

What do we mean by match making?

- Using deep knowledge of participants' (attendees and exhibitors) *individual identity, behaviours and needs*
- Provide *each of them* with *relevant matches* enabled by *search, browsing and recommendations*
- *Actively facilitate mutually useful contact* (through meetings, emails, calls, mobile apps etc.) *before, during and after the events*

What Is the JCK Match Value Proposition?

JCK Match provides a customized and effective way of bringing together buyers and sellers who share common product interests during JCK Las Vegas.

Through our trusted matching service, JCK simplifies your search and accelerates your business outcomes by putting you in contact with people and products that matter most to your business as part of your overall JCK Experience.

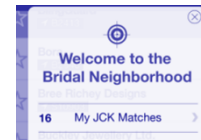
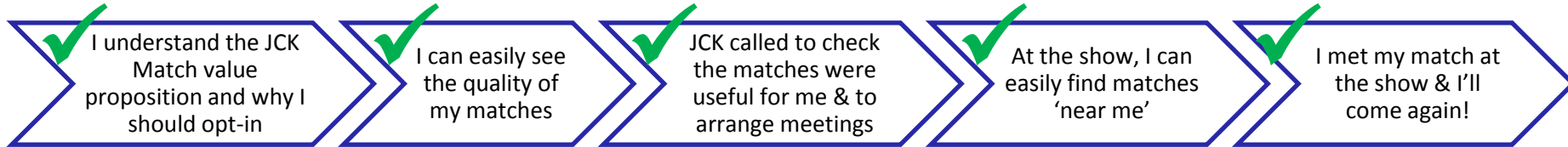
JCK Match - Pilot objectives

- Build customers trust that when they share their information, we will *act in their best interests* and *provide value to them*
- Use every touch point with a customer as an opportunity to *enrich, validate and update our knowledge* of that customer
- ROI – Help exhibitors find new leads and develop relationships with buyers that are new to their business
- Customer Service - Facilitate setting at show appointments by working with the Customer Success Team to put buyers in touch with exhibitors
- With over 2,500 exhibitors at JCK, we're helping buyers find exhibitors who have products and/or services that they're looking for and making the show feel *more personalized and less overwhelming*



JCK Match 2015 – Customer Experience

Buyer's perspective:



Registration improvements

Clear Match value proposition in registration to **drive awareness and opt-in**.

Justification provided on why information is required and how the **buyer controls their privacy**.

Buyer is in control of their data

Live preview of recommendations during registration.

Exhibitors that match the buyer's preferences are displayed with a **rationale** and **'Match strength'**.

Buyers **actively select exhibitors** to add to show plan.

Active Matchmaking

Buyer concierge calls buyers to **drive Match awareness** and gather **feedback on how useful the matches are**.

Offers to make personal introductions to exhibitors.

Mobile geo-location at show

Mobile app **notifies buyers of matches** as they enter Neighborhoods.

Buyers can find matches **'Near Me'**.

Exhibitor lead retrieval

JCK provides **complimentary lead retrieval** to exhibitors to track booth meetings and **track real-world value of Match**.



JCK Match, Supporting Technology & Insight

JCK 2015 delivered:

1. A custom **filtering algorithm** matched attendees and exhibitors based on their specific buying/selling needs. Algorithm delivered matches **in real-time to 24k attendees** during registration
2. **Altered registration** to ensure we captured consistent data from attendees and exhibitors . Data captured from two separate registration processes (CSI for Attendee & MYS for Exhibitor).
3. **Data integration between CSI, MYS & Sherpa** enabled JCK to present the attendee with a populated show planner at the end of registration on desktop & mobile app
4. **Recruited a telemarketing team** to deliver matches to customers as part of our pro-active matchmaking ‘concierge’ service
5. A custom **QlikView dashboard** enabled the telemarketing team to respond to new or changed buying needs with fresh matches while in dialogue on the phone
6. A **custom survey tool** enabled the telemarketing team to gather customer feedback on the usefulness of the proposed matches
7. Matches also delivered to attendees in **badge confirmation emails** and in the **show planner** and **mobile app**
8. Provided **complimentary lead retrieval** units, education and service to exhibitors to track matched visits
9. **At show iBeacon & wifi geo-location connected to the mobile app** enabled provision of real-time ‘matches near you’
10. **Data scientist resource** delivered ongoing analysis to the JCK team to make data-driven decisions, enhance the customer offer throughout the show lifecycle and inform development of future matchmaking services globally across Reed Exhibitions
 - Techniques included **predictive modelling, data visualization, customer profiling & segmentation**
 - Called on resource from RXNA Data & Customer Insight teams, **Reed Elsevier’s** Customer Analytics, and external partners inc. **Deloitte**
 - Tools used included **SAS** and open source tools (e.g. **KNIME, R**)



