

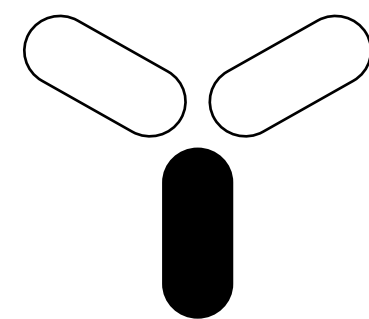


Effortless Event Management

Smart, Fast, Professional

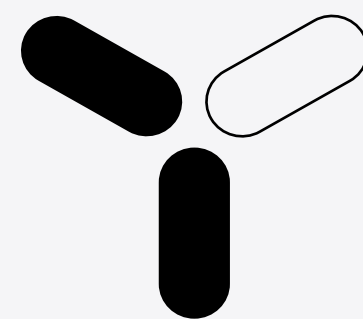
One's solo The attendee

An event without attendees is not an event. They bring energy, interaction and new insights. Whether they are listening, asking questions or networking, their presence defines the dynamic. Smooth registration, a clear programme and interactive features ensure they feel welcome and engaged. A strong event inspires and connects. Attendees don't just participate, they contribute to the experience. They leave with valuable connections, new ideas and a lasting impression.



Two's company The speaker

Speakers make an event inspiring. They bring knowledge, stories and perspective. Their words can hold a room's attention, spark questions and start conversations. But a strong presentation is about more than a good story alone. The right tools, interaction and timing make the difference. The stage is where inspiration comes to life. When a speaker can seamlessly connect with the audience, a moment is created that is not just heard, but truly experienced.



Three's an event The event manager

There is no event without direction. From the first planning steps to the final evaluation, the event manager ensures everything runs smoothly. They oversee the big picture and catch the smallest details. While attendees connect and speakers inspire, they stay in control. A well-organised event feels effortless. Guests flow in seamlessly, sessions start on time and programmes adapt where needed. When everything works, no one notices how much work went into it. And that's exactly the point.

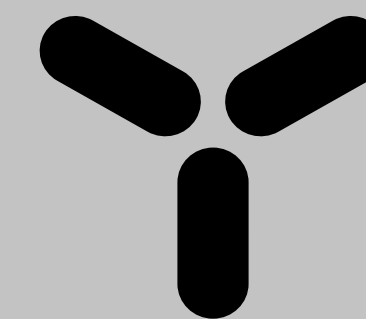


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Introduction



Your event, our technology

Yellenge is the digital platform redefining event management. No disconnected systems, no manual processes. Just one powerful solution that brings everything together. From registrations to badge printing, from programme updates to real-time data: Yellenge automates, integrates and gives you insight at every moment. You can easily make last-minute changes, monitor attendance and stay in control of every detail. Flexible by design, intuitive to use and built to strengthen your entire event strategy.



Making impactful events easier than ever

Joost Callaars
Founder & owner Yellenge

The power of live communication

A personal message from Joost Callaars

Nothing is as effective as live communication. Just consider what an email, a newsletter or reading this brochure does to you. And compare that to a face-to-face conversation, whether in a small group or a large room. The difference is significant.

Live events are a powerful and strategic instrument within your communication and marketing mix. Especially when you want to actively engage employees, potential clients, peers or other audiences in your story. But how do you achieve your event objectives, and how do you organise successful events efficiently and without stress?

Yellenge supports and inspires you like no other. You have access to a powerful all-in-one event management platform and work closely with a team of experts who personally support you. In this brochure, we are pleased to introduce ourselves. Discover how we can take all your events to the next level together. We can't wait. And you?

Turn every event into a strategic success

For event managers, speakers and attendees who expect more

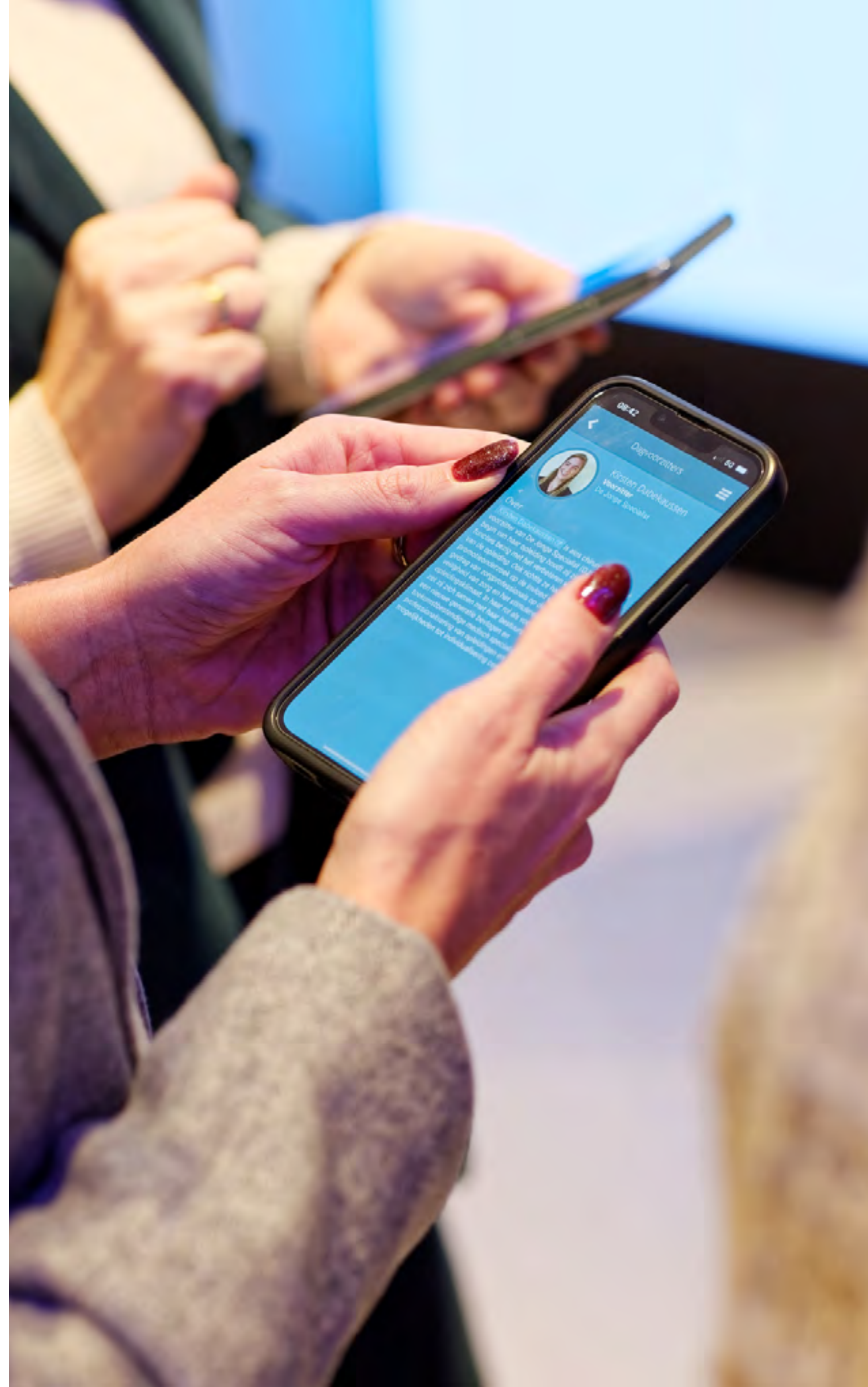
At Yellenge, we believe business events should never be stressful. Our all-in-one platform combines smart tools with ease of use, enabling you to organise successful, interactive events effortlessly.

