

2024-11-19



# Yard

## A Better Event Calendar

Everything connected.

Official Yard sponsors:





## Yard in an opportunity machine

In today's fast-paced world, staying up to date with relevant events is a time-consuming challenge for most people. The problem lies in the fragmented nature of events and individual interests of people.

You may have to search across multiple websites, review outdated information, follow social media accounts, join countless mailing lists, and rely on recommendations just to find out about events that are crucial to your career or business. So, how do you find relevant events?

Let's Yard: <https://www.yard.global>



# Events today: Communities are limited to their distribution bubble



events



you



events



events



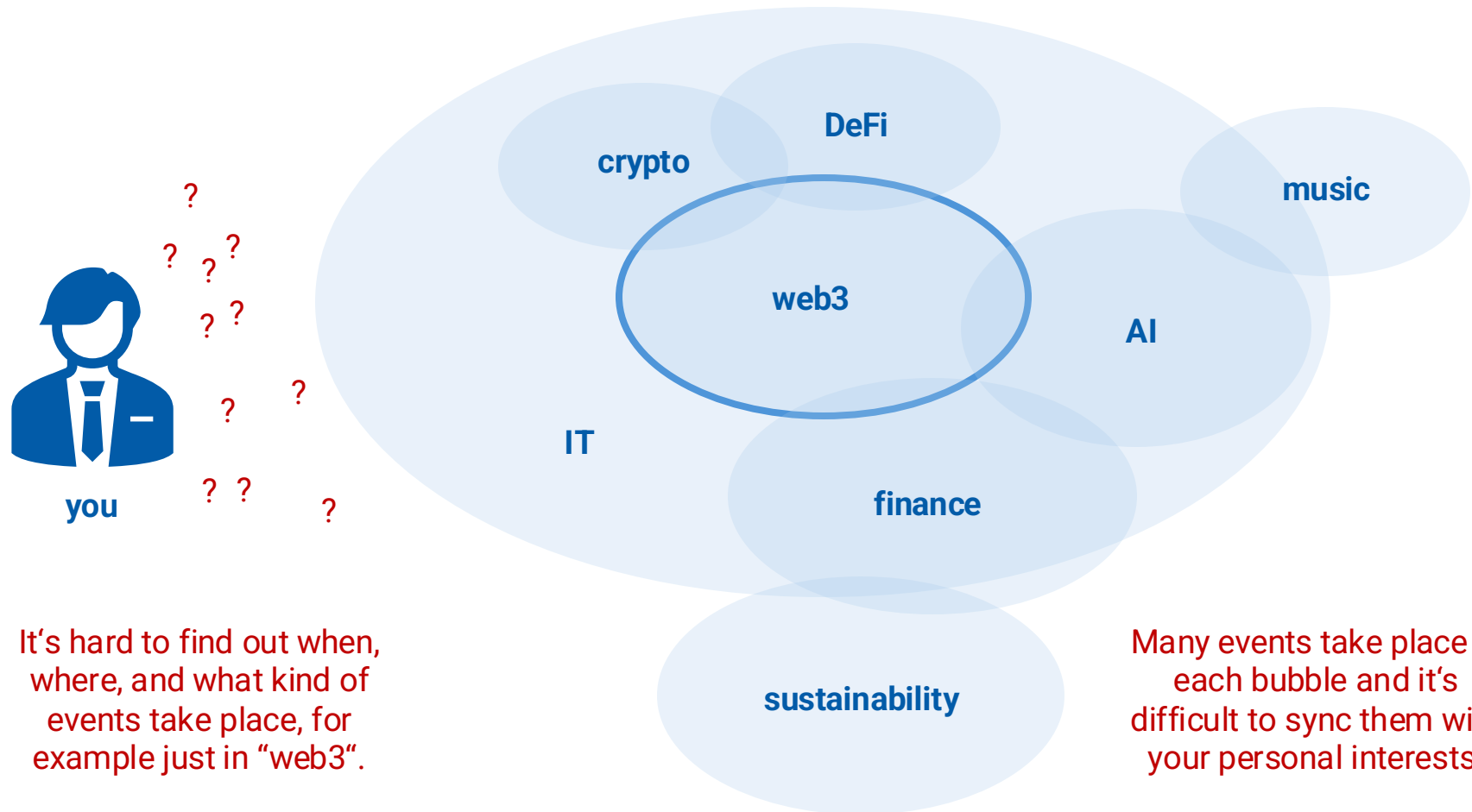
events



events

Each community uses emails, messengers, or social media networks to inform people about events (or worse: to spam people).

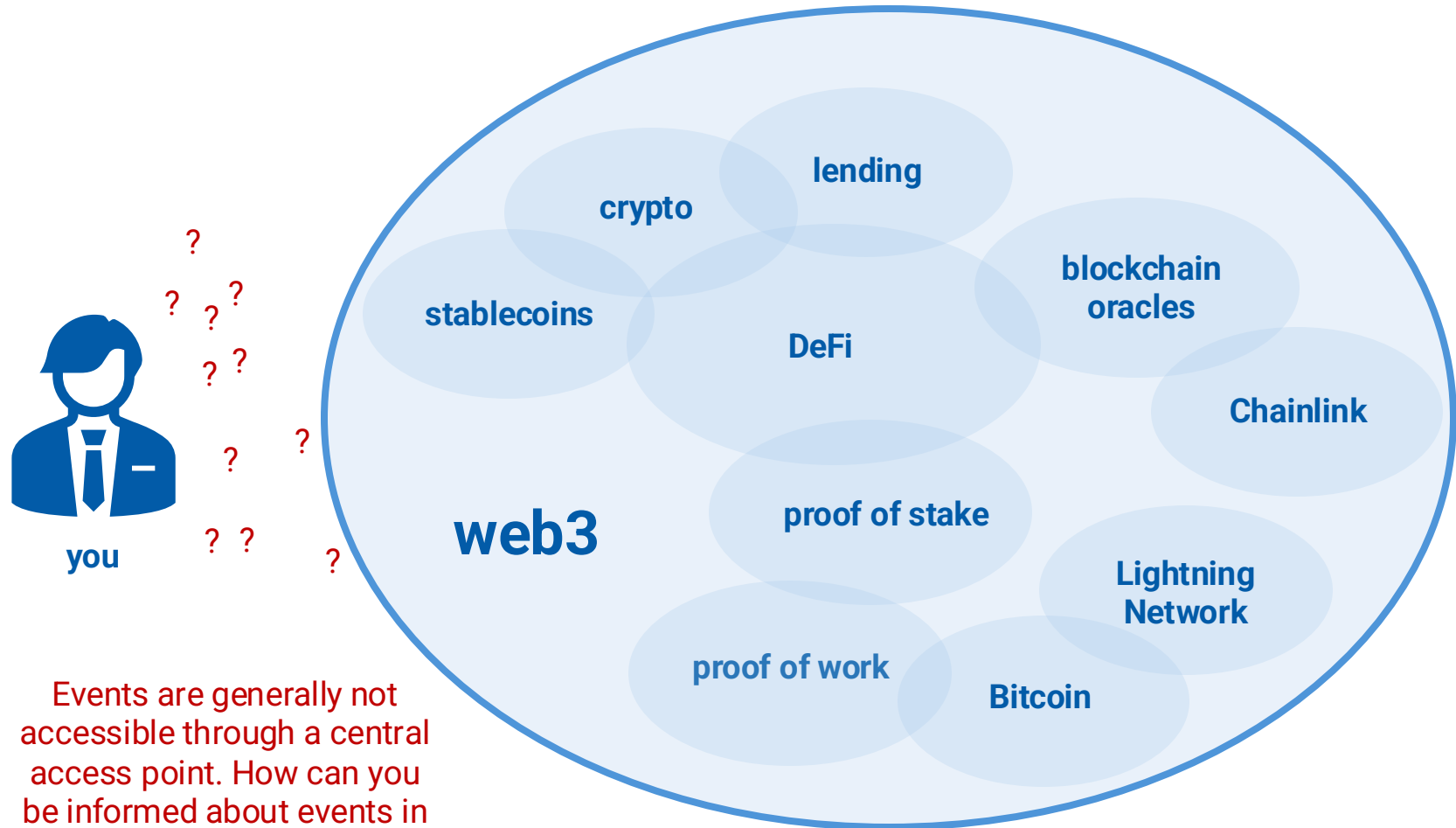
# Finding events even in one area is overwhelming



It's hard to find out when, where, and what kind of events take place, for example just in "web3".

