OKZest

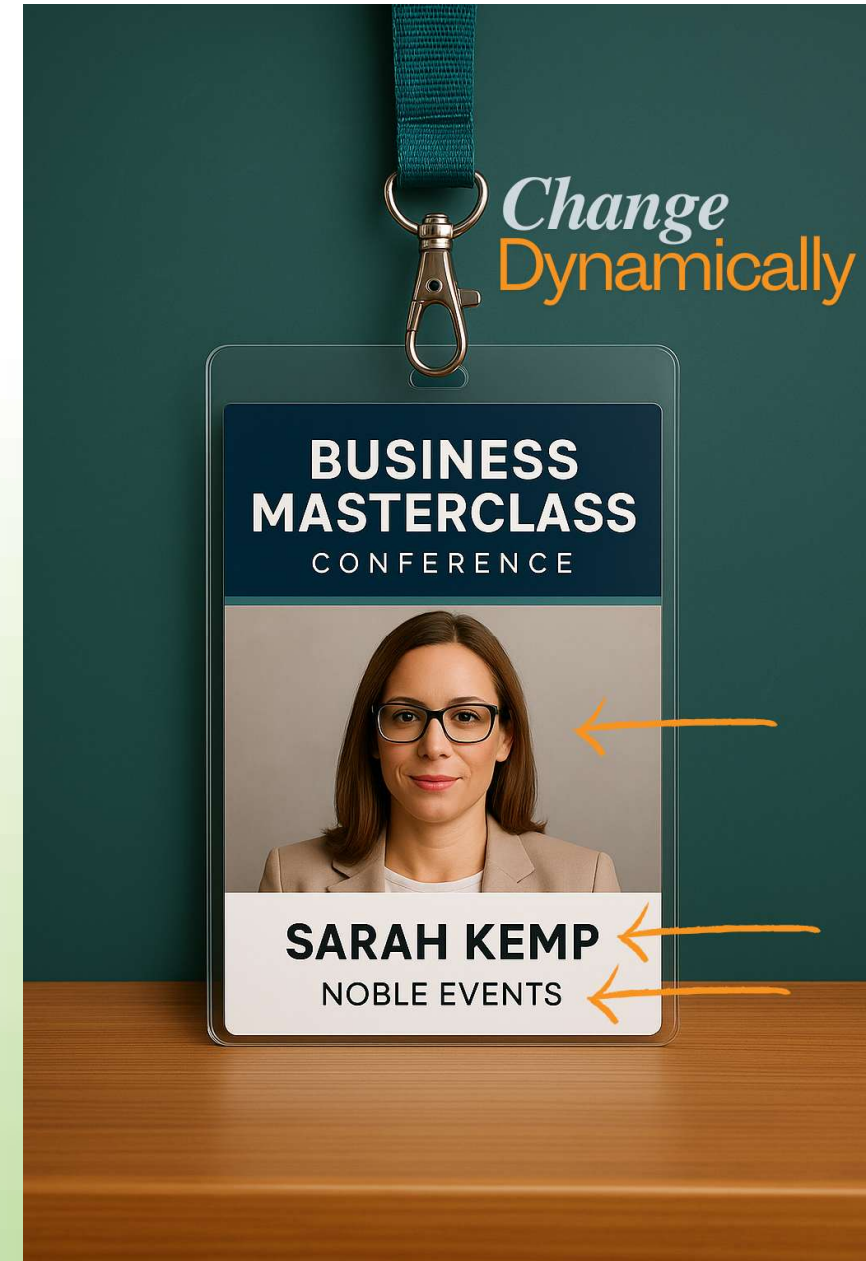## Achieve higher engagement and results in your event marketing with personalized images

Images generated in real-time, for each recipient

Change Dynamically

BUSINESS MASTERCLASS
CONFERENCE

SARAH KEMP
NOBLE EVENTS

OKZest

Overview

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![OKZest logo]

Why Personalized Images for Events?

344% Higher Engagement

Personalized content outperforms generic notifications (OneSignal, 2024).

Boost Attendance

Tailored invites increase RSVPs by making attendees feel valued.

Cut Through Noise

Stand out in crowded inboxes with visuals that grab attention in 8 seconds.

Strengthen Loyalty

Personalized experiences build lasting connections.

Enhance Your Event Workflow

EARLY ENGAGEMENT
Drive registrations with personalized invitations.

DAY OF THE EVENT
Enhance experience with personalized reminders & social sharing.

POST-EVENT ENGAGEMENT
Increase satisfaction with personalized follow-ups.

INVITATIONS
Add attendee names or roles for a professional touch.

REMINDERS
Send countdown timers or venue maps tailored to each recipient.

AGENDAS
Highlight sessions relevant to each attendee's interests.

