

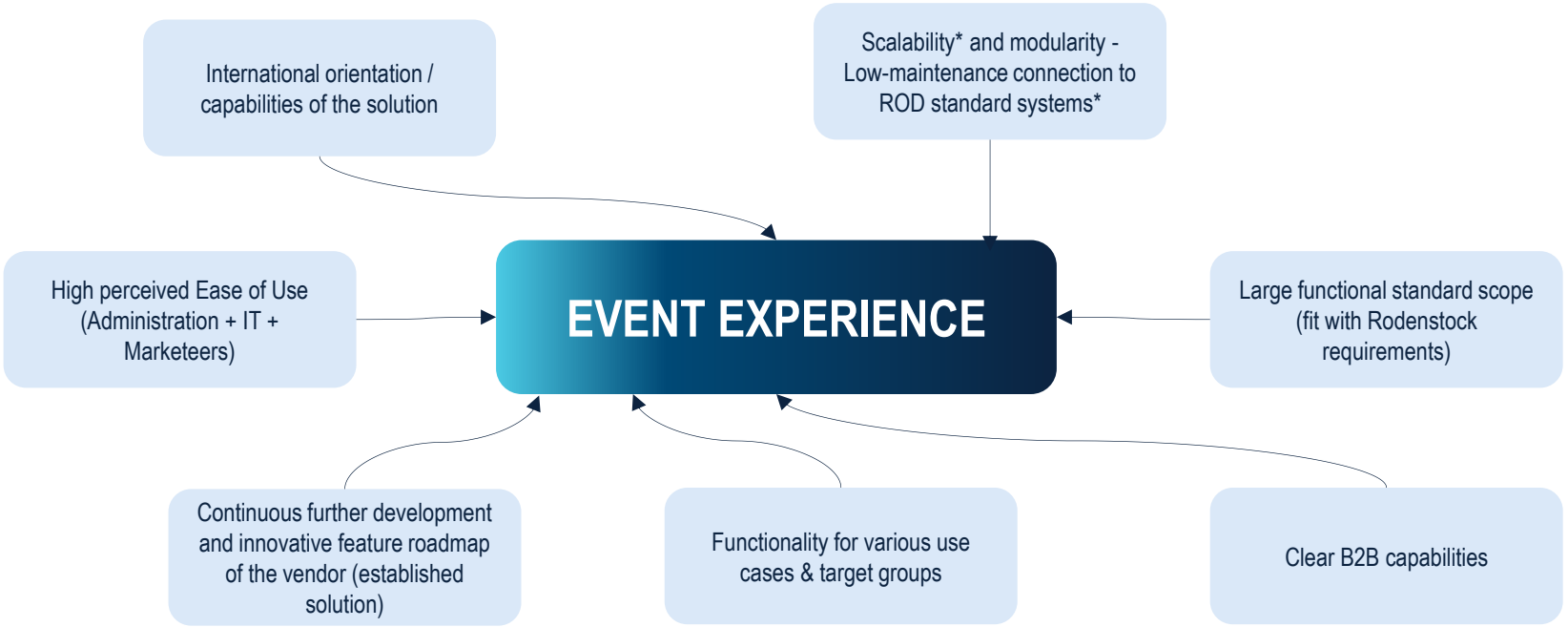
EVENT MANAGEMENT SOFTWARE – RFP DEMO SKRIPT

JULY 2026

Overall note:

The document does not repeat the full RFP requirements or criteria. Its purpose is to ensure that relevant use cases and features are presented in a comparable way.

EVENT MGMT @RODENSTOCK: STRATEGIC GUARDRAILS & PREMISES



*At least one of them needs to be available: Salesforce Marketing cloud, Magnolia, SAP

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*WHAT TO PREPARE FOR THE DEMO SESSION?**

**please let us know within your demo which features are fully embedded in standard, configurable, not available, etc.*

THE DEMO NEEDS TO SHOW CLEAR VALUE FOR OUR 3 MAJOR USE-CASES

As a system demo that is already integrated with our infrastructure is not possible, please give us with every steps details on how a setup could look like using the salesforce marketing cloud and/or Magnolia CMS integration. If possible, we look forward to see other (anonymized) examples from other customers.

