & Fitness

Template for series of event related to health and fitness

Select

Blueprint 2 : Gala Dinner

Template for our annual Gala Dinner

Select

Summit

Summit

Select

Blue Jeans

Select

AMTC Workshop Event Blueprint

AMTC Workshops

Select

BNTX Lunch & Learn

Lunch and Learn Templates have the requisite questions

Select

Networking

Select

Jazz Festival

Music for the soul

Select

Blueprints



General Settings

- ✓ Type of event
- ✓ Organizer
- ✓ Languages
- ✓ Event tags
- ✓ Attendee Approval
- ✓ Event Reminders

Blueprint Information

Blueprint Name *
Summit

Description
Summit

Primary Event Language *
English

Additional languages:

- 中文(繁体)
- 中文

Configure Blueprint General Settings

Event Type
Conference

Select the role of your organization
Lead Organizer

Event Tags ?

Conference (public)

Event Tag Name

Host Committees ?

Host Committees

Event Reminder Settings - [Preview Email](#)

Set up automated email notifications to remind attendees about this event.

DELIVERY TIME	DATE
48 hours before event start	--

[+ Add Event Reminder](#)

Schedule Event Reminder

Delivery Time *
60 hours before event start

Cancel Schedule

Blueprints

Registration Forms










- ✓ Event Specific Custom Fields

Add Single Choice Field ✕

Field Subtype *




Single Choice Field Name *

Question


Regular	  
Vegetarian	  
Halal / Kosher	  
+ Add Answer	

Make this field private Make this field mandatory

Display this field in full width



Email * This field is mandatory


Phone 


First Name * This field is mandatory

Last Name * This field is mandatory

Company

Position

Meal Preference ( hidden) * This field is mandatory

Date of Birth 

[Drop an item here](#)

Blueprints

Tickets and Coupons

- ✓ Save your event-type tickets and coupons

Add Discount Code ✕

Discount Name * Golden Partners	Discount Code * UMJ48B03
Percentage Discount * 100	

Limit number of uses
 Limit ticket types

Ticket Types *:

2-day pass + dinner ✕

Select one or more tick ▼

Event Tickets

1-day pass Approval required + ✎ ✕	2-day pass Approval required + ✎ ✕
Standard Price 👑 Members Only HKD 800 ✎ ✕	Standard Price HKD 1,800 ✎
+ Add Price Option	
Standard Price HKD 1,000 ✎ ✕	
+ Add Price Option	
2-day pass + dinner Approval required + ✎ ✕	Branded table of 12 Approval required + ✎ ✕
Standard Price HKD 2,800 ✎	Ticket Capacity: 12 attendees 15 tickets available
+ Add Price Option	
Standard Price 🔒 Purchase Limit per Registration (1 only) HKD 29,800 ✎	
+ Add Price Option	



Email Campaigns

Something cool about email campaigns

Event Invitations



Tips & Tricks

- ✓ Event Notification
- ✓ Event Invitation

Create New Campaign

Name your campaign
Internal use only. Not visible to your recipients.

Select a campaign type

Send Event Notification
Deliver updates and reminders specific to your event.
[Select](#)

Send Event Invitation
Quickly create invitation that let prospective attendees RSVP.
[Select](#)

[Cancel](#) [Create](#)

Conference Example

When
TBA

B I A Regular ⌵ ☰ ☰ ☰ ☰ ☰ ☰ ☰ Merge Tags ⌵

Dear [givenName, fallback=Subscriber],

No event summary
[+ Add Event Summary](#)

No speakers
[+ Add Speaker](#)

[Register Now](#)

ORGANIZER

Conference Example

When
TBA

B I A Regular ⌵ ☰ ☰ ☰ ☰ ☰ ☰ ☰ Merge Tags ⌵

Dear [givenName, fallback=Subscriber],

No event summary
[+ Add Event Summary](#)

No speakers
[+ Add Speaker](#)

