

UFI ICT Award 2008: Best web applications for visitors Personalised Online Ticket Ordering for EXPO REAL

1. Objectives

What were the internet-related objectives with regards to your visitors?



Increase in online ticket bookings:

The aim was to increase the amount of online ticket orders from the previous year in comparison to on the door bookings at EXPO REAL 2007, in order to reduce queuing times at the visitor entrance. Entrance with an online ticket only takes a few seconds. In contrast, ticket purchasing on the day takes several minutes.

At EXPO REAL 2006, 21,000 visitors attended the show, two thirds of which booked online. This proportion should grow further.

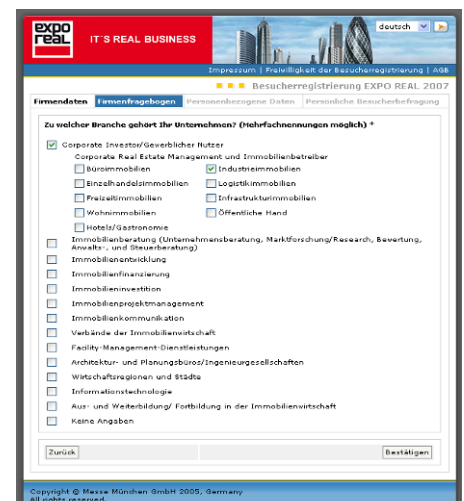
Which added value services did you want to offer them?

- **Quick trade fair access:** Visitors should benefit from noticeably shorter queuing times on entering the trade fair.
- **Ticket booking at ease:** The online ticket booking service is the simplest and most efficient process possible for visitors and their registration details are stored for future reference.
- **Price advantage:** Customers who book their ticket online will receive a discount on the on the door ticket price. EXPO REAL entrance tickets cost 315 Euros (3 day ticket) in 2007, with the reduced online advance sale price at 275 Euros.
- **Information advantage:** In order to best prepare for their trade fair visit, customers regularly receive the latest information about EXPO REAL before the show has even started.
- **Online Networking Platform:** To facilitate organisation of meetings and to make contacts before the show, the online participant database on www.exporeal.net is at the disposal of EXPO REAL participants (visitors and exhibitors). This participant database enables you to search for colleagues according to theme, country and name and you can arrange appointments with your contacts on exporeal.net in the run-up to the show.

Which existing online services did you want to improve? Why?

Simplification of the online ticket booking service:

In order to increase the number of online ticket sales, in addition to the existing savings that have been in operation for several years, a further incentive had to be introduced - one which saves more than money. In this context we added the comfort factor so to speak: the simplification of the ticket booking service.



EXPO REAL IT'S REAL BUSINESS

Impressum | Privatsphäre der Besucherregistrierung | AGB

5 Besucherregistrierung EXPO REAL 2007

Firmendaten Firmenfragebogen Personenbezogene Daten Persönliche Besucherbefragung

Zu welcher Branche gehört ihr Unternehmen? (Hochfachnennungen möglich) *

Corporate Investor/Gewerblicher Nutzer

Corporate Real Estate Management und Immobilienbetreiber

Baugewerbe Industriemobilien

Einzelhandelsimmobilien Logistikimmobilien

Freizeitimmobilien Infrastrukturimmobilien

Wohnimmobilien Öffentliche Hand

Hotels/Gastronomie

Immobilienberatung (Unternehmensberatung, Marktforschung/Research, Bewertung, Anwalt- und Steuerberatung)

Immobilienentwicklung

Immobilienfinanzierung

Immobilieninvestition

Immobilienprojektmanagement

Immobilienkommunikation

Verbände der Immobilienwirtschaft

Facility Management Dienstleistungen

Architektur- und Planungsbüros/Ingenieurgesellschaften

Wirtschaftsprüfern und Städte

Informationstechnologie

Aus- und Weiterbildung/ Fortbildung in der Immobilienwirtschaft

Keine Angaben

Zurück Bestätigen

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- More comfortable booking for visitors – because up to now the filling out of visitor ticket booking forms took a few minutes time – instead of a few seconds.
- More comfortable access to the trade fair – because with online tickets the visitor service could be more efficient in the entrances – and therefore much faster.
- More comfortable planning for the organiser – because making arrangements on the basis of online bookings in advance of the show facilitates capacity planning for personnel, catering etc.

