

Background information

AirLST is a cloud-based software solution (SaaS) for the invitation and participant management of events. With the help of our software, companies of different sizes and from different industries manage the participants of their events. The core competence of AirLST lies in the programming of individual, digital registration processes for events. From e-mail invitations, event websites and accreditations to check-in, the software manages all participant data. Our portfolio covers a wide range of event formats, from classic customer invitations to trade fairs and major events. Our numerous customers include the „Who's Who“ of international business, including BMW, ProSiebenSat.1, BASF, Disney, Daimler and various federal ministries.

Our Vision

We are constantly working to improve our participant management tool and to always find the right solutions for our customers. Productive service and constructive contact are particularly important to us. Our goal is to develop the most advanced solution for subscriber management. With every project, we create something new. We want to reduce complexity and find solutions that make event planning easier. We are driven by a constant curiosity to discover and incorporate innovations and new technologies. With commitment, we work for the visions of our customers and give everything for the successful realization of your events. We firmly believe in the digital future of the event industry and contribute to it with AirLST, the solution for digital attendee management.

Our history

- the first iPhone in Europe will be launched at the end of **2007**, followed by the first iPad in 2010. It quickly becomes clear how much mobile devices are changing everyday life. Gradually, more and more services are being offered digitally.
- In **2009** the development team started working on an online reservation system with which restaurants and clubs manage their reservations and guestlists.
- **2010**: The concept works. Demand is growing and the functions of the guest list tool are constantly being expanded.
- **2011**: More and more customers from the corporate sector use AirLST for their events and manage their participants via the reservation tool. This brings with it new demands and challenges.
- **2012**: AirLST is increasingly evolving from a guest list tool to the current platform for participant management, which also offers event landing pages, invitation dispatch, ticketing and admission management.

- **2013:** The AirLST platform grows and expands its functions. Invoicing modules and reminder systems now also enable the processing of events with costs.
- **2014:** Due to the continuous expansion of functions, even complex participant processes can be mapped with AirLST. In 2014, the Able family of innkeepers will use AirLST as a guest handling tool for the Oktoberfest with their Marstall marquee. In the next few years, other Oktoberfest tents such as the Schützenfest tent, Schottenhamel, or the Kaiserschmarrn café will be added.
- **From 2015:** Our areas of responsibility grow and with them our team. Our project management and customer service team supports our customers in all processes of participant management in word and deed.
- Due to the high demand, the portfolio is growing, and together with event managers and agencies, we evaluate which features an efficient software for participant management needs. In **2017**, the first DAX customer directly relied on AirLST as its attendee management system for internal events.
- **2018:** Not only is the number of users growing, but the number of participants in the events we manage is also increasing. For example, we manage a major event for Munich Airport, with around 55,000 participants.
- In **2018** and **2019** numerous other new developments will follow. For our customers from the automotive industry, we now offer digital driver's logbooks for the simple and structured administration of test drives. Our customer portfolio is constantly expanding.
- **2020** the AirLST Studio will be released, a platform on which our customers can manage, design and process their event landing pages and invitation dispatch themselves.

KONTAKT

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