

## **Google Unveils Google Converge: The Future of Event Management and Networking**

*Your next conference just got an upgrade with Google Converge, Google's new connected experience designed to enhance networking and event experiences.*

DENVER—November 8, 2023—(NASDAQ—GOOGL)—Google today announced the launch of Google Converge, a revolutionary event management platform that transforms how events are organized and experienced. Google Converge integrates IoT-enabled smart badges with a smartphone app, Augmented Reality map, and an Artificial Intelligence-driven chat assistant to level-up your next conference experience. This new platform enables conference attendees to seamlessly exchange contact information, customize schedules, navigate the conference space, and more. Google Converge is poised to become an indispensable tool for event planners and participants alike.

In today's fast-paced world, conference attendees and organizers face many problems and missed opportunities during events. Attendees struggle with finding the right people to network with, managing the conflicts in their schedule, and navigating the conference space. Event organizers encounter frustrations with collecting data on session attendance, curating the best schedule, and managing employees and volunteers. All of these struggles and more can lead to fragmented experiences and missed connections.

Google Converge addresses these challenges by providing a unified platform to handle the complexities of a conference environment so you don't have to. It integrates scheduling, attendee statistics, networking facilitation, and more into a single user-friendly platform. Exciting new features like AR venue maps and a personalized virtual conference assistant help attendees overcome past frustrations and get the most out of their conference experience.

"At Google, we believe in the power of technology to bring people together and foster collaboration," said Tara Fedder, a lead UX Designer on the Google Converge team. "With Google Converge, we're shaping the new standard of event management and networking."

Getting started with Google Converse is as simple as downloading the app or visiting the Google Converse website at [www.google.com/converse](http://www.google.com/converse). Event organizers can sign up to create events, customize settings, and invite participants. Attendees can download the Google Converse app and enter their event code to start exploring their upcoming event.

"As an event organizer, Google Converse is revolutionizing the way I approach conferences! The ability to manage schedule changes, see attendance statistics, and provide real-time notifications all in one platform has made our events more dynamic and accessible than ever before," said Johnny Smithson, a seasoned conference organizer.

Experience the future of conference management and attendance with Google Converse. Whether you're looking to host or visit your next event, Google Converse will help make it an unforgettable experience. Visit [www.google.com/converse](http://www.google.com/converse) to learn more and join the revolution in connected event experiences. Your next connection is just a click away.