2. Actions

What kind of online solution did you specifically create for your visitors?

Implementation of a personalised ticket booking service:


Up to now, EXPO REAL visitors had to register themselves and enter their details again and again each year when ordering tickets. With the implementation of a personalised online ticket booking link we wanted to make it possible for our customers to be able to access their existing details and, as a result, book their ticket more efficiently than ever before. This facilitates the online booking service and is a good opportunity to continually promote this new way of online booking.

Neue Online-Services zur EXPO REAL.

Sehr geehrte Frau Heiss,

die EXPO REAL wächst auch im Jahr 2007 weiter. Um für Sie die Planung Ihres Messebesuch noch komfortabler zu gestalten haben wir unsere Online-Services ebenfalls umfassend erweitert. Der erste Schritt ist die mit Ihren vorliegenden Daten bereits ausgefüllte Online-Ticketbuchung.

Nutzen Sie, sehr geehrte Frau Heiss, Ihren hier rechts bereitgestellten persönlichen Link zur Vorzugsregistrierung und registrieren Sie sich und Ihre Kollegen mit wenigen Klicks für Ihr EXPO REAL-Ticket oder e-Gast-Ticket. Wir freuen uns, Sie zur EXPO REAL 2007 willkommen zu heißen.



Es grüßt Sie herzlich aus München, Ihre

Claudia Boymanns

Claudia Boymanns
Projektleiterin EXPO REAL

Jetzt Ticket buchen oder E-Gast-Ticket einlösen.
Mit der Vorzugs-Registrierung - hier!

Online-Registrierung.

Alle Vorteile auf einen Blick!

Mit Ihrer persönlichen Vorzugs-Registrierung profitieren Sie von folgenden Vorteilen:

1. Über den Link in dieser E-Mail ist die Online-Registrierung besonders komfortabel, denn das Registrierungsformular ist bereits mit Ihren vorliegenden Daten ausgefüllt.
2. Mit Ihrem Ticket-Voucher haben Sie keine Wartezeiten beim Betreten des Messegeländes. Außerdem können Sie die öffentlichen Münchner Verkehrsmittel zur Anfahrt aufs Messegelände kostenfrei nutzen.
3. Sie zahlen für das Dauer-Ticket nur 275 Euro und sparen bei Online-Buchung bis 7. Oktober 2007 40 Euro gegenüber dem regulären Preis.
4. Auf Wunsch können Sie sich kostenfrei ins elektronische Teilnehmerverzeichnis eintragen lassen.
5. Auch für weitere Kollegen können Sie hier Tickets buchen oder e-Gast-Tickets einlösen.

What measures did you take to reach these objectives?

Marketing of personalised ticket booking service via e-mail newsletter:

The EXPO REAL e-mail newsletter, with around 30,000 subscribers, has a sufficiently high number of recipients and was consequently the ideal instrument for the active marketing of the new personalised online ticket booking service.

A personalised newsletter is sent out in 6 languages in Multipart Format (html or text) to domestic and overseas subscribers. This is sent ten times in the run-up to the show at shorter and shorter intervals – from initially monthly to weekly closer to the time of the show. In order to guarantee an up-to-date database, the details of the recipients including ticket booking

information are transmitted by a specially programmed interface. A personalised link was developed, which enables recipients to access all existing ticket booking details at ease.

For subscribers, the personalised online ticket booking is particularly easy: the receiver clicks on his/her personal ticket order link in the e-mail newsletter, on which his/her details stored by Messe München can be accessed on the ticket booking form. Then, it is only necessary to check and confirm the details on this form instead of filling in the form. Visitors who already have a ticket will no longer receive a ticket order prompt, nor will they receive a ticket booking link, only useful information on the show.

Additionally, the advance online ticket sale price is still offered at around a 20% cheaper rate.

At the same time, the content and structure of the newsletter was further improved according to visitor requirements. Particular importance was also placed on the carrying out of privacy policies, e.g. newsletter subscriptions are effected on a Double Opt In and every newsletter contains a link to unsubscribe.

