

evisit – Jaarbeurs Utrecht together with Amgate

Objectives of the "UFI ICT Award" competition

- To reward the best exhibition industry initiatives connected to ICT as they are related to the current competition theme.
- To give exhibition professionals the opportunity to exchange interesting and innovative ideas, concepts, techniques and knowledge to related ICT issues.
- To honor those in the exhibition industry who have successfully implemented creative and results-oriented initiatives.

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Why evisit?

When it comes to drawing people to an exhibition or event, there is more to it than just determining customer profiles, inviting people or onsite client registration. In the past, an organizer was forced to work with different companies specialized in one of the organizers many demands.

Our goal is to get closer to our clients: to make them more successful and to do some of the heavy lifting required to make their event a success. That is why we have developed evisit. Evisit is the total package that meets all the client's demands, provided by one single professional partner, Jaarbeurs Utrecht.

Evisit makes every encounter a succes!

Jaarbeurs Utrecht formulated the following objectives:

1. Enable organizers to maximize ROI by creating a web based, wireless and realtime Turn-Key CRM solution.
2. Enable organizers to directly control the entire MarCom and visitor logistical process.

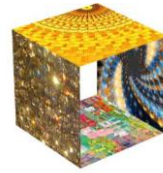
What is evisit?

Evisit is a CRM application integrated into the exhibition logistical systems. The basis of the system is the rich visitor profile that is stored in a unique visitor barcode. *However, evisit is more...*



Watch the UFI Jury presentation video
www.evisit.nl/ufi-award

Both exhibition facility and organizer *and* exhibitor and visitor can read the barcode with wireless scanners (without the physical constraints of, for example, electric wiring or the added cost of furniture, etc.), thus enabling insight into the visitor profile. Furthermore, the visitor profile is enriched during the event with actions and behaviour. The visitor profiles can be accessed in realtime; allowing visitor movements and insights during the event. One could compare evisit to a flight control centre for organizers and exhibitors to monitor and act on visitor actions and preferences.



Added value services

The true innovation of evisit lies in the added value facilities:

1. Evisit is a central application that is used by all participants (exhibition facility/organizer/ exhibitor/visitor) simultaneously, based on visitor profiles and fully scalable to an indefinite number of registrations. The application is fully web based allowing accessibility from any location at any given time.
2. Evisit supports full wireless connectivity to all other systems: entry scanners, badge printers, support desks, exhibitor scanners, exhibitor laptops, etc. All information gathered by scanning is directly stored and accessible. For example, this allows an exhibitor to view the visitor population at a specific time and specific location within the exhibition.
3. Being connected to the evisit communication platform allows communication to specific visitors (based on profiles) by e-mail, voice-mail and text messaging (SMS). An exhibitor can enable an alert function to inform him that a specific customer has been registered at the entrance of the exhibition. Evisit also allows an exhibitor to send out last minute invitations to their customers via SMS to a demonstration of a specific product – thus actively enhancing their customer visits.
4. Evisit is developed on an open platform to which other applications can be added and is therefore also easily implemented in any exhibition location. All the location needs to have is wireless connection facilities.
5. Evisit's online ticketing tool provides both organizer and exhibitor with their own dashboard (or cockpit) within the application, allowing management of ticketing on any website of choice and with complete monitoring of results of marketing activity. This offers them a real-time insight into the number of registrations, the profiles of visitors and the source of the registrations. This allows an organizer to exactly know how registrations are going and to simply step up promotional activity if needed.
6. Each exhibitor has access to their own CRM database within evisit portraying all customer profiles and activities.

An overview of the functionalities (see appendix)

Actions

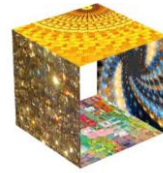
One of the main challenges in developing evisit was to create an easy-to-use integrated system that easily connects organizers, exhibitors and visitors; both online and on-site.