[I Will Attend](#) [No](#)

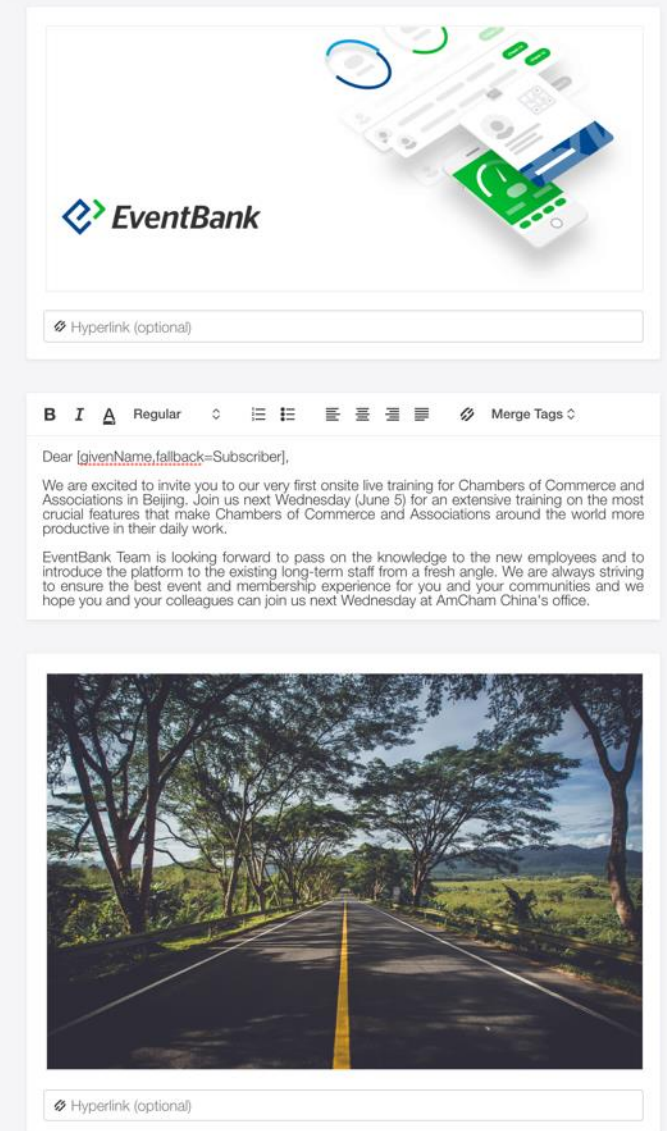
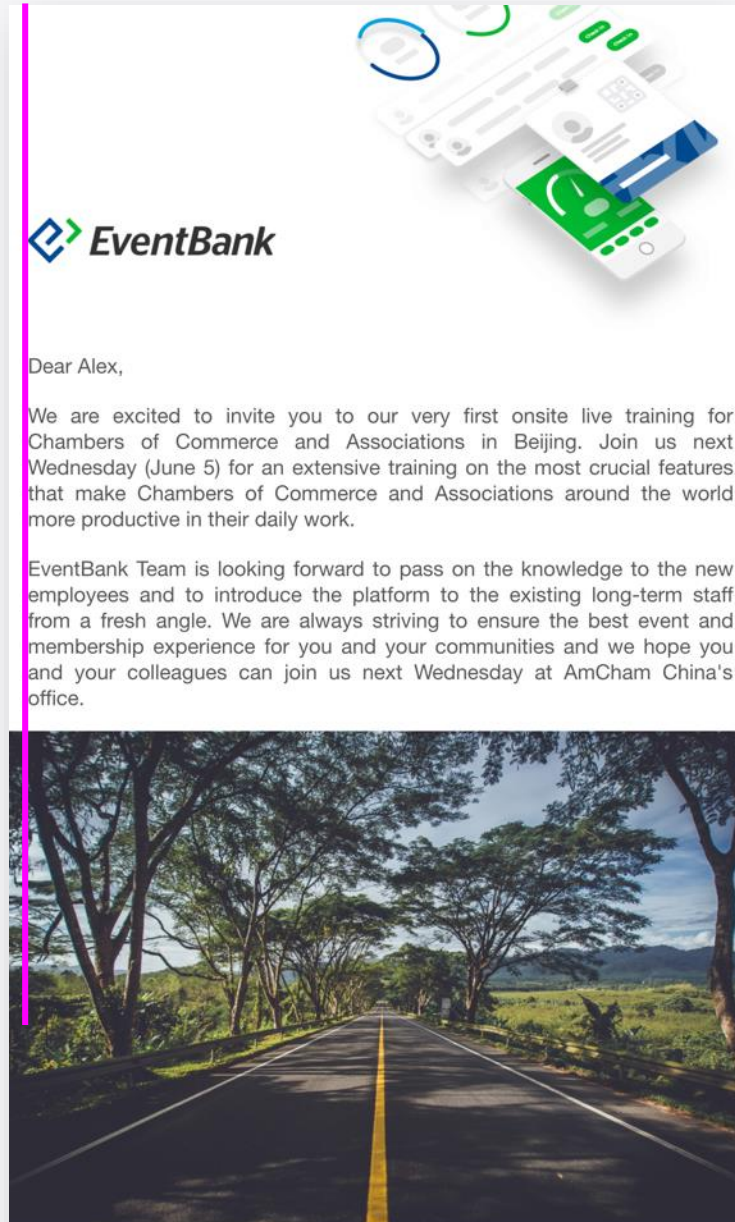
ORGANIZER