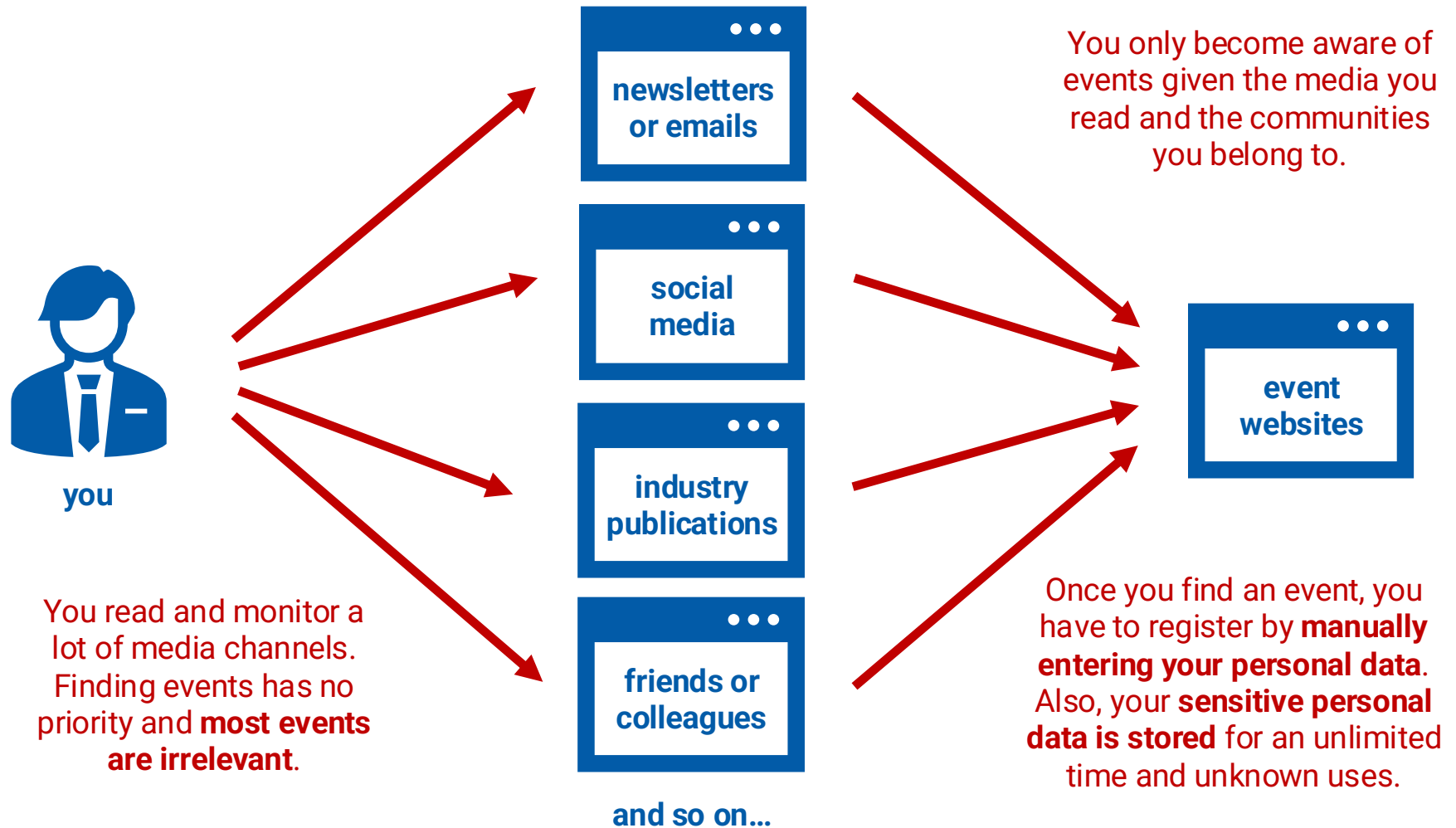
Many events take place in each bubble and it's difficult to sync them with your personal interests.

# Finding relevant events is time-consuming and frustrating

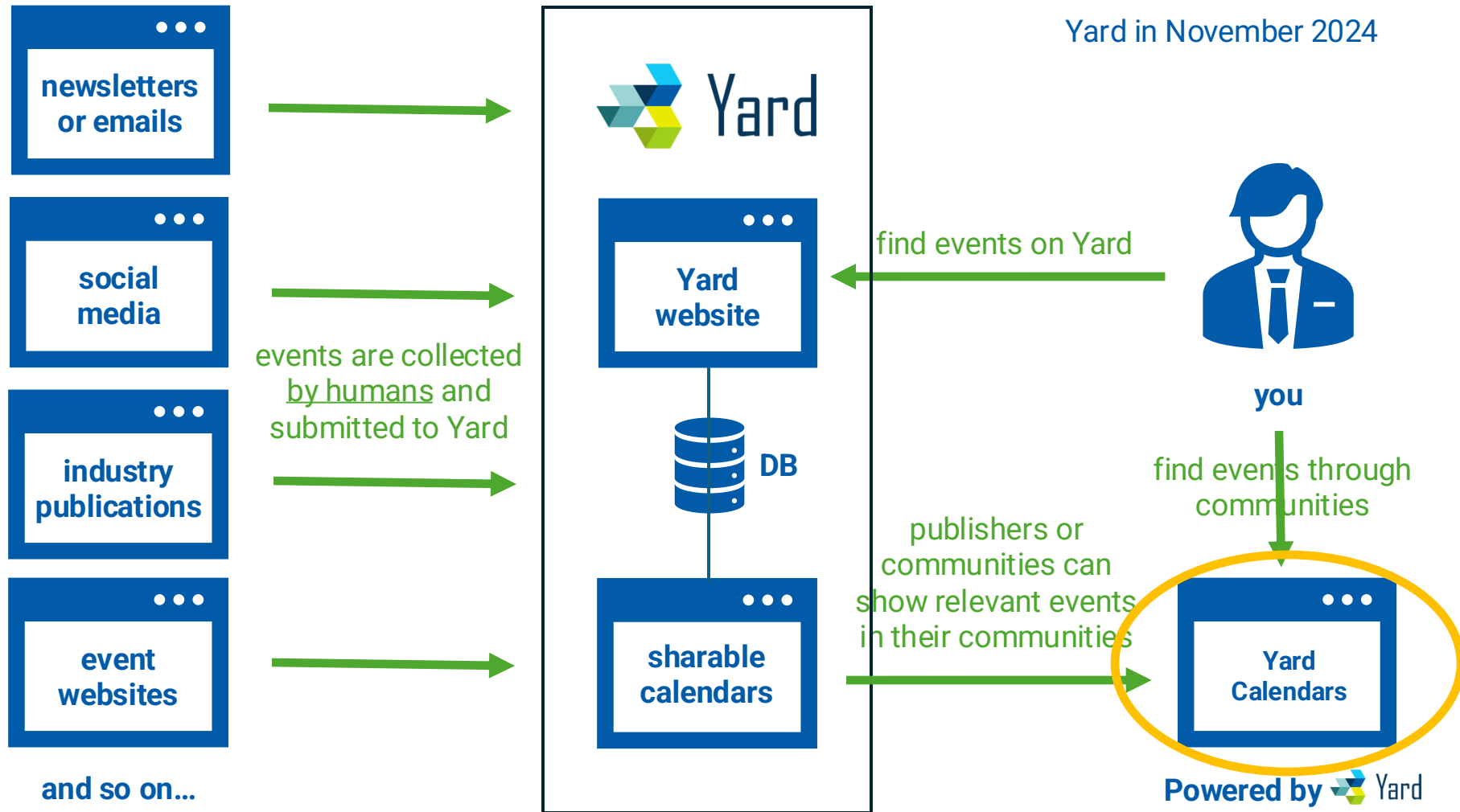


Events are generally not accessible through a central access point. How can you be informed about events in only your areas of interest?