1 B2B ONSITE EVENT

2 B2B DIGITAL EVENT

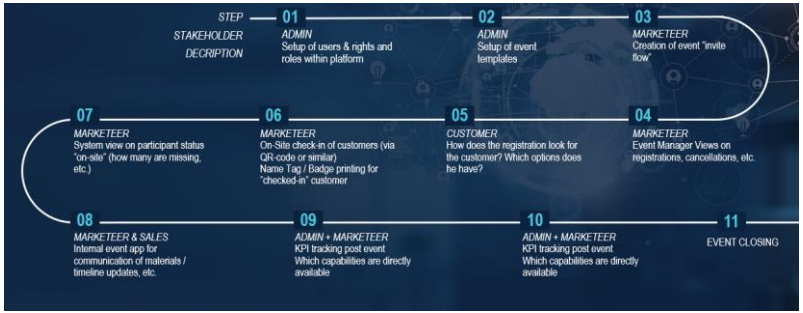
3 (INTERNAL) FAIR SCOPE

4 OVERARCHING

Guide us through all relevant steps from event creation, to invitation management to participant management onsite, internal event organization, KPI tracking and event closing.

Please demonstrate:

- How is the invitation management handled? Which views on registrations / cancellations are available for the marketeer but also to the customer?
- How does the registration look to the customer?
- How is on-site management handled: from customer „check-in“ to badge printing to knowing how many customers are already there / still missing
- Is there an option to handle the internal organization around those events (e.g. through internal event app)
- How does the event closing look like?



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2 B2B DIGITAL EVENT

3 (INTERNAL) FAIR SCOPE

4 OVERARCHING

Guide us through all relevant steps from event creation, to invitation management to digital event integration, KPI tracking and event closing.

Please demonstrate:

- How is the invitation management handled? Which views on registrations / cancellations are available for the marketeer but also to the customer?
- How does the registration look to the customer?
- How is the „event stream“ handled, is a seperate plattform needed for this purpose?
- Is there an option to handle the internal organization around those events (e.g. through internal event app)
- How does the event closing look like?



Focus on the differences compared to an on-site flow and potential technical implications.

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3 (INTERNAL) FAIR SCOPE

4 OVERARCHING

Change in focus points: fairs scope is rather about the internal organization and management processes around (global) fairs and lead tracking functionalities.

Please demonstrate:

- How can internal management around fairs, e.g. opti and mido, be ensured
- Internal staff needs to be able to register „participation“ for fair incl. entry ticket handling (day pass, exhibitor pass)*
- Internal staff needs to be able to give additional information to the team, e.g. is a hotel room needed? For how long? Etc.
- Badges for internal staff needs to be premium look & feel and printable before and during event – which services do you offer?
- Meeting room booking & scheduling (with outlook connection)
- Lead tracking functionality: how can leads at fair booth be captured? Can leads be forwarded to other systems automatically?
- Lead tracking: quick discussion if you are able to provide potential APIs to connect to Opti / Mido to get data out of the fair ticket QR-code
- Provide important info documents for permanent viewing in one source – permanently available (ideally within event App or similar)
- If available: internal app (or similar) around fairs to communicate and coordinate around fairs, e.g. with chat functionality, check-in / check-out functionality for sales reps to show if they are available at the booth
- Which analytics do you provide out of the box for this use-case?

*ideally ticket (code) is directly, automatically send based on selection in registration

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3 (INTERNAL) FAIR SCOPE

4 OVERARCHING

How is your software manageable for us?

Please demonstrate / discuss:

- Do you offer single sign on capabilities for users?
- How does the rights & roles management look like?
- How are users added to the system?
- Which API interfaces do you offer on a standard basis? Are there any descriptions you can provide us with?
- Is there a „public access“ to your roadmap and planned upcoming features?
- How are service / bug requests handled?
- What is the most used integration scenario from other customers?
- Is there an outlook integration available? E.g. to use the platform for sales reps that customers can book certain available slots

EXAMPLE EXPECTED DEMO JOURNEY: ONSITE B2B EVENTS

As a system demo that is already integrated with our infrastructure is not possible, please give us with every steps details on how a setup could look like using the salesforce marketing cloud and/or Magnolia CMS integration. If possible, we look forward to see other (anonymized) examples from other customers.