Whether you're organising an employee meeting, kick-off, product launch or conference, Yellenge makes it simpler and more effective. With our software, you have everything you need to plan, deliver and evaluate every stage of your event. All from one central system.

Your event, our tools

Achieve more with less effort

With Yellenge, you get the most out of every event: less stress, more impact. Everything clearly organised in one place.



For event managers

Full control and time savings through smart automation. Whether it's planning, registration or evaluation. You work more efficiently and with greater ease.

For speakers

Inspire and connect with your audience through tools such as live polls and interactive Q&As. Easy to prepare, maximum impact.

For attendees

A seamless experience that lasts: simple registration, interactive sessions and personalised follow-ups drive engagement from the very start.

What makes Yellenge unique?

02

Work smarter, achieve better results

Yellenge is designed for event managers who want control without complexity. One digital platform where everything comes together: from registration to evaluation. Why switch between different tools when everything can be managed in one place? Yellenge centralises every aspect of your event management. Intuitive, powerful and built to give you full control. You organise. Yellenge takes care of the rest.

ONE PLATFORM FOR EVERYTHING
From registration to evaluation:
organise your entire event
through one user-friendly system.
No separate tools, everything
works together.

SMART TOOLS, FEWER WORRIES
Automate your processes and focus
on what truly matters: creating
impactful moments.

A SEAMLESS EXPERIENCE FOR EVERYONE
For attendees, speakers and event
managers. Yellenge ensures every
part of your event runs smoothly
and professionally, with perfectly
connected modules.

More than a platform

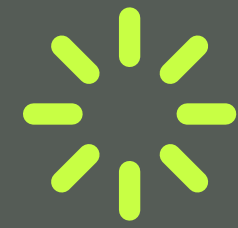
Your all-in-one solution

At Yellenge, everything is about simplicity and effectiveness. Our complete platform doesn't just make organising events easier, it makes them better. Whether you're organising a physical, online or hybrid event, Yellenge gives you everything you need to surprise, connect and inspire.

Everything you need, exactly the way you want it

Smarter tools, better results

Smarter tools, better results. Less manual work, more visibility and full control. No disconnected systems or fragmented processes that waste time. Registration, communication and data come together in one place, enabling you to move faster and stay effortlessly in control of every event.



Innovation

Automate tasks and save hours of work. From registration to evaluation, everything runs smoothly.



Reliable

No hiccups, no risks. 99.98% uptime and AVG-compliant security.



Personal support

A team that thinks along with you, so you're never caught off guard.



Flexibility

Choose only the modules you need and tailor them to your event.



User-friendly

No IT knowledge required. Everything works intuitively, for both first-time and experienced event managers.



All-in-one platform

No integrations, plug-ins or separate tools. Everything synchronised within one system.



Data-driven insights

Clear reports help you make better, more informed decisions.

The attendee

Participate with impact

03

An experience that lasts

Your event, their experience. Every event is about one thing: creating an unforgettable experience for your attendees. With Yellenge, you ensure they stay engaged, inspired and satisfied from the very first point of contact to long after the event ends. No frustration, no chaos. Just a seamless journey where everything works.

The attendee

Participate with impact

An experience that lasts

At every event, it's about one thing: creating an unforgettable experience for your attendees.

Before the event

A warm welcome from the start

Your attendees receive an invitation that immediately sparks their curiosity. With just a few clicks, they can register effortlessly and receive a personal confirmation straight away. Everything feels intuitive and professional. From the very first moment, you give them the confidence that every detail has been taken care of.

What makes this possible?

Tools designed to make an impression

Registration module

Signing up is effortless.

Personal event app

Plan your sessions and always have your daily programme at hand.

Who are the tickets for? € 100

Tickets > Information > Review > Checkout

1-day admission ticket

First name Middle name Last name

Email address (required)