DAY OF EVENT
Personalized welcome messages and session reminders

FOLLOW-UPS
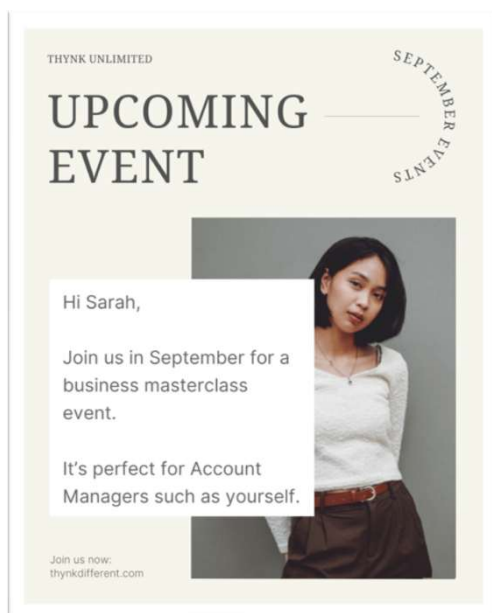Share personalized thank-you emails or certificates.

SOCIAL MEDIA
Post tailored visuals on Instagram, LinkedIn, or event pages.

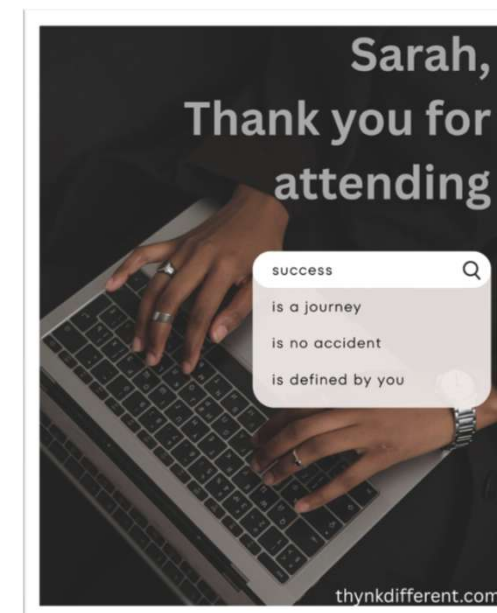# Personalized Images: Supercharge Your Event Engagement

Personalized images dynamically incorporate attendee data (names, event details, etc.) in real-time to create unique visuals for each individual.

Personalized Invitation

Certificate

Thank You for Attending

This real-time personalization boosts attendee excitement, increases engagement, and drives higher event ROI.

Why Choose OKZest?

Easy to Use Drag-and-drop editor - no design skills needed.

Seamless Integration APIs for CRMs, ESPs (e.g. Mailchimp) and event platforms.

Scalable Generate 10 or 10,000 images in seconds.

Budget-Friendly Scalable plans for small to large campaigns.

Versatile Use in emails, social media, websites, certificates, etc.

Support Talk to the founders (Kevin and Paul) via email or video calls.

Designed for Teams

OKZest scales to fit any team, from small businesses to large enterprises. Role-based and project-based working ensures that only the right staff can work on the right projects and have access to administration functions.

For event marketing teams, OKZest simplifies collaboration by allowing different team members to manage specific aspects of image personalization, ensuring brand consistency and efficient campaign execution.
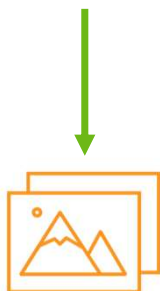
Get Started with OKZest

1. **Design Your Templates:** Create personalized image templates.

2. **Integrate Your Data:** With your CRM, ESP or API.

3. **Deliver Personalized Images:** Send images via email, web, or other channels.

![OKZest logo]

The OKZest Team

Brothers from Milton Keynes, UK. Grew up playing computer games, then developed careers in full-stack website development and SAP enterprise systems management.

Kevin Richardson

C# .net website developer since 2004.

Has worked as a contractor and permanent employee in multiple industries, including logistics and finance, for both B2B and B2C applications.

Significant experience with Azure.

Paul Richardson

SAP BASIS Administrator, Manager, Project Manager and Technical Architect since 1999.

Currently Head of SAP Technical Services at Birchman (managing the SAP BASIS and IT teams). Previously worked at Barclays Bank, Deloitte and Capgemini with clients including Centrica, Heathrow Airport, HMRC, Rolls-Royce, NATS and NHS24.

AWS Technical Architect and SAP certified.

Thank You

![OKZest logo]

🏠 **Website** https://okzest.com

✈️ **Email** support@okzest.com

📅 **Schedule a demo** https://okzest.com/meeting

👣 **Follow us** https://x.com/okzest