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AI analysis

Wizard – Adding Magic to Your Event Technologies

Eli Amar
CEO and Founder at Wizard Event Technologies

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Summary

Eli Amar, CEO and founder of Wizard Event Technologies, presented the capabilities and unique features of their event technology platform at the session. The company, founded 14 years ago, focuses on providing comprehensive services from event marketing to registration and on-site support, prioritising cybersecurity in all their operations. Despite being a small company with just 15 employees, Wizard Event Technologies serves major clients such as Nvidia and various NGOs, showcasing their ability to handle complex event requirements efficiently.

The platform designed by Wizard Event Technologies is distinguished by its intuitive user interface and ease of use, allowing users to plan and execute events without requiring programming skills. Amar emphasised the balance between simplicity and comprehensive functionality, enabling professional event organisers to manage intricate events seamlessly. For example, during an event for Nvidia, the platform handled complex scheduling and event types without necessitating programming, highlighting its flexibility and user-friendly design.

Wizard Event Technologies offers a portfolio of solutions covering every aspect of event management, including invitation centre, website builder, registration, networking, and on-site services. The invitation centre supports multiple channels such as email, SMS, and WhatsApp, ensuring 100% delivery with detailed feedback on engagement. This multi-channel approach enhances the effectiveness of event invitations and ensures comprehensive outreach to potential attendees.





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Wednesday, 12 November 2025

The platform's registration features are designed for efficiency and flexibility, including online registration, room sharing mechanisms, and re-editing capabilities. These features allow organisers to manage large numbers of attendees effectively, providing smart solutions like real-time room occupancy tracking and dynamic status updates based on payment methods. This system empowers organisers with control over the registration process, ensuring smooth and efficient event management.

Networking capabilities are another highlight of the platform, offering features like V card exchange, smart lead capture, and targeted networking options. Amar discussed the platform's ability to facilitate connections between exhibitors and visitors through parameters like location and interests, enabling meaningful interactions and meetings. This networking functionality is designed to enhance the attendee experience and provide value to event participants.

Cybersecurity and privacy are crucial aspects of Wizard Event Technologies' offerings. The platform employs stringent security measures to protect users' data, including two-parameter authentication and one-time passwords for registration. These measures ensure the safety and integrity of attendees' information, addressing the growing concerns around data security in the event industry. Amar concluded the session by reiterating the company's commitment to providing secure, efficient, and innovative event management solutions.

Takeaways

Comprehensive event management solutions

Wizard Event Technologies offers a wide range of services from event marketing to on-site support, ensuring all aspects of event planning are covered. Their platform supports multi-channel invitations, efficient registration processes, and targeted networking options. This comprehensive approach enables organisers to manage complex events seamlessly, providing value to both organisers and attendees.

User-friendly and intuitive design

The platform is designed to be user-friendly, allowing organisers to plan and execute events without requiring programming skills. Its intuitive interface balances simplicity with comprehensive functionality, catering to professional event organisers. This design ensures that even the most intricate events can be managed efficiently and effectively.

Robust cybersecurity measures

Cybersecurity is a top priority for Wizard Event Technologies, with stringent measures in place to protect user data. These include two-parameter authentication and one-time passwords for registration, ensuring the safety and integrity of attendees' information. This focus on security addresses the growing concerns around data protection in the event industry.



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