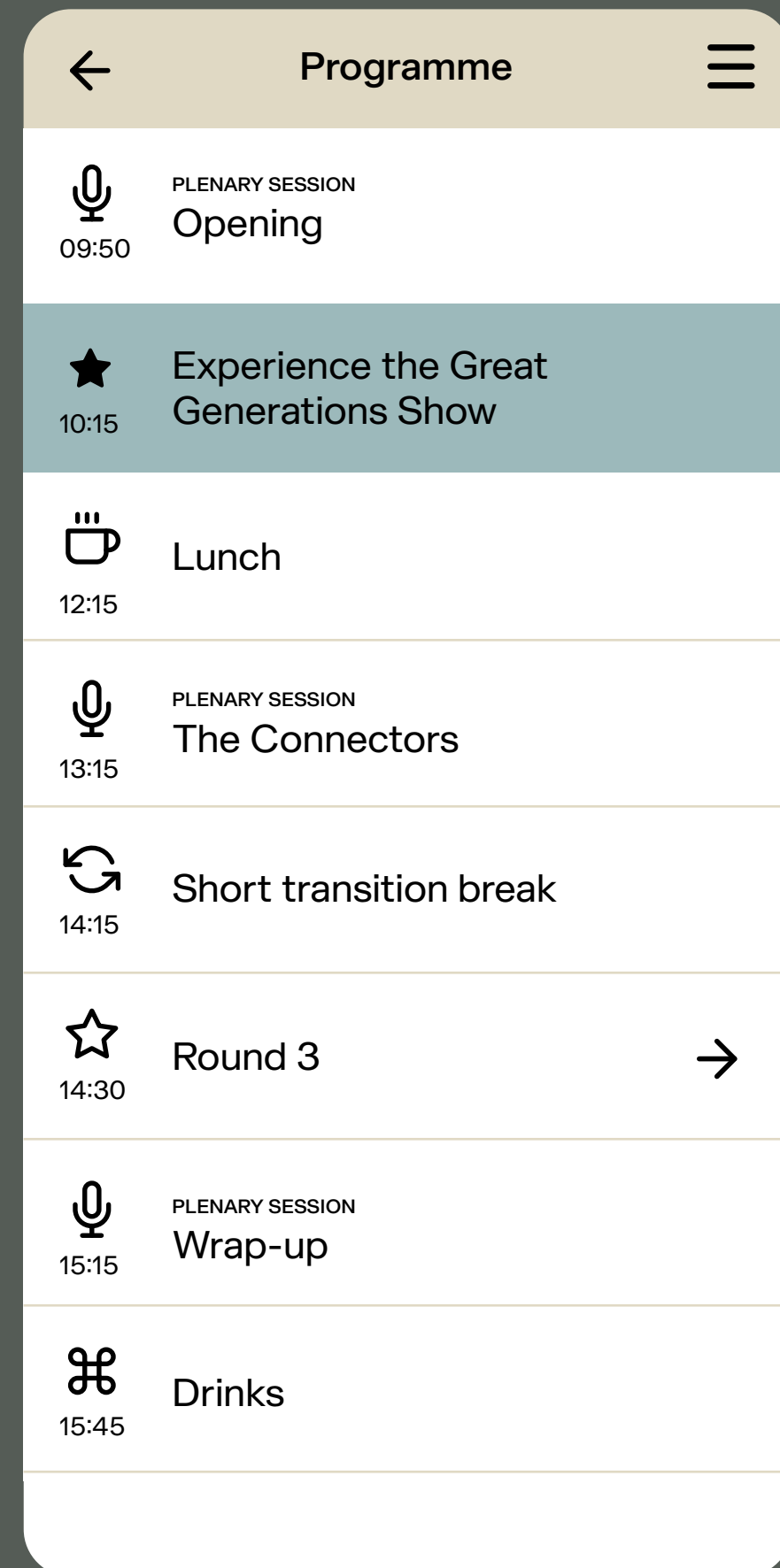
Job title Organisation

Which day would you like to attend? (required)

Monday, 1 april

Tuesday, 2 April

Next



The attendee

Participate with impact

An experience that lasts

With Yellenge, you ensure they stay engaged, inspired and satisfied from the very first point of contact to long after the event.

During the event

A day full of connection and inspiration

From the moment they arrive, your attendees feel at ease. Through the event app, they easily find their way to the right location and check their personal programme. During sessions, live polls and interactive Q&As actively engage them in the event. During breaks, they use networking opportunities to build valuable connections. Every detail is taken care of.

What makes this possible?

Tools designed to make an impression

Personal event app

Stay in control and receive real-time updates.

Networking opportunities

Meet the right people with smart tools.

Interactive modules

Such as polls, Q&A and floor plans.
All at your own pace.

The attendee

Participate with impact

An experience that lasts

← Evaluation ☰

PREVIOUS 4 / 6 NEXT

How would you rate the venue from 0 to 10?

8

0 10

After the event

An experience that lasts

The event may be over, but your event remains top of mind. Your attendees receive a follow-up with access to presentations, an invitation to share feedback, and an overview of everything they may have missed.

Wat maakt dit mogelijk?

Tools om indruk mee te maken

Feedback module

Your opinion matters.

Personalised follow-ups

Valuable connections after the event.

On-demand presentations

Always access to insights.

No frustration, no chaos.
Just a seamless journey where
everything works.

The speaker

Engage and inspire



04

The power of a strong story

Your story, their inspiration. A speaker's presentation is more than just a story; it's an opportunity to connect and inspire. With Yellenge, you give speakers the tools and support to truly make an impact. From preparation to long after the final slide.

The speaker

Engage and inspire

The power of a strong story

Complete your speaker profile

Complete your profile for our event website and/or app by adding a short biography, your current role, a recent photo and optional social media links (such as LinkedIn). This helps attendees get to know you better and decide whether your session fits their programme. Thank you for your contribution!

First name Middle name Last name

Piet ✓

Email address (required)

Job title Organisation

Your profile photo

Upload photo Crop

Describe yourself and your professional background

Before the event

Well prepared

As a speaker, you want one thing: to fully focus on sharing your story. With Yellenge, speakers get that space. Through a personal portal, they can easily upload their presentation materials, coordinate with the organising team and review their schedule. Expectations are clear, so speakers step onto the stage with confidence.

What makes this possible?

Tools designed to make an impression

Personal dashboard

Upload your materials and communicate directly with the organisers.

