



MENTOR MEETING MINUTES

Iteration No.	7
Meeting No.	3
Date of Meeting: (Day Month Year)	24 February 2014
Time: (hh:mm to hh:mm)	16:00 to 17:00
Venue:	SIS SR 3.2
Meeting Chairperson	Victor Lee Hong Zhi

1. Meeting Agenda

(a) External Validation: Yan Phun of FlickEvents

2. Attendance**Name [Absent/Present]**

Bie Ya Qing [Present]

Low Wen Guang [Present]

Sebastian Kiran Joy [Present]

Tan Guo Hao [Present]

Tan Rui Jia Noelle [Present]

Victor Lee Hong Zhi [Present]

3. Discussed Content**Topic**

FlickEvents: FlickEvents is a one-stop platform for event organisers, FlickEvents makes managing events and community engagement activities as easy as, well, flicking a switch. FlickEvents empowers event organizers with various tools that

cover the event management spectrum. It provides a full suite of event management tools for:

- Simple online publishing, -Social media promotion, -Ticketing and registration, -Community engagement

FlickEvents is the only platform that covers activities from pre-event to the actual event day. Its event interactive guide, which is available on multiple mobile platforms and devices, allows attendees to gain instant access to information about the event on the go. It is capable of pushing up-to-date live information to attendees' devices, allowing organisers to obtain instant feedback, network and amplify sponsorship value with customisable modules and features. Current clients include Aviva, BlackBerry, Facebook, McDonald's, Juniper Network, SPH, IDA and Singtel.

Yan Phun:

2012 - Present	Founder	Tinder
2010 - Present	Founder	FeverAvenue: http://www.feveravenue.com/about-us/
2009 - Present	Founder:	FlickEvents: http://www.flickevents.com/
Questions		Answers
Do you have plans to grow FlickEvents in a similar way and if not, how are you planning to differentiate it?		international, language issues, especially for localized events
		downloads of the mobile apps,

<p>When the app is gone after a year, do the users get to download these meetings somewhere?</p>	<p>platforms, phone model, views for content, sponsors clicks. scheduling and meeting at the point of meeting scheduled, can immediate port over in .ics to their calendars.</p>
<p>Old habits die hard. People are mostly resistant to change. How do you attract event partners to use FlickEvents as their preferred platform?</p>	<p>wasnt difficult to convince. it makes their event look good, new ways to engage the attendees. sponsorship is a big draw. 40% downloads considered good. 10% is the average. Attraction methods: standard email blasts, app-only coupons or resources</p>

4. Next Meeting	
Date of Meeting: (Day Month Year)	10 March 2014
Time: (hh:mm to hh:mm)	10:00 to 11:00
Venue:	TBC



IS480 AY2013/14 SEMESTER 2

5. Pre-work/Preparation (documents/handouts to bring, reading material, etc.)

Description	Prepared by	Due Date

Minutes Prepared By Low Wen Guang, Tan Rui Jia Noelle

Date 24 February 2014

Vetted and Edited By Victor Lee Hong Zhi

Date 24 February 2014