Email Campaigns



Styling Full Images

- ✓ Align images and text – Elements like logo should keep a 15px margin (left)
- ✓ Normal pictures will go full width

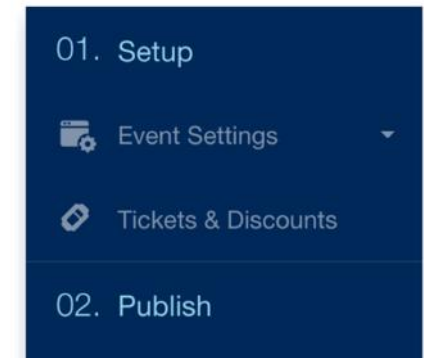
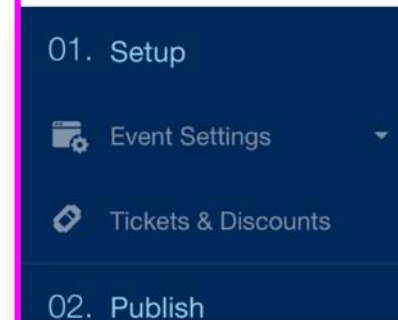


Email Campaigns

Styling 2 Column Images

- ✓ Align images and text – Elements should keep a **7px** margin
- ✓ Normal pictures will keep a **8px** margin
- ✓ Between blocks there will be a margin of **40px (8px*5)** mandatory due to responsiveness.

EventBank Team is looking forward to pass on the knowledge to the new employees and to introduce the platform to the existing long-term staff from a fresh angle. We are always striving to ensure the best event and membership experience for you and your communities and we hope you and your colleagues can join us next Wednesday at AmCham China's office.





Takeaways

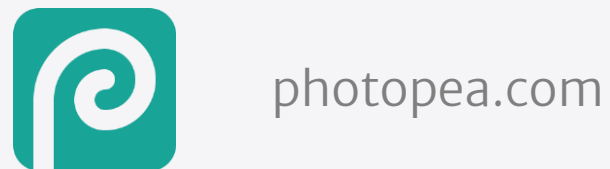
Other tools to help you design beautiful events and emails

Takeaways

Royalty & Free-to-use Stock Images



Online design tools



Thank You