Pre-event interaction

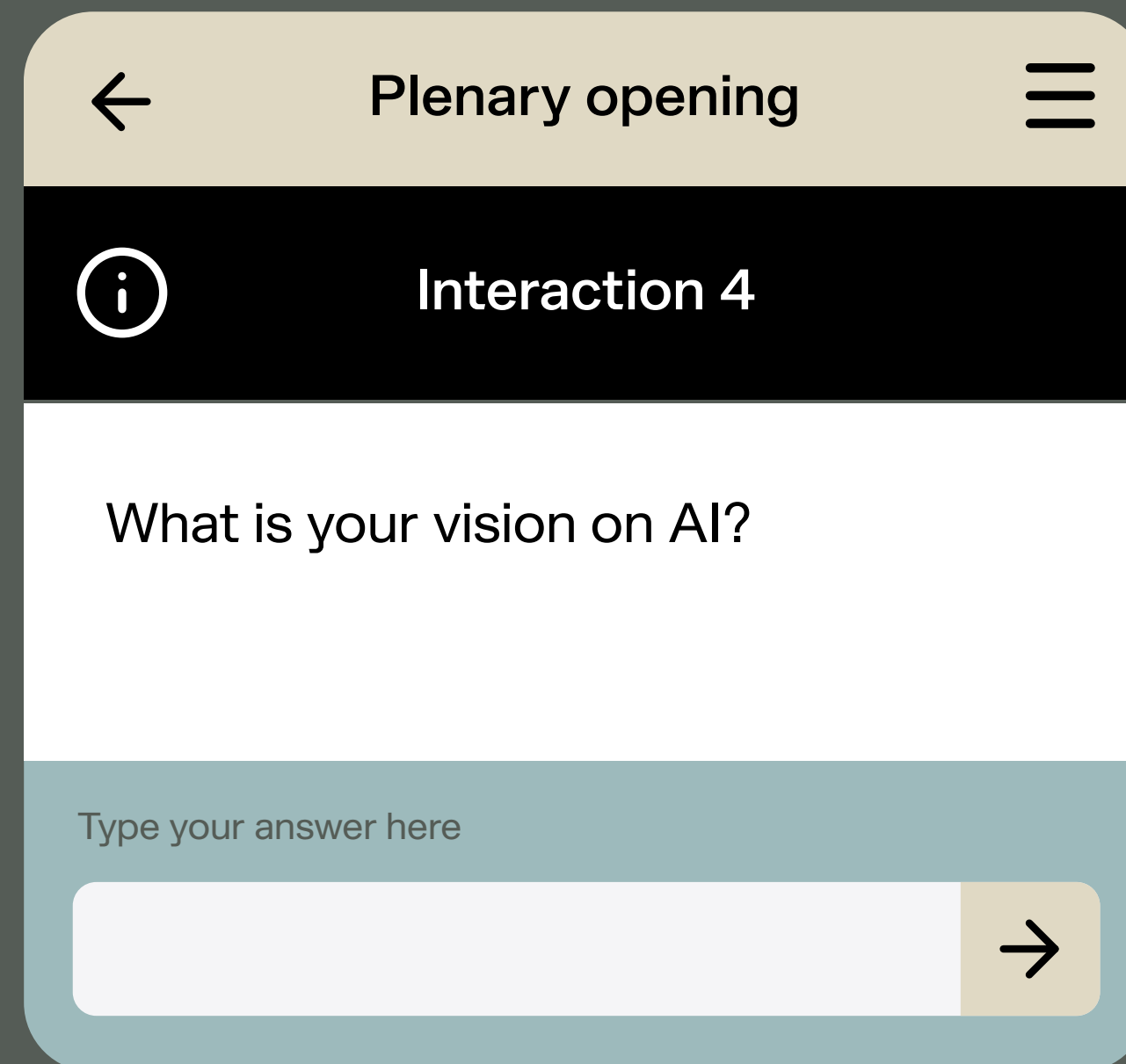
Engage your audience in advance with polls or questions.

A speaker's presentation is more than a story; it is an opportunity to connect and inspire.

The speaker

Engage and inspire

The power of a strong story



During the event

All attention on your story

On stage, everything is about making impact. Yellenge ensures technology never gets in the way, but works seamlessly in the background. Live questions, polls and other interactive tools keep the audience engaged, while speakers can fully focus on their presentation. This makes every session valuable and dynamic.

What makes this possible?

Tools designed to make an impression

Interactive modules

Engage your audience through polls, Q&A and quizzes.

Real-time support

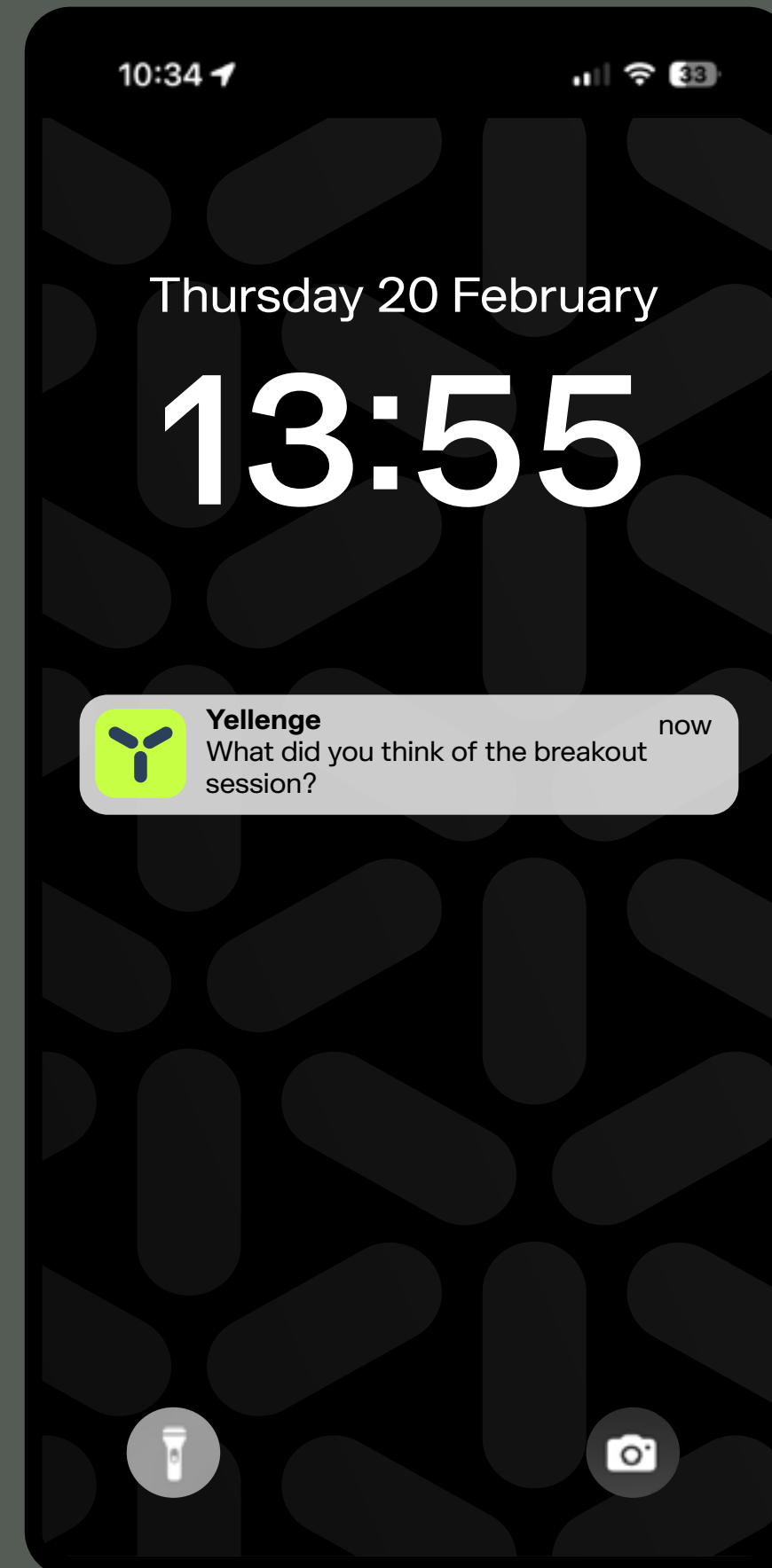
The confidence that everything runs smoothly on a technical level.