Additionally, further online services have been added to online booking:

- Customers who have been invited to visit the fair by exhibitors with guest tickets can also redeem their guest tickets using their personalised link.
- On request, visitors can guarantee their entry in the online participant database when they order their ticket online. This is made possible for visitors before the start of the show, to establish business contacts and to arrange meetings in advance and to best plan for their visit.
- An online visa service is available for those visitors from countries that require a visa to enter into Germany. Visitors who already have a ticket can generate an invitation letter for the trade fair by using this service.

Were your online services outsourced or developed in-house?

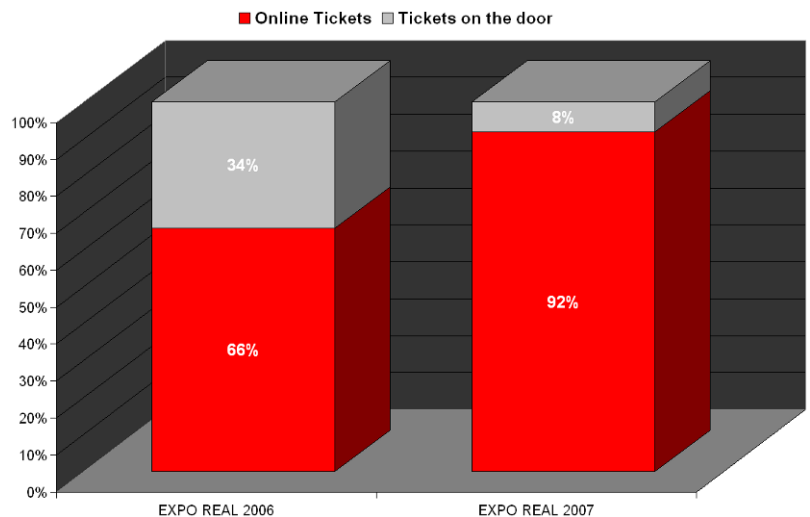
The idea was developed by the Marketing & Communication department in close co-operation with the Project Management and IT teams. Implementation and distribution were passed on to external services providers. Furthermore, programming of personalised links and any database adjustments required for this took place with an external service provider.

3. Results:

Were your objectives reached?

The objective to increase the online ticket bookings was more than fulfilled: The proportion increased from 66% (2006) to 92% (2007) on the day before the show began. Over a half of the visitors who received the newsletter had ordered their tickets using the newsletter link.

Due to its huge success, the newsletter was developed further in 2008. Online bookings are also currently running very smoothly.



What were the benefits for your visitors?

The online ticket service has several benefits:

- The personalised online ticket ordering is comfortable and time saving.
- No queues on entering the fair: the online ticket has a barcode, which is scanned at the entrance and the visitor ticket print-out is automatically activated. This procedure only takes a few seconds. As nearly all visitors booked online, there were also no queues at the cash desks for those visitors who chose to purchase tickets on the door.

- Those who have purchased their tickets online are able to contact other online visitors and arrange meetings (B2B Matchmaking) before the start of the show.
- 20% reduction with advance online bookings.
- Online tickets provide you with free use of public transport.

Did you increase your revenue?

The revenue from visitor tickets in 2007 was higher than that of 2006. 13% more visitors attended EXPO REAL in 2007 than in 2006.

What were the quantitative and/or qualitative effects on your exhibition activity?



- No queues on entering the fair.
- The transaction volume of EXPO REAL shifted to the internet. In this way, expenses for registration and back office were reduced.
- Further offerings on online visitor services came along with this shift to online booking.
- Better planning of the event with advance online bookings, so that capacities for entrances, cash desks, service arrangements etc can be better organised.
- When booking with existing details, the database can be improved and the number of duplicates are significantly reduced. By utilising existing details, an improved visitor history can be established.
- As the newsletter is sent out in 6 languages and is advertised worldwide, more overseas visitors can be gained and the internationality of the show is further enhanced.

Entry to **UFI ICT Award 2008**
"Best web applications for visitors"

by

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