Attendees interact with Recommendations at 4 Key Digital Touchpoints

During Registration

TEST OUT LEO

These exhibitors match what you told us about your business and goals for the show. By enrolling in the JCK Match service we can accelerate your business outcomes at the show by putting you in contact with people and products that matter most to your business.

Match Strength

Matched Exhibitors

Buyer actively selects matched exhibitors to add to their Show Planner

Not the matches you were expecting?

BACK CANCEL CONTINUE

In their Show Planner

JCK LAS VEGAS SHOW INFO FOR BUYERS FOR EXHIBITORS EDUCATION & EVENTS TRAVEL

Search Exhibitors My JCK Show Planner Featured Exhibitors Product Category Search Featured Pavilions

LEO's Account

Matched exhibitors that the buyer actively chose to add to their Show Planner during Registration

Find Additional Exhibitors

Saved Exhibitors (9)

Exhibitor Name	Booth(s)	Visited	More Options
SEB Creative Inc.	LL1311		Actions
Margolis	S 10001E		Actions
Larkspur & Hawk	LUXEE11		Actions
Krizant	S 12311		Actions
Jewelry Innovations Inc	S 12249		Actions
Hakman	S 12411		Actions
Fara	LUX1417		Actions
Diana Gems Inc JS&J Diamond Corp.	S 10425		Actions
Americas Gold	82453		Actions

Registration Confirmation Email

JCK LAS VEGAS MAY 29 - JUNE 1, 2015

REGISTRATION CONFIRMATION

LEVIN

REGISTRATION CONFIRMATION

Dear LEMMY TEST OUT:

Thank you for registering to attend JCK Las Vegas 2015 - we're thrilled you'll be joining us! Please take a moment to review your registration details below.

YOUR PERSONAL JCK MATCH EXHIBITOR RECOMMENDATIONS

Below are your JCK Matches - based on the information you've provided about your product interest at this year's show.

Your JCK Matches - links to Showroom profile

There's a chance these matches came from... Not the matches you were expecting? Want more matches? Our team is happy to help, please give us a call at (800) 251-JCK or email us at info@jck.com

Show Planning promo

REGISTRATION SUMMARY:

QTY	DESCRIPTION	PRICE	BUYER RETAILER	LEMMY TEST	\$0.00	\$0.00
TOTAL 1	QTY					
	Total Amount	\$0.00				
	Total Paid	\$0.00				
	Balance Due	\$0.00				

What Happens Now?

We'll be following up with you shortly to help you plan your experience based on what you've told us is most important to your business.

We suggest today, that you review our hotel options and confirm your hotel reservation. We've partnered with MGM Resorts International to provide a variety of hotel options at excellent rates for JCK attendees.

If you have any questions please do not hesitate to contact our team at (800) 251-3626 or info@jck.com

Best regards,

Yancy R. Weisbach

Yancy Weisbach
Senior Vice President, JCK Events

Your badge allows you access to:

LUXURY AGTA JCK America's Match

May 29 - June 1, 2015 May 29 - June 1, 2015 May 29 - June 1, 2015 May 29 - June 1, 2015

For up to the minute information & tips, visit www.jckonline.com/news

FOLLOW JCK

In Mobile App

Exhibitors

Welcome to the Bridal Neighborhood

16 My JCK Matches

07 My Shortlist

Notification of "matches near me" via geo location

Charles & Colvard

CitiJewels Corp.