With Yellenge, speakers get the tools and support to truly make an impact.

The speaker

Engage and inspire

The power of a strong story



After the event

A lasting connection

The event may end, but your presentation continues to add value. With Yellenge, you collect meaningful feedback that shows what truly resonated with your audience. Through follow-ups, you can share additional information or answer any remaining questions, ensuring your presentation leaves a lasting impression.

What makes this possible?

Tools designed to make an impression

Feedback module

Gain clear insights into how your presentation was experienced.

Personalised follow-ups

Share additional information and stay connected with your audience.

Send a push notification after each session to collect valuable feedback.

The event manager

Stress-free event organisation

05



Full control from A to Z

Plan, communicate, adjust. As an event manager, you know flexibility is everything. Yellenge ensures you stay one step ahead at all times. From the first idea to the final evaluation, all information and tools are within reach.

The event manager

Stress-free event organisation

Full control from A to Z

Before the event

Control every detail

As an event manager, you want one thing: full control over every detail. With Yellenge, you bring structure to your planning and manage everything from one intuitive CMS. From the first invitation to the final registration, everything runs smoothly and stays clear. You decide who does what, when, and how.

What makes this possible?

Tools designed to make an impression

Content Management System (CMS)

Manage all information and updates clearly from one central platform.

Registration module

Easily manage participants, including personalised communication.

Event website

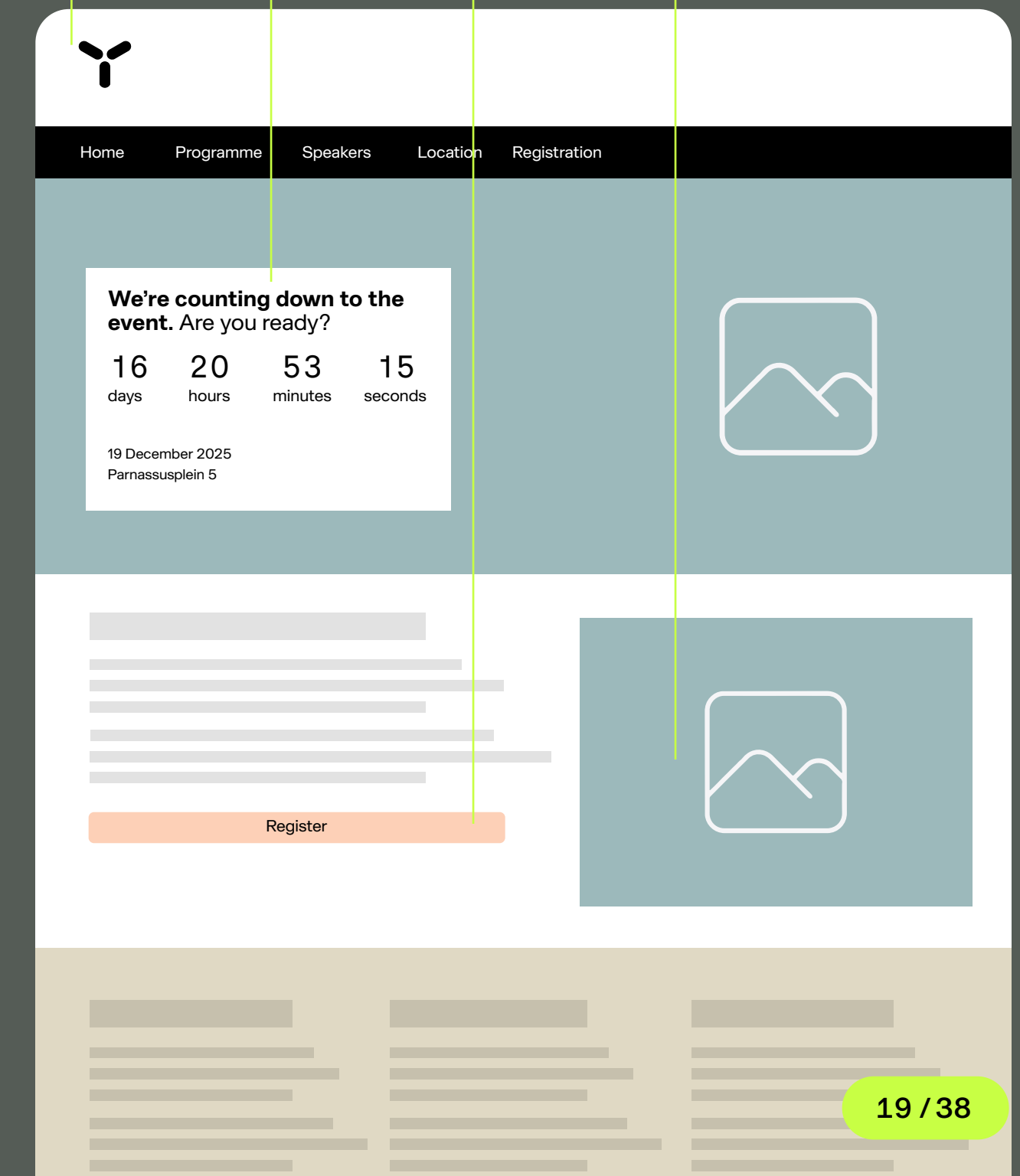
Create a professional event website in your own brand style, fully integrated with the programme and all essential information.

Easily customise with your own logo, colours and branding.

Complete your event website with a countdown clock to your event.

Quickly publish the programme, speakers and registration form.

Add your own images, videos and content with ease.



The event manager

Stress-free event organisation

Full control from A to Z

During the event

Calm in the chaos

The day has arrived. While everything moves around you, you stay fully in control. Real-time updates allow you to respond instantly to changes, while tools for attendance tracking and badge printing keep operations smooth and efficient. You coordinate. Yellenge supports.

What makes this possible?