STEP
STAKEHOLDER
DESCRIPTION

01
ADMIN
Setup of users & rights and roles within platform

02
ADMIN
Setup of event templates

03
MARKETEER
Creation of event “invite flow”

04
MARKETEER
Event Manager Views on registrations, cancellations, etc.

05
CUSTOMER
How does the registration look for the customer? Which options does he have?

06
MARKETEER
On-Site check-in of customers (via QR-code or similar)
Name Tag / Badge printing for “checked-in” customer

07
MARKETEER
System view on participant status “on-site” (how many are missing, etc.)

08
MARKETEER & SALES
Internal event app for communication of materials / timeline updates, etc.

09
ADMIN + MARKETEER
KPI tracking post event
Which capabilities are directly available

10
ADMIN + MARKETEER
KPI tracking post event
Which capabilities are directly available

11
EVENT CLOSING

KEY FEATURES THAT NEED TO BECOME VISIBLE



Ease of use within the back- and frontend

- Show clear ease of use in back- and frontend
- It needs to feel like “help” instead of “one additional step”



Comprehensive event journey

- Enable a comprehensive event journey for all relevant stakeholders and event formats



State of the art lead tracking

- Show clear path to enable standard lead tracking process around events
- Keep in mind various data types / needs for lead tracking



External and internal, physical and digital

- Our use cases are about internal and external stakeholders
- Aswell as about pyhscial onsite events and digital events