Home Index My Show Near Me Agenda Maps Search



JCK Qlikview Dashboard

- The JCK Match Dashboard was created for internal use- for the Buyer Concierge's to refine a long list of potential matches and review with customers over the phone.
- 57% of those reached by a Buyer Concierge rated their matches "good"/"very good"



1. Find Attendee

1 attendees

First Name	Last Name	Attendee Company
Joan	Gottfried	A Second Time
Aakash	Feinstein	4j Jewelers
Aamen	Schlesinger	24 Karat Rose & Loyalt
Aaron	Aaqib	24 Krt Inc
Aashna	Abagat	580 World Diamond To
Abdel	Abarca, Jr	A-premier Imports Inc

2. Refine Exhibitor Matches

Exhibitor's Country	State	Exhibitor Company	Exhibitor Products of Interest to Attendee
Canada	AL	AAB Co., Limited	Necklaces < \$501-\$2500
China	Other	ALMAZ-HOLDING	Pendants < \$501-\$2500
Germany	AZ	ASTRA	
Hong Kong (China)	CA	Empresa Plat - Mex, S.A	
India	CO	Garavelli Aldo srl	
Italy	CT	Green G.	
Lebanon	FL	Jewel Tech Internation	
Mexico	GA	KURTULAN	

3. Review prioritised exhibitor matches

19 matching exhibitor profiles

Click on 'XL' to open the table as an Excel spreadsheet

Exhibitor Company	New to Show?	Exhibitor's Country	# Attendee Products	# Exhibitor Products	# in Common	Distance	Match Strength
AAB Co., Limited	No	China	6	9	4		0.0
Touchstone Fine Jewellery	No	India	6	11	4		0.0
Thien PO Limited	No	Thailand	6	11	3		0.0
ASTRA	No	New Zealand	6	16	4		0.0

Attendee's Selected Products (matches highlighted)
Attendee's Products
Necklaces < \$501-\$2500
Pendants < \$501-\$2500
DiamondLooseStones < \$501-\$2500
EarringJewelry < \$501-\$2500



Key Metrics & Results of Matchmaking Program

EXPOSURE

- **10k registrants** saw their own recommendations during registration (of 15k total self-reg)
- **20k registrants** received recommendations via email (~670k recommendations delivered)
- **Badge Confirmation email** sent 1 week pre-show

VALUE

- **Estimated ~2,000 meetings at show driven by Match:**
- **7.5% attendees** (1.8k) and **~20% exhibitors** (560) affected
- **42k** online exhibitor leads, **217k** online exhibitor showroom views

MOBILE STATS

Key features supporting Match:

- **Wayfinding**
 - **Notifications of matches** as the buyer enters Neighbourhoods
 - Buyers can find matches **'Near Me'**

Results:

- **21%** attendees downloaded the app (5,109 downloads -1,329 Android, 3,780 iOS)
- **13%** attendees logged in to the app (3,025 users)
- **7%** attendees viewed a list of their JCK Match recommendations in the app (1,632 users)

OUTCOMES

- Attendees who have been matched with a given exhibitor are **more than twice as likely as other attendees** to have their badge scanned by that exhibitor at the show
- Those that engaged with their Recommendations reported stronger satisfaction, loyalty and NPS scores than those that did not review their recommendations
- Delivering recos/matches can **influence customer experience** in a positive way (but must be "good" recos)
- **Transparency during registration** can help add value and build trust
 - Tell customers how their data will be used to ensure higher quality and quantity of data

SHOW PLANNER STATS

- **55%** attendees used the Show Plan at least once, online or mobile (13,184 attendees)
- **18%** attendees used the Show Plan twice or more, online or mobile (4,381 attendees)

ATTENDEE RECOMMENDATIONS STATS

- **47%** attendees opted-in to the JCK Match service (soft opt-in during reg; 11,201 attendees)
- **10%** of sampled attendees **actively** chose to add 1 or more recommendations to their Show Plan in registration
- **67%** of respondents strongly agreed/agreed that their recommendations added value to their show experience.