Tools designed to make an impression

Live updates

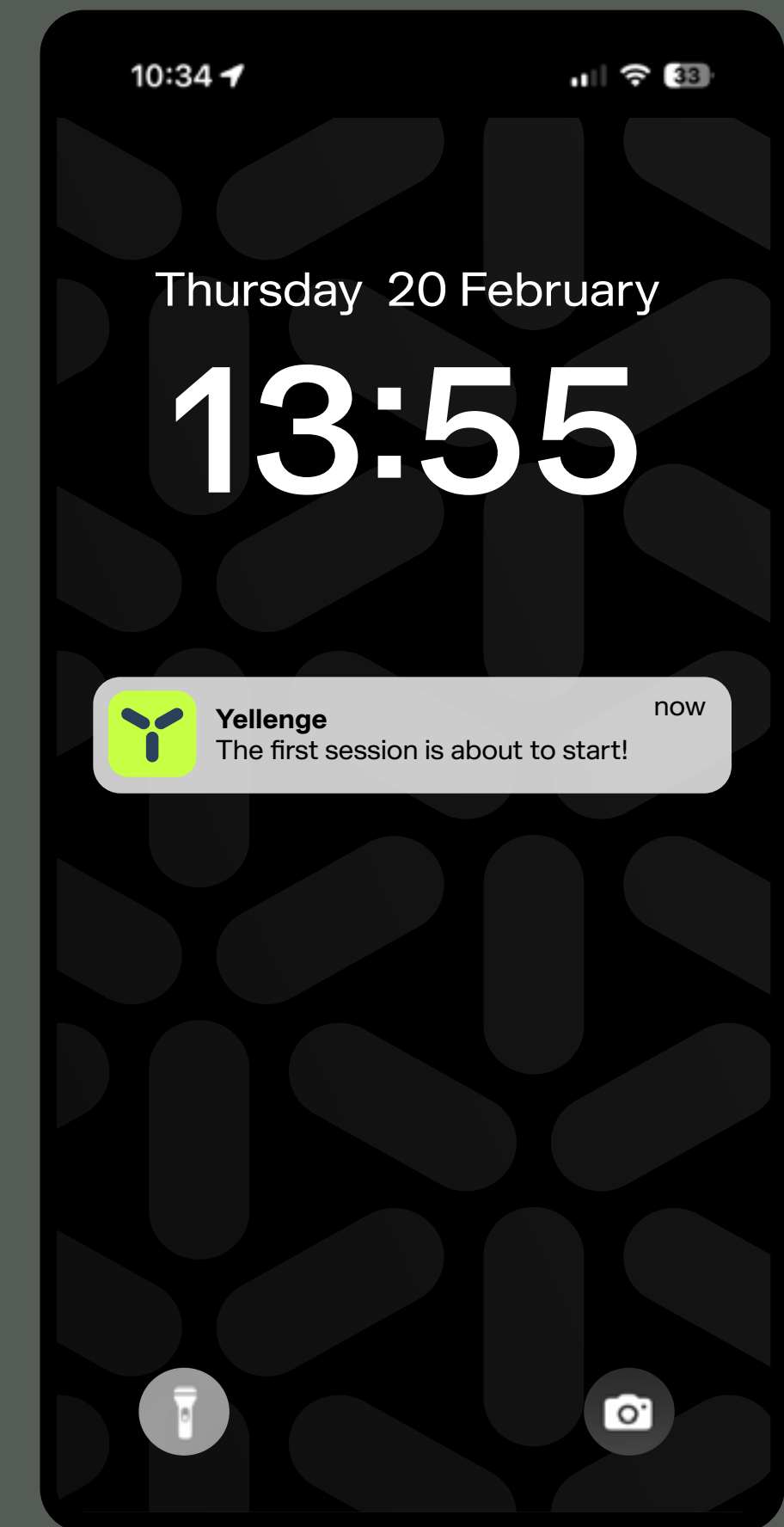
Stay flexible and adjust where needed.

Attendance tracking & badge printing

Ensure a smooth and professional check-in experience.

Real-time support

Always a reliable back-up when you need it.



The event manager

Stress-free event organisation

Full control from A to Z

After the event

Results that speak

Once the event is over, it's time to look at the results. Yellenge makes it easy to measure the impact of your event. Through the dashboard, you analyse statistics, review feedback and gain clear insights for improvement. Everything you need to make your next event even more successful.

What makes this possible?

Tools designed to make an impression

Analytics dashboard

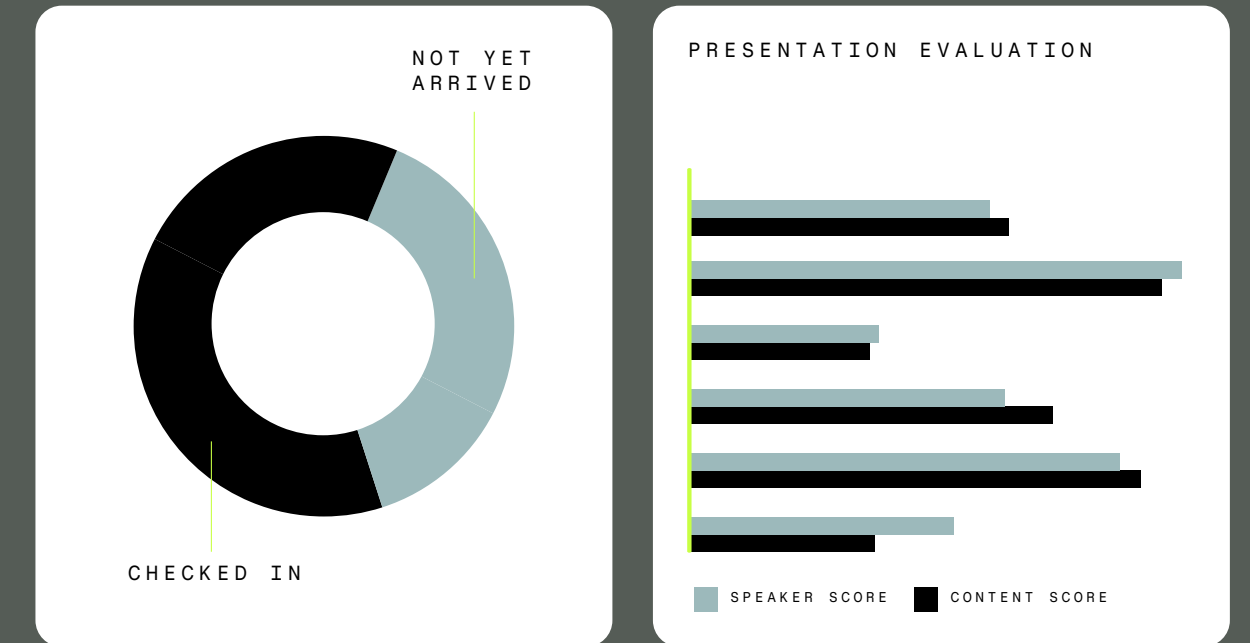
Clear insights into what worked, and what can be improved.