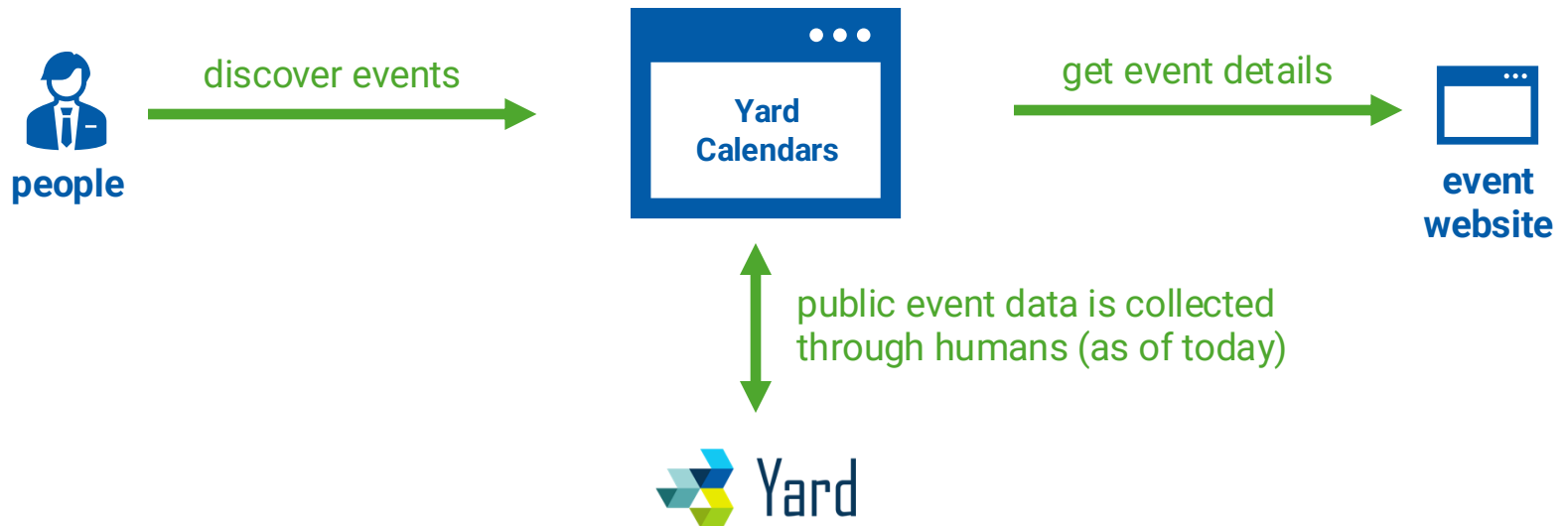
# Events are distributed over endless communication channels



# Yard will make events better accessible



all Yard Calendars are connected to each other  
(and can be integrated on websites)





Simply configure and publish a [Yard Calendar](#) to display relevant events to your audience. This way you save a lot of time researching and managing events. Should an event be missing, anyone can add it online.

Yard also offers a Yard Calendar users an admin interface, so that you can customize your own calendar integration. There are online and offline integrations:

- install the Yard Plugin for WordPress; or
- embed the Yard iFrame; or
- include the Yard HTML/Javascript code; or
- use a hosted Yard Calendar on your own website domain; or
- print a Yard Calendar; or
- use a billboard to display events on your monitors.

And the best is: publishing a calendar is free.

<https://www.yard.global/events/integrate/>



# Finding events in a Yard Calendar

Yard launched the [Yard Calendar](#) in September 2024 with the goal of allowing users to easily find events in the field of finance and business. While the **events are currently curated manually** by researchers, the team will later **automate the process** of finding and listing events through crawlers in all areas of society.

As of November 2024, there are hundreds of finance and business events listed worldwide. Discover events: <https://www.yard.global/events/>

The screenshot shows the 'Yard' website interface. At the top, there is a navigation bar with 'Events', 'Tags', 'Cards', 'About', and a 'Logout' button. A search bar is located on the right side of the navigation bar. Below the navigation bar, the page title is 'Home / Events'. The main heading is 'Finance-Related Events'. There are three buttons: 'Search for events', 'Suggest an event', and 'Get event alerts'. Below these buttons, it says '590 events found:'. There are filters for 'event name', 'everywhere', 'list', and 'all topics'. A 'search' button is also present. The events listed are for November 2024:

Event Name	Date	Location	Actions
<a href="#">Future of Asset Management Europe</a>	Nov 12 (2 days)	London	[Info] [Calendar] [Pencil] [Globe] [Twitter] [LinkedIn]
<a href="#">World Financial Innovation Series</a>	Nov 12 (2 days)	Jakarta	[Info] [Calendar] [Pencil] [Globe] [Twitter] [LinkedIn]
<a href="#">Devcon Southeast Asia</a>	Nov 12 (4 days)	Bangkok	[Info] [Calendar] [Pencil] [Globe] [Twitter] [LinkedIn]
<a href="#">SiGMA Europe</a>	Nov 12 (6 days)	Marsa	[Info] [Calendar] [Pencil] [Globe] [Twitter] [LinkedIn]
<a href="#">DKF Amsterdam 2024 @ Euronext</a>	Nov 12	Amsterdam	[Info] [Calendar] [Pencil] [Globe] [Twitter] [LinkedIn]



## Drill down into events

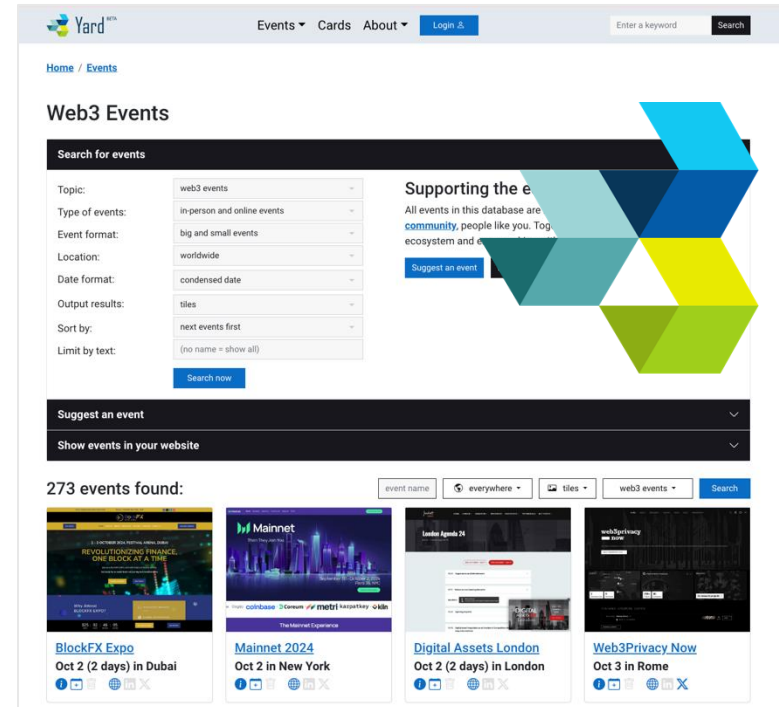
Users can limit the search results through a variety of filters and display options.

Yard is estimating the number of events just in finance to be **above 25k each year worldwide**, so indexing and filtering the events will be a special focus for the time to come.

Yard in planning to add more fields and categories, such as the cost to attend an event. Currently, **events are manually curated**. In the future, the **event indexation will be automated**.

Search for events:

<https://www.yard.global/events/?show=search-form>





Users usually **discover events through shared calendars** on websites which have integrated a Yard Calendar. This enables industry associations, news portals, universities, and other communities to not only have a current list of relevant events without the necessity to enter them.

When integrating the [Yard Calendar](#), you will get access to an admin area for filtering upcoming events by topics/tags, or region. This way they can also add missing or private events, which should not be available with anyone else. You will also be able to add your own discount codes and customize the look and feel.

The Premium Yard Calendar is a paid integration which comes with more customization options.