Another challenge that we had to meet was the creation of an application that could support a tremendous amount of data traffic, preferably in a wireless network environment. Furthermore we had to take into account that if the wireless connection should fail, data could still be processed onsite and stored online as soon possible. We asked an external party to develop an application that would meet our demands, and Amgate (www.amgate.com) rose to the occasion by developing an application that did just that.

Results

evisit has met the objectives of Jaarbeurs Utrecht more than well. The main benefit is that evisit turned out to not only offer all needed functionality, but also at a fraction of the cost that would be needed to offer the same solution with combining current different systems.

For organizers evisit has proven its worth in the pre-event management and marketing; the real-time insights into visitor numbers and profiles allowed them to initiate new marketing and promotional activities directly from the platform and gain direct insights into the results. With this facility the organizers were able to maximize visitor numbers and revenue.



For exhibitors the wireless scanning possibilities allowed direct follow-up of visitor contacts and the possibility to step up efforts during the event based on the monitoring of the visitor profiles present at specific moments. Furthermore, due to the web-based facilities, the moment the event ended, they directly had all information of customer profiles available and could take action the following day.

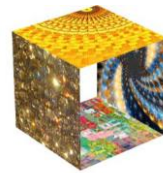
References

With 2009's ZOOM.experience, Jaarbeurs Utrecht's first foray into online registration was deemed a unanimous success by all parties involved. In just two days the ZOOM.experience welcomed over 14.000 visitors, most of whom had registered online at an evisit enhanced website. Thanks to evisit, the organization was offered real-time insight into their visitor statistics before, during and after the event. It was such a success that ZOOM.experience will be working with evisit again in 2010.



http://www.youtube.com/watch?v=DYN3QSk_bvc

As recently as march 2010, Beleef Koffie - a new exhibition on the market – will be the second organizer to use evisit. The first newsletters have been sent out to their clients, and the first visitors have already registered online. We believe Beleef Koffie will be as much a success as ZOOM.experience, if not even more so.



Tools Jaarbeurs Utrecht

- Enter organizations + employee
- create and email passwords
- Define events (start, stop, name)
- more...

Pre event tools:

Ticket definitions

- Create online tickets
- 'Connect' onsite tickets
- Complete online checkout (payment online)
- Define question lists (visitor profiling)
- Define ticket layout (pdf)
- Create unlimited order forms (=ticket + profile questions)
- Monitor online en onsite orders (real-time in numbers, money and per url / action)
(Productivity)
- more...

Communication functions

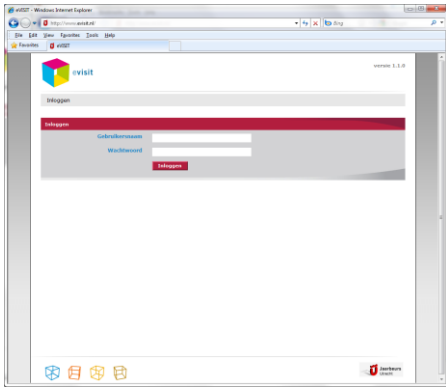
- Upload exhibitors + generate password
- Upload relations organizer
- Extensive selection options on profiles for (re)invitation **(Marketing + targeting)**
- For exhibitor: email function together with a link to registration form and payment module **(Cross-selling)**
- For organizer: email function together with a link to registration form and payment module
- more...

During the event tools

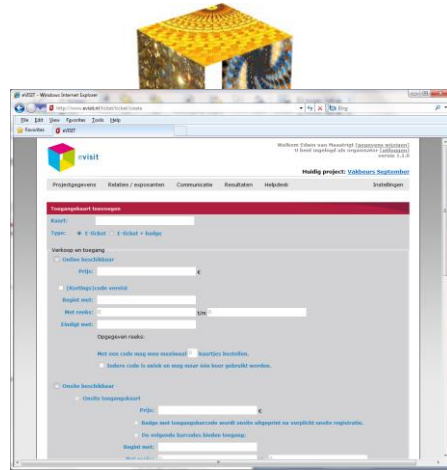
- Access registration (wireless scanners, real-time)
- Batch printing onsite
- Badge scanning for exhibitor
- Statistics for organizer en exhibitor (real-time access evisit and see statistic info)
- Support desk functions (online / wireless) **(Services + support)**
- Exit survey functionality (survey on PDA)
- more