Reports

Share results with your team and stakeholders.

Evaluation modules

Collect and analyse valuable feedback



All tools within reach (Mix & Match)

06

Choose, combine & create

Every event is unique and requires a tailored setup. From registration to an interactive event app and a clear event website, everything needs to work seamlessly together. With Yellenge, you effortlessly combine the right tools, without juggling separate systems. Every registration, programme change or update is automatically synced across all channels. Attendees always find their way, speakers have all tools within reach, and you stay in control of every detail.

Everything for your event, organised in one platform

With Yellenge, you stay in full control of every aspect of your event. Everything you configure in the platform is automatically reflected across the event website, app and registration forms. This creates a seamless and consistent experience, from registration to participation. No manual updates, no fragmented systems. Everything is managed easily from one central place.



Everything your attendees need

With Yellenge, you deliver a complete and seamless attendee experience, from registration to participation. All essential information, interaction and updates come together in one place, so attendees can focus on the event, not the logistics.



Event website

Create a professional, user-friendly website for your event. With Yellenge, you easily add your programme, speaker details and location information - automatically published across your website, without extra work.

Registration & ticketing

Yellenge makes registration fast and straightforward. Attendees can register and purchase tickets online, with automatic confirmations. You stay fully in control, from sign-up to ticket sales.

Event app

Keep attendees informed throughout the event with the Yellenge Event App. Attendees have direct access to their personal programme, interactive sessions and all essential event information, right on their phone.

Plan & Create

Everything you need to build and prepare your event. With Yellenge, you stay in control. From planning the programme to managing speakers.

Programme planner

Let attendees create their own personalised programme.

Speaker portal

Allow speakers to manage their bios and session details themselves.

Event badges

Design and print badges for your attendees.

Event website & app

Guide attendees before the event with a clear website and during the event with a dedicated app.

Reach & engage

With Yellenge, you can communicate effortlessly and drive interaction, from push notifications to live polls.

Location & floor plan

Show an interactive map of your event location.

News & notifications

Send push notifications to keep attendees up to date.

Social & networking

Use the photo wall, live chat and networking tools to connect attendees.

Interaction & gamification

Encourage live voting, quizzes and polls during sessions.

Email module

Send invitations and other important event updates via email.

Measure & Optimise

Gain insights into your event's performance, from real-time feedback to detailed reports.

Live feedback & evaluations

Collect feedback from attendees instantly.

Automated post-event surveys

Easily send surveys after your event to gather deeper insights.

Detailed reporting & analytics

Get a comprehensive overview of your event's performance, including attendance figures and key metrics.

Personal support

07

Your event, our expertise

With Yellenge, you're never on your own. From day one, our consultants work alongside you. Whether you choose a licence or one-off support, we offer tailored support to match your needs. Together, we make sure you get the most out of our platform.

Before the event

A strong start with a clear plan

A well-prepared event is the key to success. Our consultants ensure you have full control from day one, with a clear grip on every process.

Kick-off session

Together, we define your goals, planning and task distribution. Your dedicated consultant creates a tailored plan.

Strategic advice

From programme setup and communication to the overall participant experience. We think along with you.

Training sessions

For licence users, we offer training to organise events independently, including templates and brand integration.



During the event

On-demand support

While most processes are automated, there are moments when personal support adds real value. On request, our consultants are available for:

Check-in & badge printing

We support visitor check-in, including fast QR check-ins and on-site badge printing.

Stand-by support

Our team is on hand to answer questions or provide support with tools such as interactive modules.

Technical support

Immediate assistance with technical questions and last-minute changes.



After the event

Insights that make an impact

After your event, we help you evaluate results and gather insights that make your next event even better.

Evaluation & reporting

Access clear statistics and discuss improvement opportunities with your consultant.

Collecting feedback

Use our modules to gather valuable insights from your audience..

Follow-ups

Send personalised messages or share presentations to keep the connection with your audience alive.



Flexible support

An approach that fits

Our support adapts to what you need, whether you're organising a one-off event or working with a licence.

One-off projects

End-to-end support, from kick-off to evaluation.

Licence holders

Training and tools to work independently, with the option to involve our team when challenges become more complex.



Always available

Support that thinks along with you

Yellenge Assist

Get strategic advice and fresh ideas for even your most complex events

Customer Happiness

Our support team provides fast, expert help with all your platform-related questions, so you can keep working without disruption.