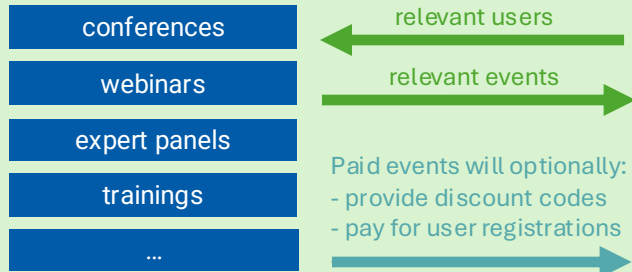
More details: <https://www.yard.global/products/calendar/>



# Yard will make (relevant) events accessible to (relevant) parties

## Paid Events (Websites)

can optionally become a Media Partner.



## Free Events (Websites)

get better recognized through the Event Calendar.



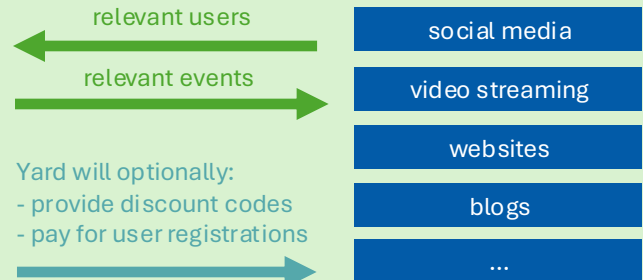
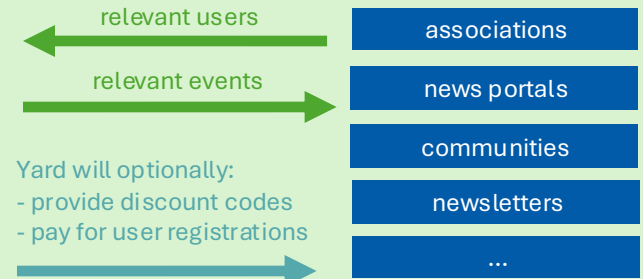
2025



Yard products allow users to discover and interact with events.

## Professional Publishers

can integrate the events as Calendar Partner.



## Influencers or Bloggers

can share event links as Affiliate Partner or Ambassador.

## Become a Media Partner: Get more attendees



Organizers of paid events can become a [Yard Media Partner](#). And the best is: it's free, once your request gets accepted.

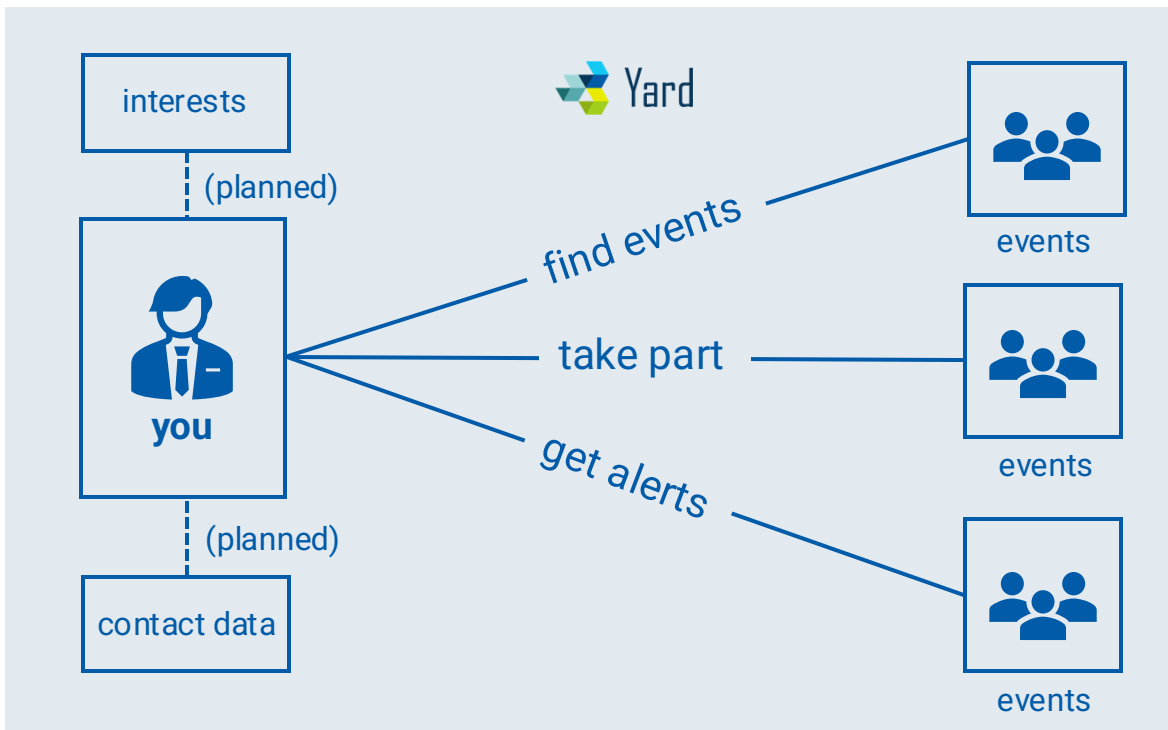
- You will reach relevant audiences through Yard outside of your existing distribution bubble.
- Yard will list your event as “featured event” and it will stand out from common entries in the Yard Calendars.
- You will provide a custom discount code to Yard which allows calendar users to save cost during the event registration process.
- Yard staff will get complementary access to your event, in case they want to attend the event personally.

More details: <https://www.yard.global/media-partner/>



# How Yard works for users

Using Yard, many events are now easily accessible through a [Yard Calendar](#). However, you still **must personally look for relevant events** matching **your personal interests**.

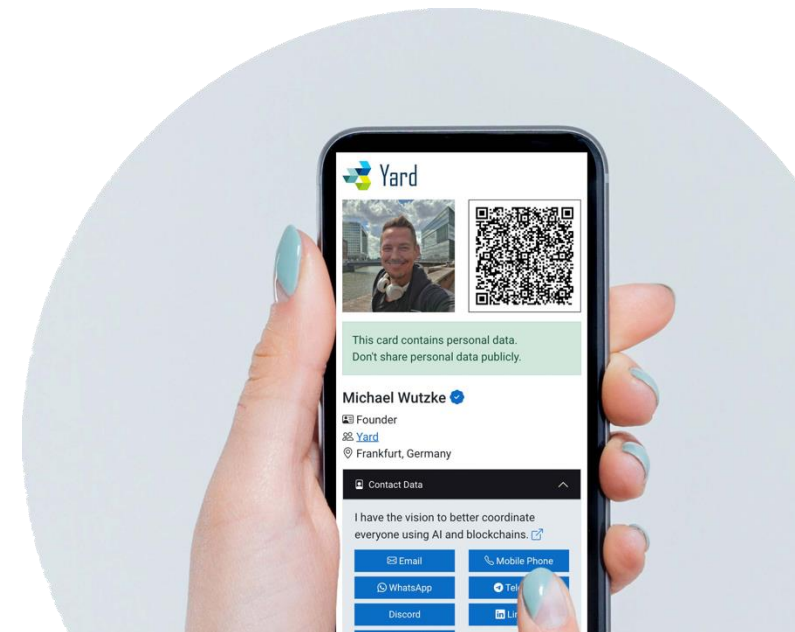


## Yard Cards will help you to stay in the loop

Yard will launch digital (identity) cards with the goal of allowing users to easily interact with events and other people. A Yard Card is representing a digital identity of any (natural, legal, virtual) person and anyone can manage his/her/its own card(s). Every card can have profile data stored with it, such as a name and a picture.

A card may contain **communication data of a person**, his/her/its **interests** over time, and can be connected to other software. If desired, users can receive [Yard Alerts](#) via email, messengers, and/or social media. Cards have privacy features.


