



The UFI Report on Best Practices in Digital Innovation

www.ufi.org/diginn

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INTRODUCTION

When it comes to Digital, our industry has not been one of the “early adopters”. For years it has seemed to be extremely hard to bring together the exhibition world - that lives on trust and face to face momentum - with the high pace world of digital where information is posted and consumed in seconds.

However, times are changing and many of us have executed successful projects that demonstrate that trade shows and digital do not exist in competition with each other. It is in fact the opposite: digital workflows and usability that are embedded in the right way can push the quality of events and increase the ROI of our customers.

The UFI Report of Best Practices in Digital Innovation plays an unmissable role in setting the digital standards of our industry by sharing the great work done in this field and in this way helps the industry to improve our events. Digital Innovation as a topic will not disappear and it is not something that we can afford to stop thinking about. Digital Innovation is an always returning task to match the needs of our exhibitors and visitors.

UFI serves this task perfectly by gathering best practice cases and putting these cases in a form that can be easily distributed to the exhibition industry.

I want to say thank you to all companies who submitted their best practice cases to this report and I want to thank even more all colleagues working on digital innovation in these companies. Your work is very often pioneering what might become normal for the next generation but what is essential for us today.



Matthias Tesi Baur

Chairman of the UFI Digital Innovation Committee

2008 BEST WEB APPLICATIONS FOR VISITORS

COMPETITION RESULTS

1 Winner

VNU EXHIBITIONS EUROPE

2 Finalists

FIERA MILANO

MESSE MÜNCHEN GMBH

OVERVIEW

In 2008 the ICT award category was for: the best web application for visitors - to address the best method of improving visitor experience and numbers at events.

The best web application for visitors is a competition created to promote and reward a company who has delivered the best application to improve existing online services and to add value to the user experience.

THEME

The recipients highlighted their best efforts to offer added value to all stakeholders involved in trade shows (visitors/, exhibitors, organisers/ fairground) and to ensure that the tradeshow experience is as effective as it can be via an online solution that has brought significant value to the visitors before, during or after an exhibition. The solution must have been successfully implemented and evaluated by an organiser and be based on both quantitative and qualitative results.

OBJECTIVES

- What were the internet-related objectives with regards to your visitors?
- Which added value services did you want to offer them?
- Which existing online services did you want to improve? Why?

ACTIONS

- What measures did you take to reach these objectives?
- What kind of online solution did you specifically create for your visitors?
- Were your online services outsourced or developed in-house?

RESULTS

- Were your objectives reached?
- What were the benefits for your visitors?
- Did you increase your revenue?
- What were the quantitative and/or qualitative effects on your exhibition activity?

OVERVIEW

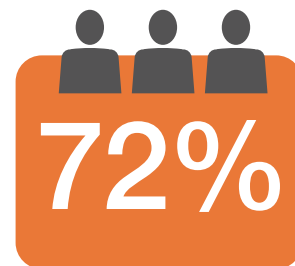
The Exporoute was developed as a mechanism to increase engagement and tailor a personalised itinerary and qualify leads to a visitor even before the exhibition commences.

The Exporoute works as follows:

- 1) Exhibitors are asked to fill in their enhanced company profile with the products, services and solutions that they are specialized in. They can upload cases, whitepapers and press information. This process starts about 3-4 months before the show.
- 2) During pre-registration for visitors, visitors have to answer specific questions about their needs for and interest in products and services, their potential budget and their specific request for information.
- 3) As soon as the visitor finishes pre-registration, they receive a short list of exhibitors that match the demand for products and services and it shows a list of cases and whitepapers that match visitors needs and interests.
- 4) Visitors can download these documents and can click through to the Exporoute site where they can make a personalized plan for an effective day at the show.
- 5) In the weeks following pre-registration, the visitor is contacted by email several times to update him/her about the changes in cases and whitepapers.
- 6) After the show, the visitor can continue downloading the relevant content and can therefore still be contacted by exhibitors. Even the visitors that haven't actually visited the show can still become a lead afterwards

OBJECTIVES

- The visitor will have a personalized trade show visiting plan which will enable them to manage their stay more efficiently.
- The visitors will be more committed to the show.
- Visitors with specific interests can make appointments on the show floor.
- Visitors and non attendees can continue downloading cases and whitepapers. Thereby interaction between visitors and exhibitors is prolonged even after the show.



of pre registered
professionals
visited the Exporoute



Each exhibitor received
over 25 qualified leads
prior to the actual event

ACTIONS

Several actions were taken in the process of achieving this new successful formula.

- A partnership with Marqit was instigated. This company specializes in online decision support tools for IT professionals.
- Marvel, the registration company, linked the registration module via a SOAP / XML webservice to the Marqit application.
- The more comprehensive the exhibitor profiles the better the match to visitors needs.
- Exhibitors were informed by emailings and invited to a kick-off meeting, which was especially held for all exhibitors a few months before the show. Finally all exhibitors were followed up by telephone.

RESULTS

The first pilot of the Exporoute, was held during Infosecurity.be and Storage Expo Belgium in March 2008.

- The total number of pre-registrations was 5099 of whom 3324 actually visited the shows.
- More than 72% of all the pre-registered professionals visited the Exporoute.
- 26% of all the visitors of the show visited the Exporoute 2 times or more.
- More than 500 downloads (cases and whitepapers) were made.