Your data, your control

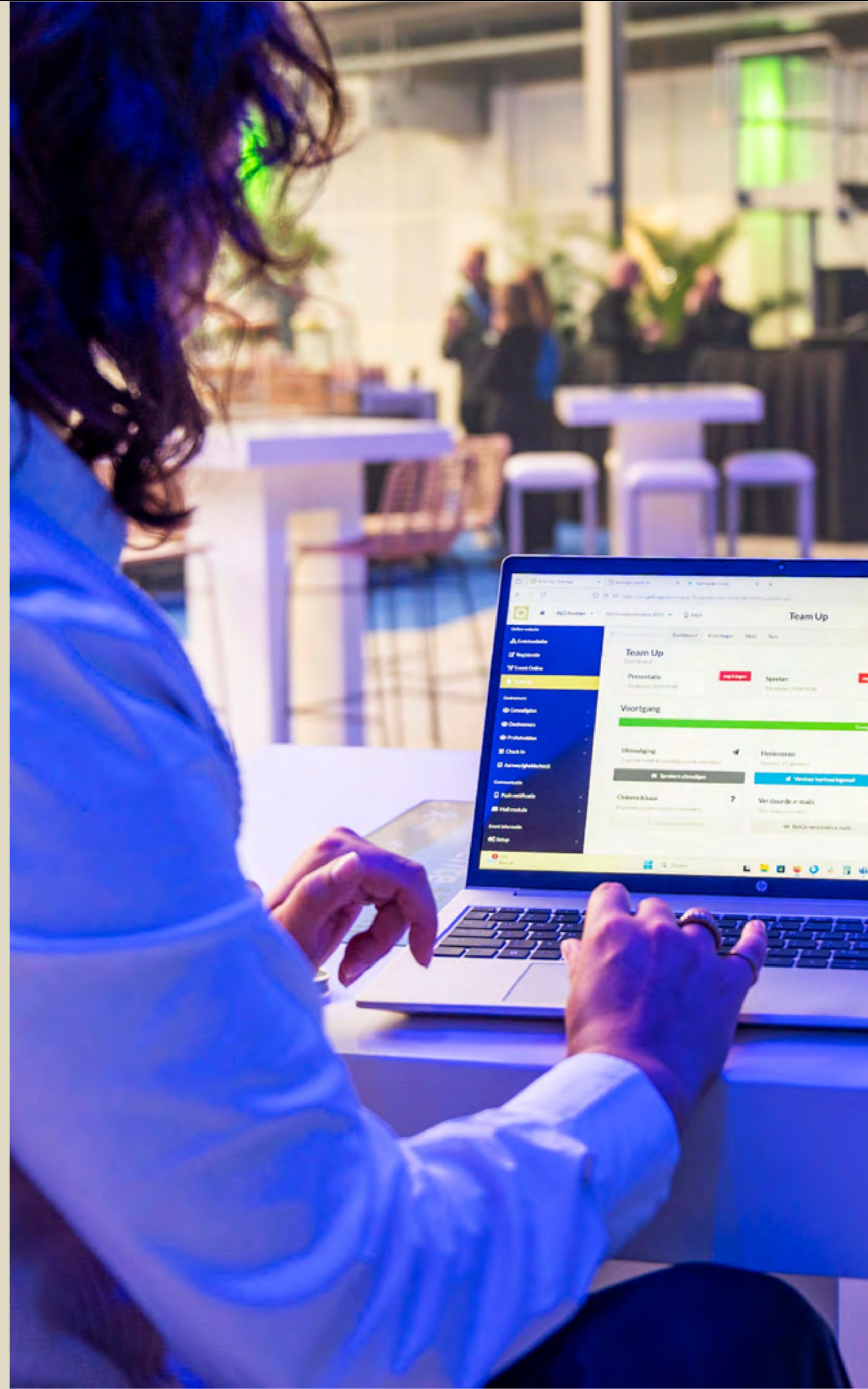
08

Security you can rely on

Your participants and partners trust that their data is safe. With Yellenge, you deliver on that trust. Our platform offers a robust combination of stability, privacy and protection, so you can focus on what truly matters: delivering a successful event.

Reliability you can count on

Always secure, always available



GDPR compliant

Fully aligned with the strictest European data protection regulations.



ISO 27001 certified

Internationally recognised standard for information security management.



EU-based servers (Netherlands)

Your data stays local, secure, and within reach.



99,98% uptime

Reliable performance, wherever you are.

Everything in one place

Work smarter & more securely, without disconnected systems

All data is stored centrally within our platform. That means no loose plug-ins or third-party integrations that could compromise security. With Yellenge, you manage everything from a single environment, reducing the risk of data leaks and keeping full control over who has access to what.

Always one step ahead of risk

Reliability for today and tomorrow

Yellenge is built not only to meet today's requirements, but to stay ahead of tomorrow's challenges. Regular audits, continuous updates and a strong focus on detail make our platform one of the most reliable in the market.



What our customers say

09

The results speak for themselves

A well-organised event feels effortless. But behind the scenes, technology makes the difference. Yellenge gives event managers the tools to organise seamlessly and increase impact. Our users experience this every day. Less manual work, more clarity, and a smooth experience for both visitors and speakers. Discover how Yellenge truly makes the difference, straight from real-world events.

What our customers say

The results speak for themselves

Internal events

“At UWV, we run many internal programmes. Because these are often recurring events, organising them with Yellenge takes very little effort. It’s simply a matter of duplicating, updating and you’re done. That saves a huge amount of time and energy. We also easily carry over all learnings from previous editions.”

– Tanja Saddal
Communications Officer UWV



Medical conferences

“The Yellenge platform effortlessly supported multiple workshop rounds with dozens of parallel sessions. Participants could create their own personalised daily programme. Automatic registration of accreditation points ran smoothly, and collaboration throughout the process was exceptionally strong.”

– Elise Roerdink
Advisor, Federation of Medical Specialists



Large-scale congresses

“Thanks to the accreditation module, awarding PE points at our BIG-registered events has become effortless. Even with complex programmes and multiple workshop rounds, the system accurately tracks whether participants actually attended the relevant sessions.”

– Lieke Stoeten
Event Coordinator

What our customers say

The results speak for themselves

A platform built for data-driven events

“Over the past few years, we have gained extensive experience working with Yellenge. Its added value proved significant. Not only during the event itself, but especially in the preparation phase and in post-event evaluation and analysis. The platform clearly stands out above other solutions on the market. You can tell it is built by people who truly understand the field and have a genuine passion for data-driven events. It supports organisers, while ultimately serving what matters most: the visitor experience. That is what Yellenge understands better than anyone.”

– Folkert Reith
Adjunct Director, Logeion



Organisation-wide transition

“Our challenge was: how do you plan and manage a workplace transition for all 22,000 UWV employees? Through a precisely designed process, eight employees were scheduled every 30 minutes to collect their new laptops and optionally attend online training sessions.

Yellenge delivered a fast and reliable registration and planning solution, including integrated communication and automated Outlook calendar entries. A task that initially seemed almost impossible was automated and made fully transparent in one go. With this event software, we can do so much more.”

– Anne-Marie Verschoor
Communications Advisor



Experience it yourself

10



Your event, our solution

Organising a successful event doesn't have to be complex. Yellenge gives you the tools, insights and support to stay in control with ease. More efficient, more intuitive and exactly the way you want it. Experience how Yellenge makes your work easier.

Yellenge

Smart, fast and effortless event management

Want to explore what's possible?

Your event, our solution

Organising a successful event doesn't have to be complex. With Yellenge, you have the tools, support and insights to achieve your goals. Seamless and professional. From the first planning step to the final evaluation, we make the difference.

Schedule a meeting with our consultants

Discover how our platform can transform your work

+31 (0) 24 848 5135

info@yellenge.nl

yellenge.nl