Discover Yard Cards: <https://www.yard.global/cards/>







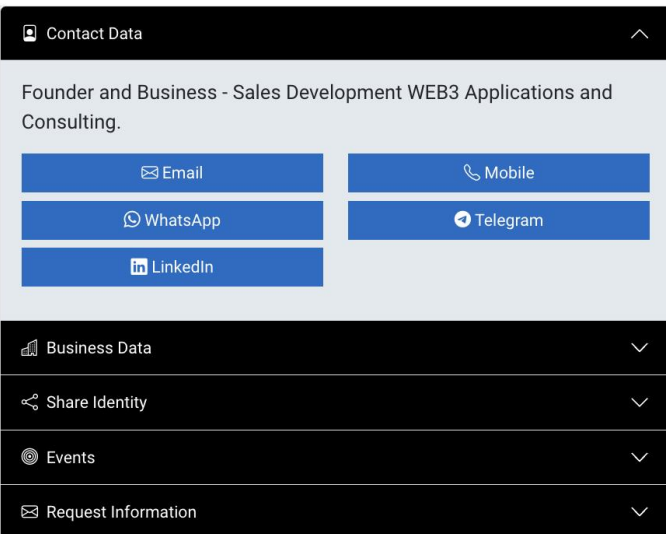
This card contains personal data. Don't share personal data publicly.

Zvonko Pezelj  authenticity confirmed

Customer Relations Manager

CoreLedger

Uttwil, Switzerland



Save This Card

download

copy card link

stay in touch

## Say who you are and what you do

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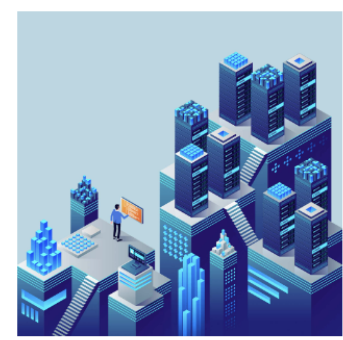
Yard Cards allow you to share your contact data so that the person connecting can easily interact with you by email, phone, WhatsApp, LinkedIn, etc.

By default, a [Yard Card](#) will be locked and only contains publicly available information. If you want, you will be able to unlock your direct contact data for a specific person, event or by time. Contacts generated through your card can be saved to your preferred data storage system.

A card can also carry your personal interests, for example to receive alerts about relevant events or other cards. You can receive [Yard Alerts](#) via the communication channel you prefer.

Example **business** card:

[Zvonko Pezelj](#), working for [CoreLedger](#)



### CoreLedger AG

CoreLedger  
Baar, Liechtenstein

Business Data

CoreLedger is a blockchain development company. [more](#)

Website | Email  
LinkedIn | X (Twitter)

CoreLedger AG  
Im Hasenacker 32  
9494 Schaan  
Liechtenstein

Location on Google Maps

You need to have a pre-arranged appointment to visit.

**Team Members**  
Events  
Request Information

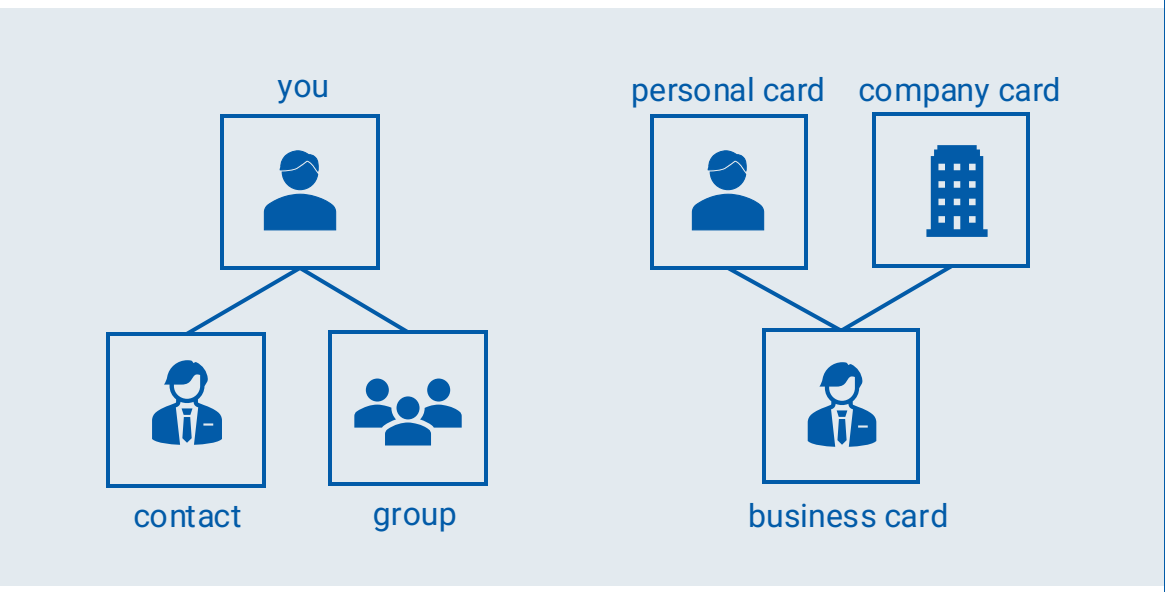
**Immediate access to company details**

Save This Card

download | copy card link

## Your card can have relations

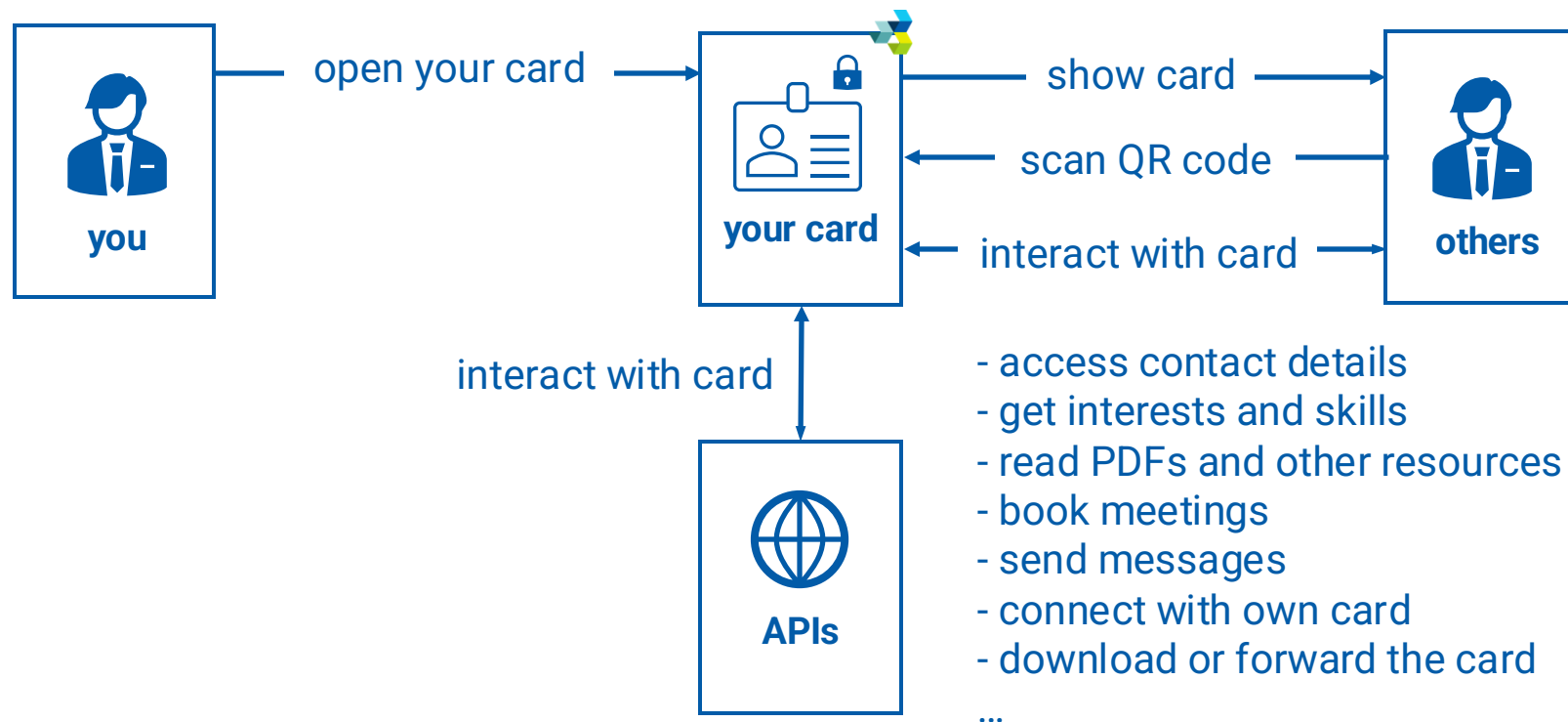
Managers of a company have admin rights to control business cards of their employees. Cards can be connected to other ID systems like Google accounts.