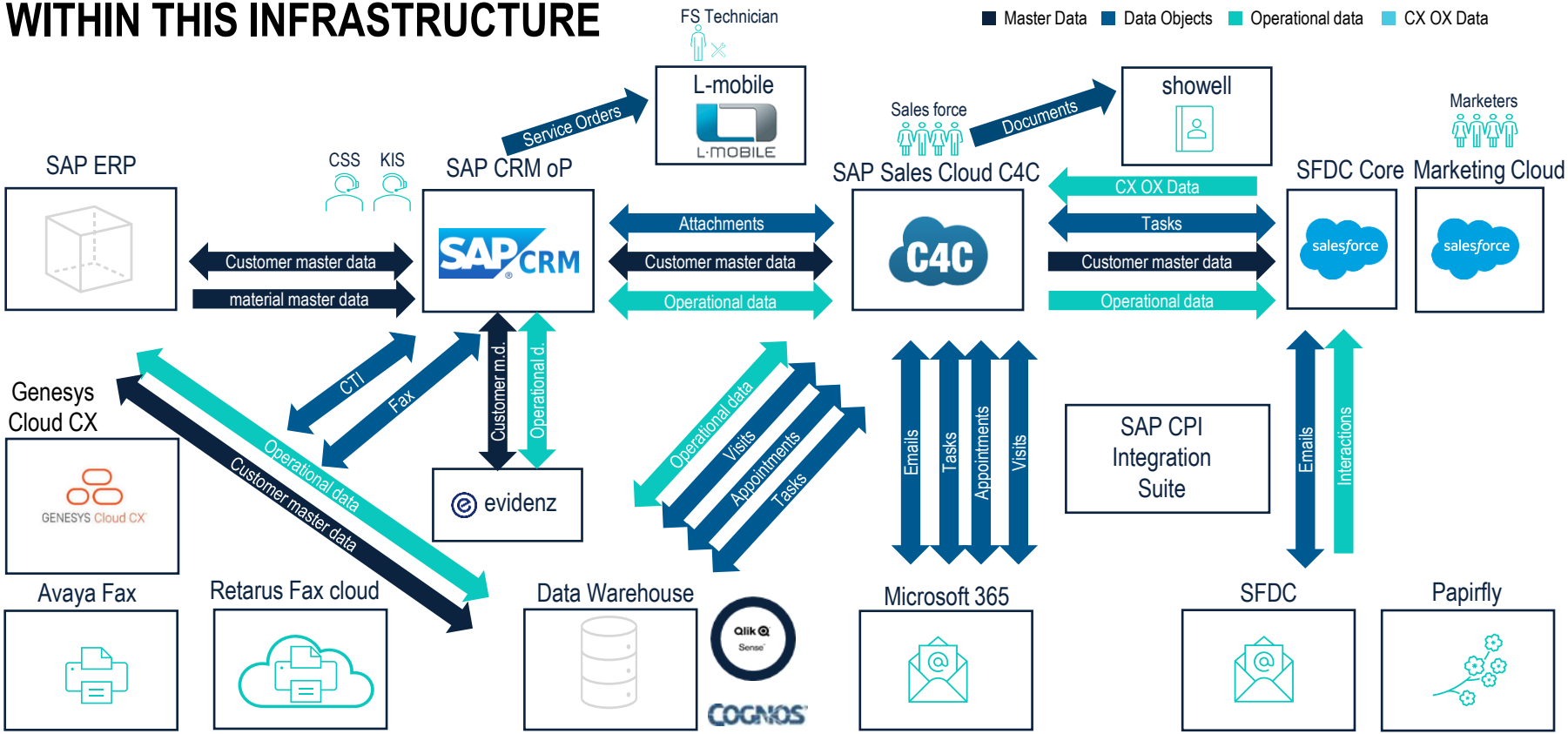


Fit into Rodenstock infrastructure

- We do not want to “add just another silo” to our tech-stack
- We need functionality in the event software itself but also the possibility to connect to our system landscape with salesforce MC, Magnolia DXP CMS and SAP