After the event

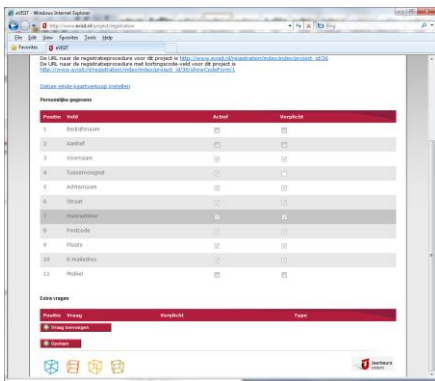
- All results (realtime) online (statistics + money) **(Profiling)**
- Extensive selection functionality with communicate after an event (email, SMS messages, voice messages)
- Complete survey for conducting surveys after an event
- more...



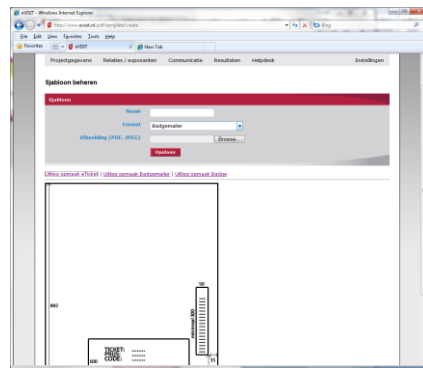
Central login www.evisit.nl



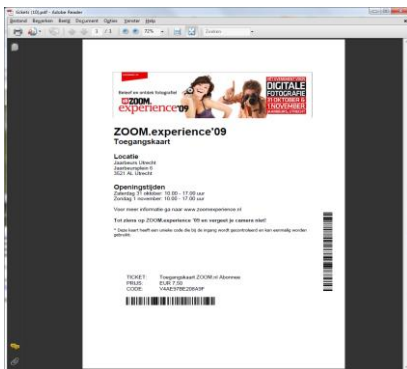
Create tickets (description+prices)



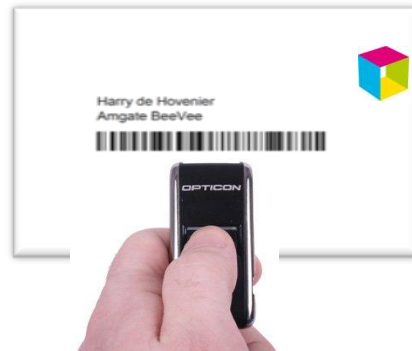
Define visitor profiles



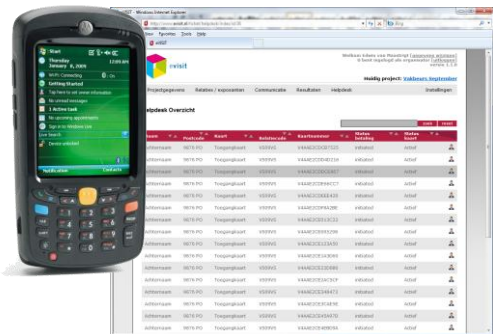
Define ticket layout



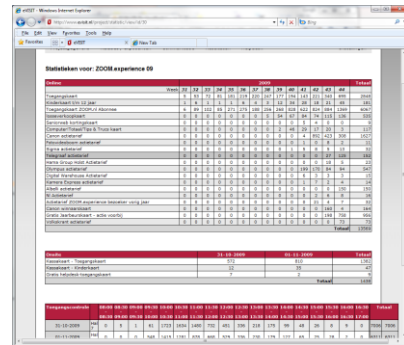
Sent acces tickets in PDF



Badge scanning



Acces registration + Supportdesk Tools



event results (realtime)