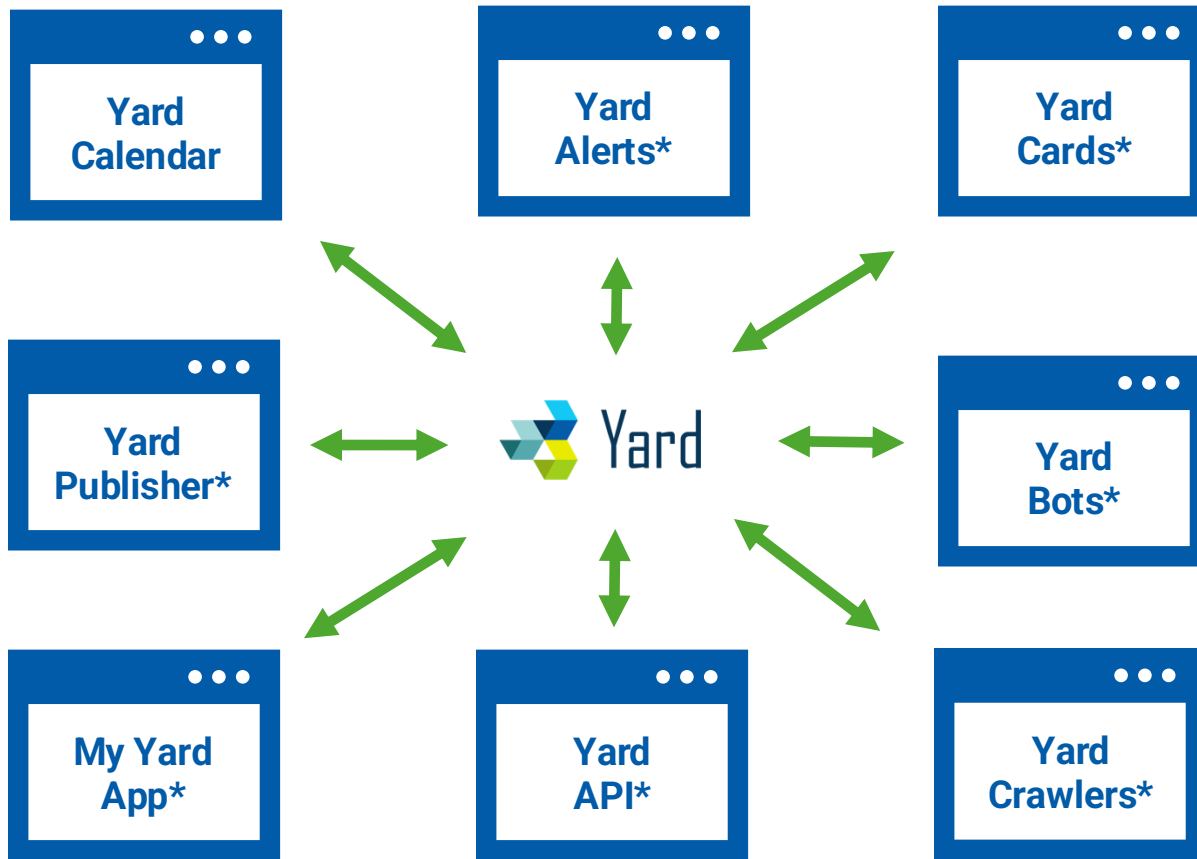
Example **company** card:  
CoreLedger, a blockchain development company

## Others can interact with your card in real-time

Open your card on your smartphone and show it to the person you're talking to, if you want him/her to interact with your card. Let the prospect scan the QR code and access your card. Now, the other party can interact with your card.



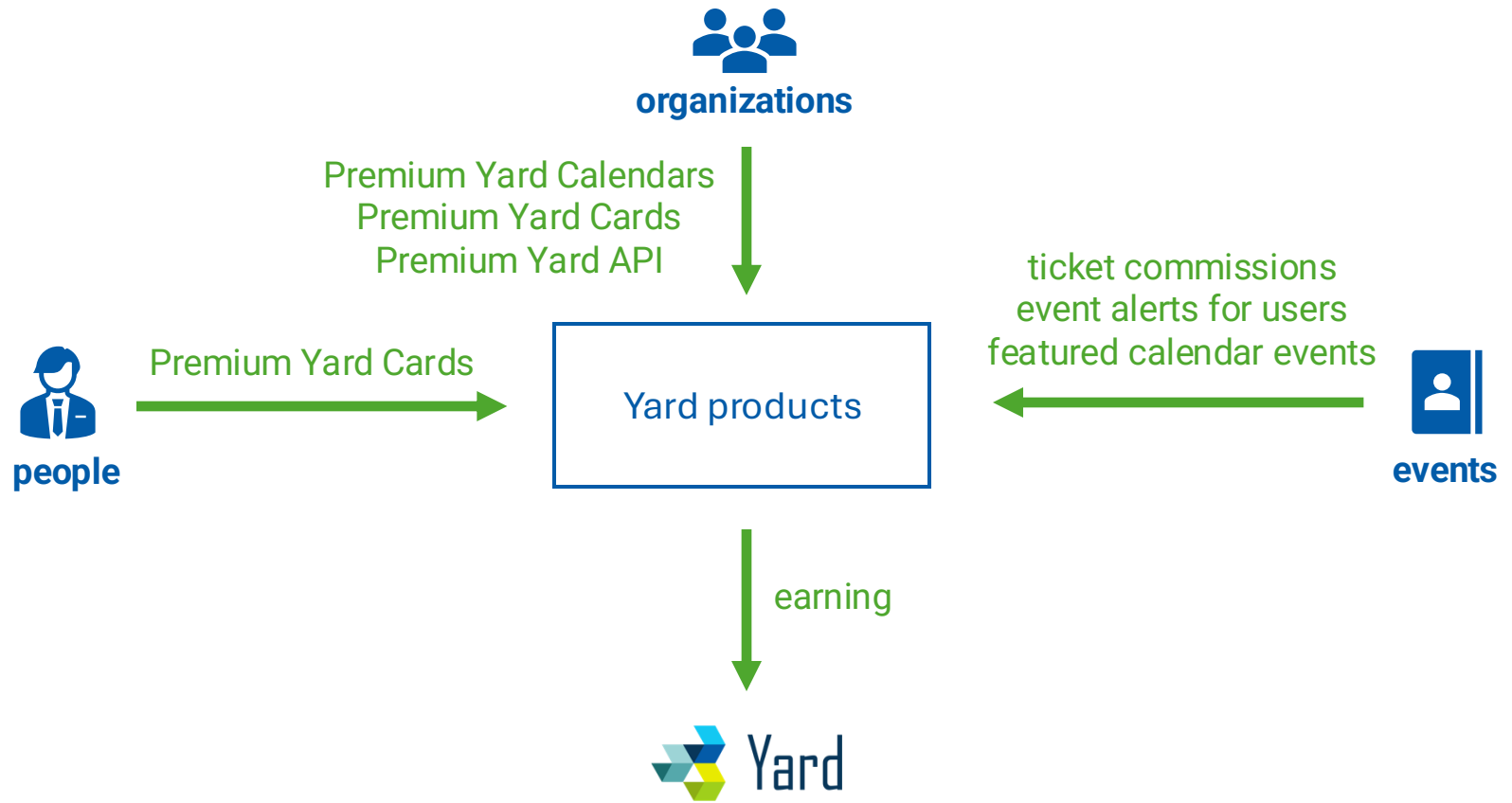
# Yard products: New ways of accessing events