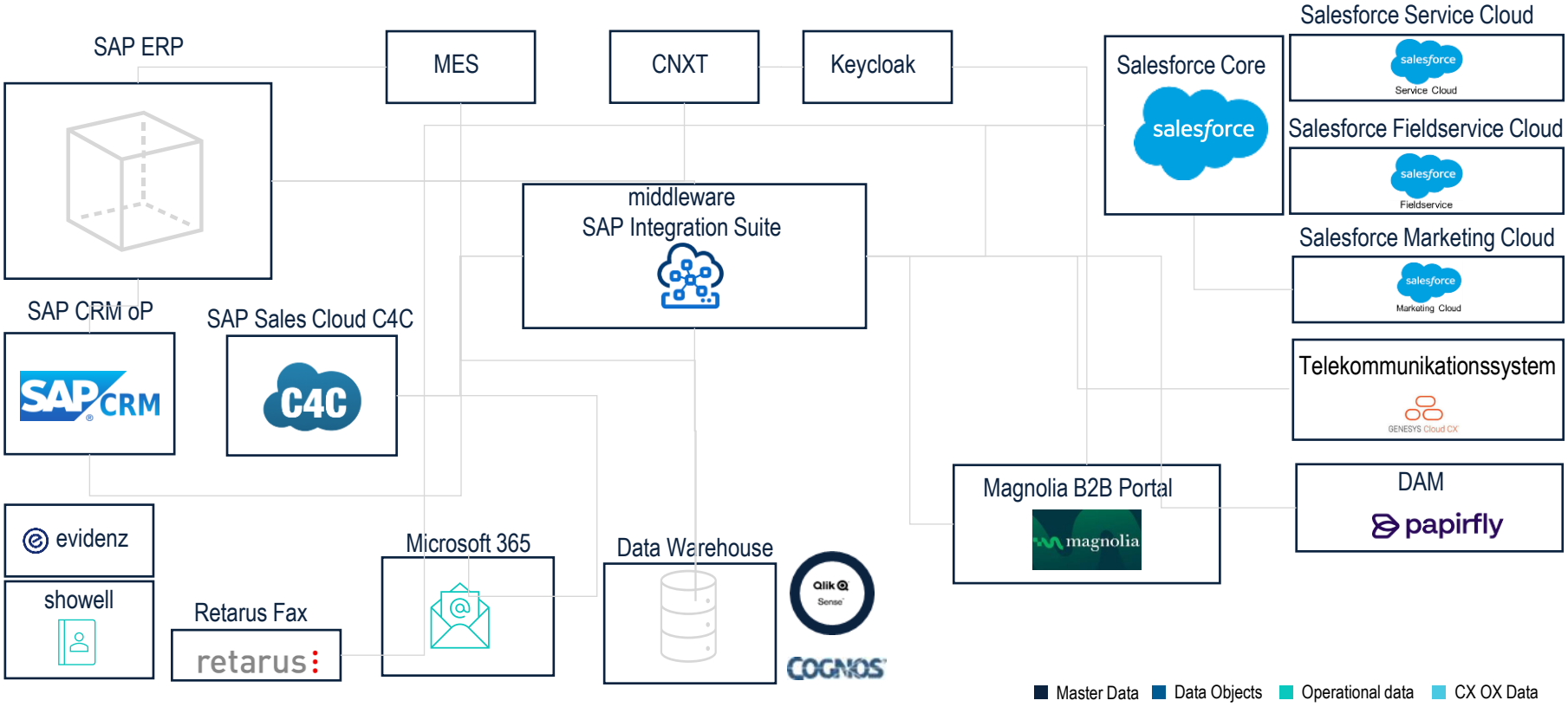
THE RODENSTOCK TECH STACK

THE RODENSTOCK TECH STACK: LET US KNOW WHERE YOU SEE YOURSELF WITHIN THIS INFRASTRUCTURE



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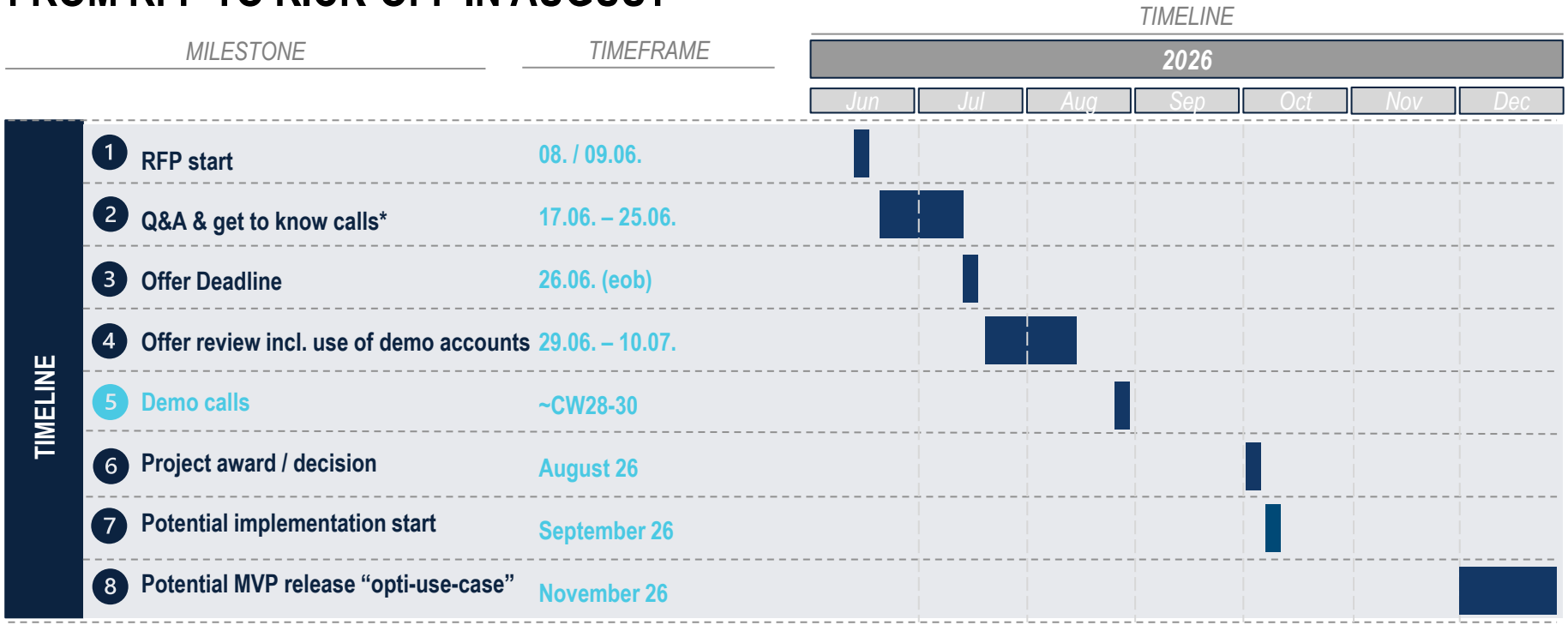
THE RODENSTOCK TECH STACK: LET US KNOW WHERE YOU SEE YOURSELF WITHIN THIS INFRASTRUCTURE



WHERE DO YOU SEE YOURSELF WITHIN THIS TECH STACK AND WHICH SYSTEM SHOULD BE LEADING FOR WHICH CASE, BASED ON YOUR FIRST ESTIMATION?

CHOOSE YOUR TIMESLOT:

FROM RFP TO KICK-OFF IN AUGUST



***Please select your slot for the demo session:**

13.07.2026 – 10:00 – 11:30	20.07. – 14:00 15:30	28.07.. – 14:00 – 16:00
17.07.2026 – 14:00 – 15:30	21.07. – 14:00 – 16:00	29.07. – 09:30 – 11:00

first come, first serve principle

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WE ARE LOOKING FORWARD TO RECEIVE YOUR FEEDBACK!