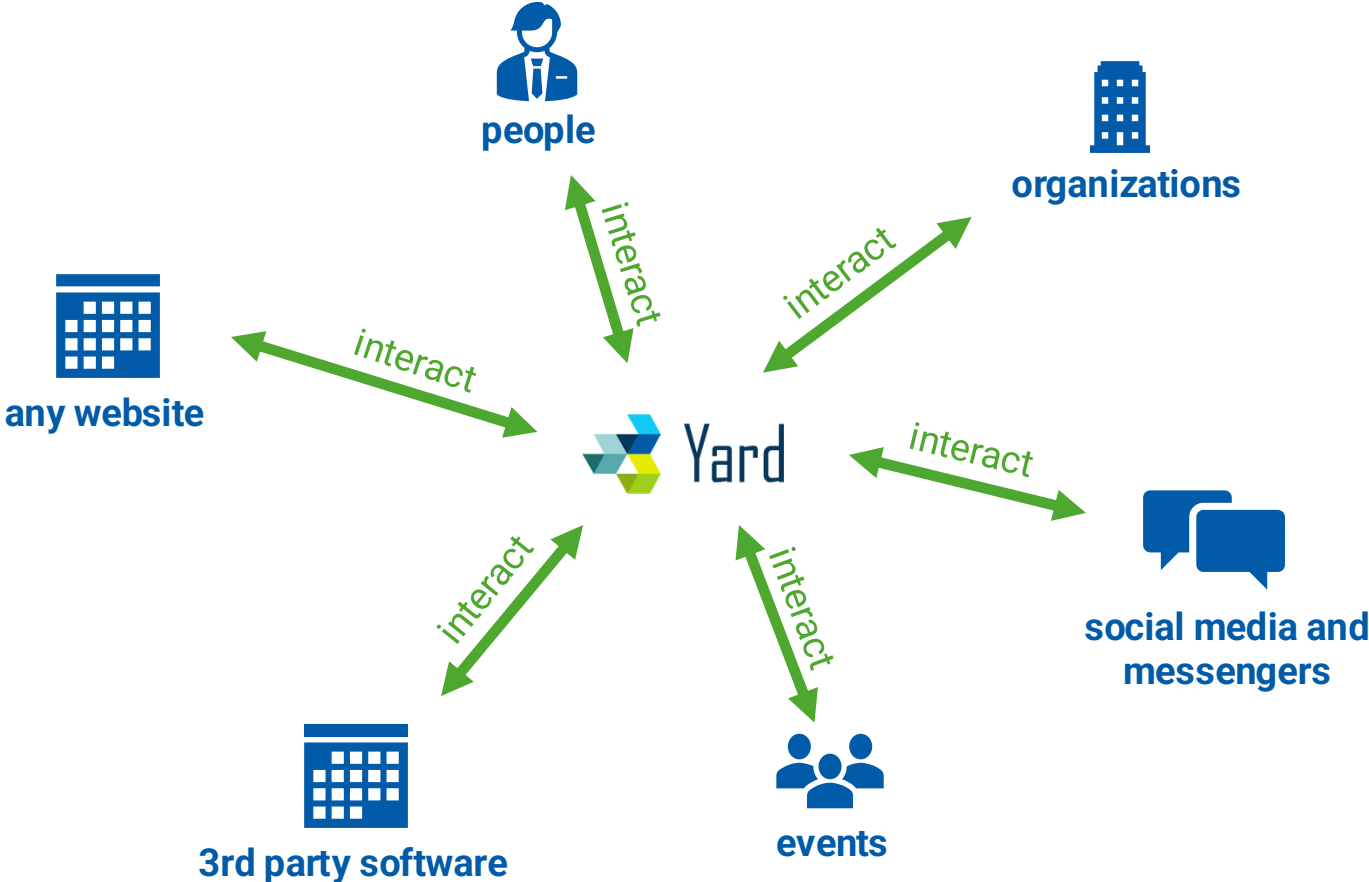
Yard products marked with a star \* are upcoming.



# Monetization: How Yard will earn money



# Yard in the future: Everything connected and automated



# Today, registering for business events is clunky

The process of providing your information to an event usually takes many minutes.



you

enter personal  
data manually



your personal  
data is shared



event app

Many events ask users to provide additional information and a profile picture in order to share your data with others.

Your personal information might be used to network you with others. But what will happen with your data after the event is over?

# Yard will save you hours per year in dealing with events

You will be able to find and register to events in seconds via your desired communication channel.



you

Your digital identity card is used to onboard you to events and automate data distribution.



any event app

You can control which personal information can be used by others, for which uses and for how long in time.



# Today, interacting with others on a business event is clunky

During an event, you usually get in contact with others randomly.



you

coordination problems



event

Today, you can make your user information available to an event for networking, but you usually have to use the communication channel of the event (usually some app).

privacy problems



any event app

It's unclear when or how your user information is used. Often, events will send you newsletters later on for upcoming things, which might be irrelevant.

Get in contact with other people in a more organized way.



you



event

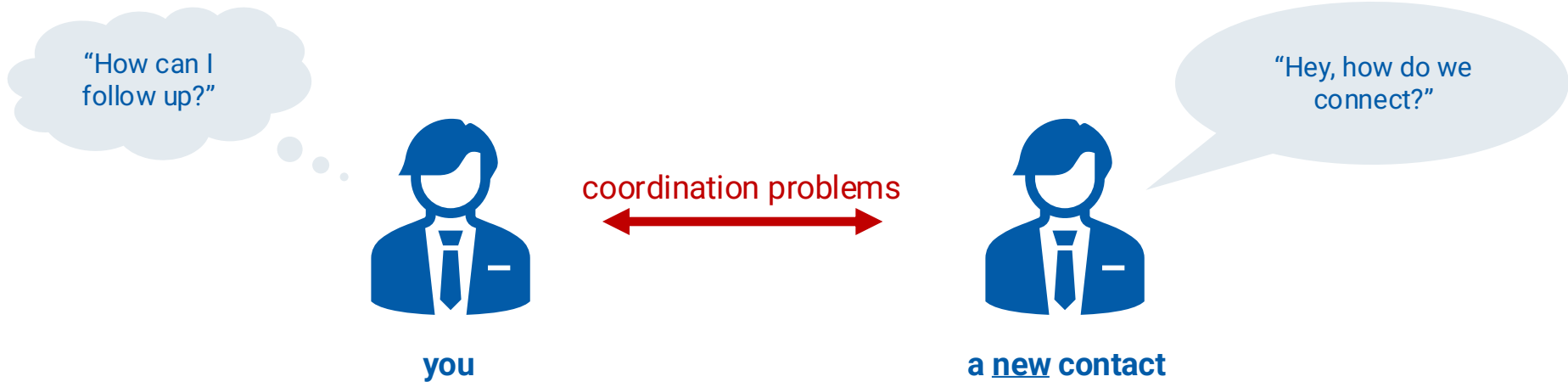
You can interact with the event and other cards since the cards know interests, skills, and related information.



Use Yard before, during, and after events using your preferred communication channel(s).

# Today, interacting with new contacts is clunky

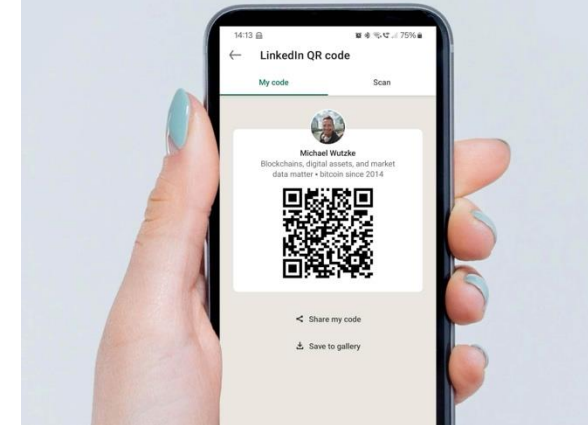
Exchanging contact data reliably is a challenge.



Today, people often connect with LinkedIn or a business card exposing their direct contact data. It's hard to keep track when, where, why, and how you met someone.

## Are you using LinkedIn to connect?

LinkedIn is great for sharing news, but bad at direct communication between people. In their desperation of having alternatives, people often use LinkedIn to share their contact information. Using LinkedIn with the goal of following up has drawbacks, such as:



- Your connection is stuck on your LinkedIn profile, you cannot export it.
- You don't have a direct contact data for following up.
- Users on LinkedIn often don't answer if you write to them.
- Your colleagues and your employer don't have access to your LinkedIn contacts.
- You get messages from people which you did not give your contact data to.
- You are mixing your personal identity with your work identity.
- Companies relying on LinkedIn as a connection tool risk of losing access to lead data once an employee is leaving their company.
- Anyone can pretend to work for any company.
- ...

## Are you using a business card?

Some people use a paper business card or a digital business card (by exposing their contact data through a QR code on the Internet).

Using a business card exposes your direct contact data and will have a lot of risks in the future:

- Anyone with access to business card/link/QR code can grab that information.
- Your personal data (phone number, email, ...) can be used to spam you.
- You don't know who is using your contact data.
- You cannot confirm the authenticity of shared information.
- You cannot withdraw your contact data from others, if you connected earlier.
- ...

Sharing your contact data publicly will have significant risk of misuse in the future. Bots and AI technology might grab your identity information to impersonate you. That's why you should protect your privacy as much as possible.



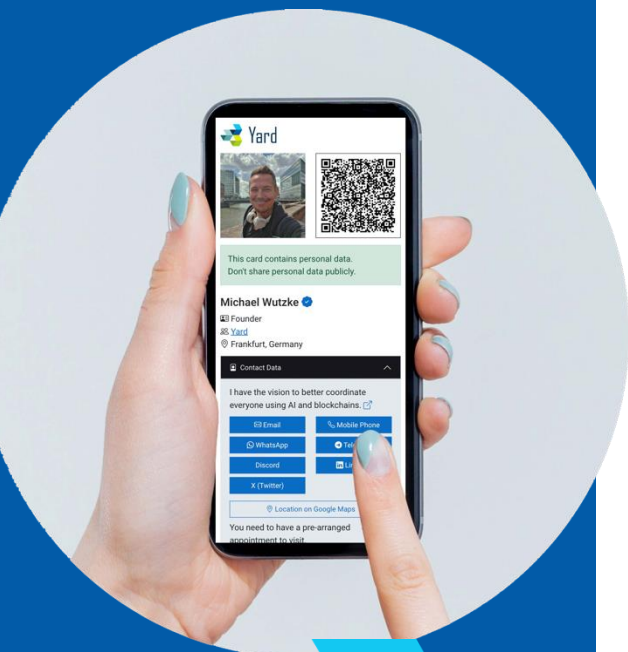
# Interacting with existing contacts is often challenging

Overall, the complexity of communication is rising for most people.



It's getting harder to focus on relevant events, relevant people, relevant things to follow. Many people are flooded with information.

# Yard Cards: Control your information and connections



Yard Cards are digital communication cards using your communication channels of choice. By using your card, you can easily connect with others, send information immediately, follow-up later, or optionally receive alerts.

Yard Cards will be an easy way to exchange your identities online or in real life, know when and how you connected with others, and they can preserve your privacy. Users will be able to even create pseudonymous cards hiding their real identity and even stay anonymous during an event, depending on the specific use case of the card. Users will be able to get Premium Yard Cards which come with customization options concerning their design and functionality.

Yard Cards are in beta mode and not yet publicly available. [Subscribe to Yard news](#) to get informed when we launch them.

More details: <https://www.yard.global/products/cards/>

# The plan: Connecting event calendars with each other

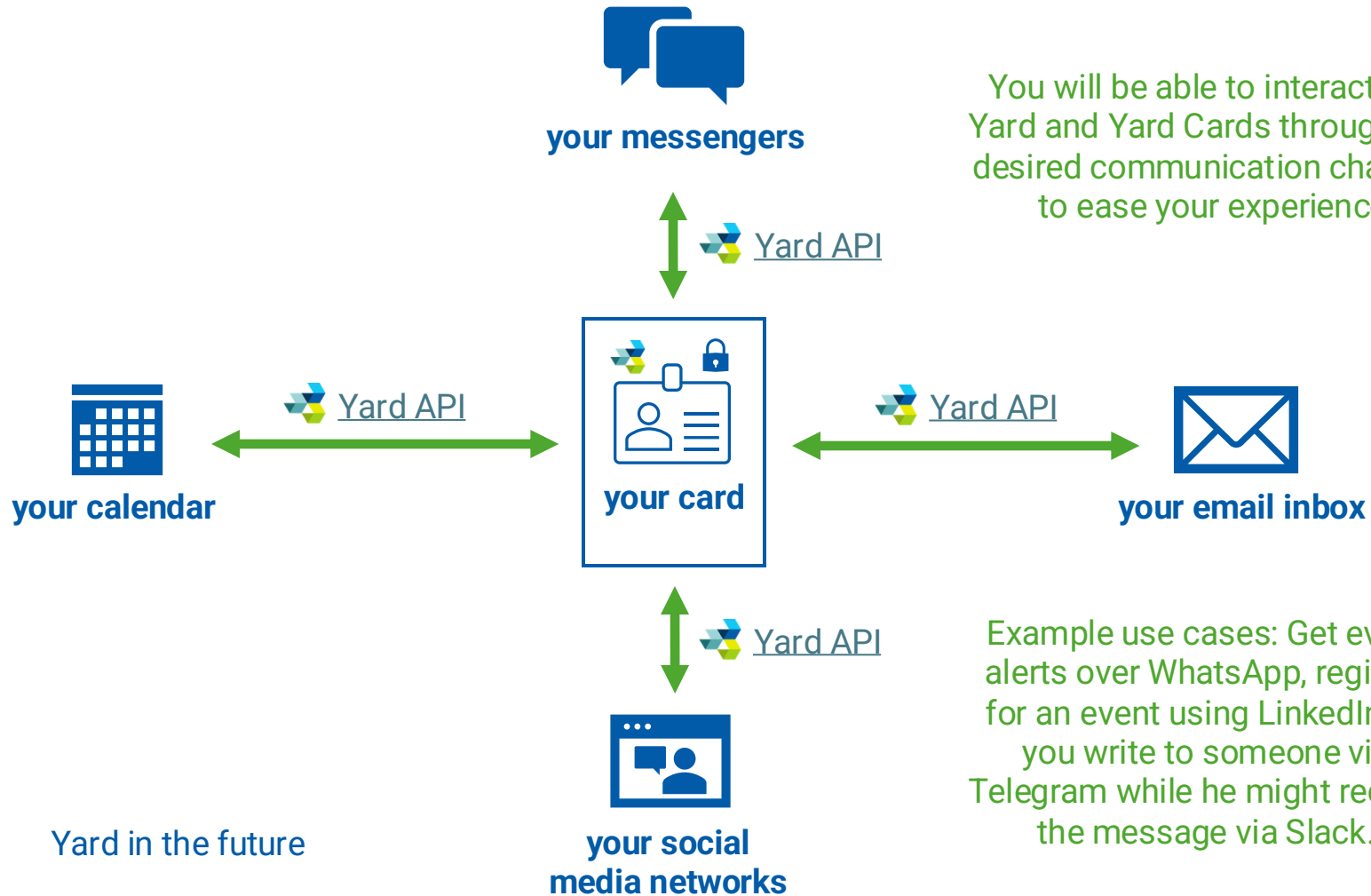
Users will be able to discover events from all connected calendars and register for events they have otherwise not found before.



Yard in the future



# You can connect the Yard API to your communication channels



You will be able to interact with Yard and Yard Cards through your desired communication channels to ease your experience.

Example use cases: Get event alerts over WhatsApp, register for an event using LinkedIn, or you write to someone via Telegram while he might receive the message via Slack.

Yard in the future



Yard in the future



Jochen Biedermann  
Finance Expert



Michael Wellenbeck  
Finance Expert



Michael Wutzke  
Web3 Enthusiast



To become a partner of Yard, write to: [team@yard.global](mailto:team@yard.global)



**Do you want to offer a constant flow of current events to your audience?**

Get a **Yard Calendar** now:

<https://www.yard.global/products/calendar/>