- One fifth of the total number of exhibitors actively uploaded whitepapers and case studies.
- On average each exhibitor thus received over 25 qualified leads prior to the actual event.

RESULTS FOR VNU EXHIBITIONS:

- The no-show numbers have decreased against a rising trend for the first time since the show's start in 2002.
- Statistics show that the pre registered visitors that actively participated in the Exporoute were much more likely to attend the show. Against an attendance rate of 54% overall, the active users reached almost 70%.

A full copy of this entry is available by clicking here



OVERVIEW

Expopage is a company that caters mainly for tradeshows in Milan, offering web-based services since 2002.

By the end of 2006, visitors of Milan tradeshows were able to consult the online catalogues of about one hundred tradeshows that were powered by Expopage.

By this time, more than 230,000 visitors had registered to Expopage in order to use the value-added services. A large part of these visitors (26%) had registered to Expopage in synergy to the online-registration for tradeshows, a service delivered by Expopage to 21 tradeshows.

By 2008 Expopage launched services with increased value add and more interactive elements that would deliver a reason for users to complete their registration.

OBJECTIVES

- 1) Reduce waiting time at event entrance
- 2) Enable visitors to encounter more exhibiting companies in the same time
- 3) Offer services that are perceived as useful by trade show visitors in the period between 2 editions of the same event
- 4) Enhance interaction between trade show visitors and exhibitors and among themselves by offering possibility for visitors to present themselves to the trade show operators' community
- 5) Increase number of users who visit Expopage between two editions of the same event with the help of a dedicated Communication Plan.

ACTIONS

1. Expopage has developed a real time integration between the events pre-registration system and the access control system of Fiera Milano.
2. Expopage developed:
 - a. "My Notebook" allowing visitors to bookmark their preferred exhibitors and print pavilion maps with the corresponding location;
 - b. "My Agenda" allowing visitors to arrange appointments with exhibitors in advance and manage and print the appointments agenda;
 - c. "Event catalogue for palmtop" allowing visitors to browse the event catalogue on a palmtop, to find out more about the event, to see the pavilion maps, to search exhibitors or products, to locate exhibitors' booths and to manage the appointments agenda.



The number of events having online pre-registration or pre-sale increased from 21 in 2006 to 25 in 2007 to 30 in 2008



The number of appointments requested through "My Agenda" increased from 3,630 in 2006 to 7,525 in the first half of 2008



3. Expopage has developed a set of business services useful for visitors even in the time span beyond the event.
 - a. “Dossier and reports” about industry sectors, trends and specific topics.
 - b. “Business and financial information” to check the financial position of potential suppliers.
 - c. “Mail marketing campaign” a service to reach a target audience of professionals among the Expopage registered users base.
 - d. “Classified ads”: to promote one’s company news or to look for new partners or collaboration opportunities.
 - e. “Banner campaign”: to get one’s company noticed with online banners on those pages devoted to events and industry sectors of interest.
 - f. “Online training”: a set of online video lessons by the experts in marketing and communication.
 - g. “Business Travel”: On www.club.expopage.net you can book flights, hotels, rent cars and limo services in a single solution and with special rates for Expopage users.
4. Expopage has introduced a business social networking feature. Expopage Opportunity Network allows visitors to:
 - a. Publish one’s personal profile
 - b. Establish relations with other members of the network (visitors and exhibitors)
 - c. Contact other members of the network
 - d. Invite new members to join the network
5. To promote all the above initiatives, Expopage has built a communication plan that targets all the portal registered users. Our communication plan is based on e-mail marketing and provides for e-mail deliveries about the various services.

RESULTS

- The number of events having online pre-registration or pre-sale increased from 21 in 2006, to 25 in 2007, to 30 in 2008.
- The effect of extending the pre-registration during the event days can be seen taking Bit (International Tourism Exchange, from 21 to 24 February) as an example: in 2008, 23% of online pre-preregistrations took place during the event days.
- The number of active “My Notebook” increased from 24,436 at the end of 2006 to 36,705 at the end of June 2008.
- The number of appointments requested through “My Agenda” increased from 3,630 in 2006 to 7,525 in the first half of 2008.
- The number of virtual e-booths with contents uploaded by exhibitors (text, photo, video) is now 14,019 with an increase of 11% in only one year and a half.
- The total number of logins increased by 41% and 42% respectively in the first half of 2008 compared to entire 2007.
- The Opportunity Network has been introduced at the end of 2007 and shows a steady and sustainable growth. At the moment there are more than 4,300 members.
- Communication activity in 2008 has become more focused on selected targets. This approach has reached the goal of increasing the click-through rate from 14% to 18%.

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OVERVIEW

Personalised Online Ticket Ordering for EXPO REAL

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.

- 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 of making arrangements on the basis of online bookings

OBJECTIVES

Quick trade fair access.

Ticket booking at ease.

Price advantage.

Information advantage.

Online Networking Platform.



Online ticket bookings 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



ACTIONS

- 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.
- Implementation of a personalised ticket booking service – allowing repeated bookings without having to re-enter personal data
- Marketing of personalised ticket booking service via e-mail newsletter of 30,000 and providing a 20% discount for early bookings.
- 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.
- Over a half of the visitors who received the newsletter had ordered their tickets using the newsletter link.
- 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% purchase price reduction with advance online bookings.
- Online tickets provide visitors with free use of public transport
- No queues on entering the fair.
- The transaction volume of EXPO REAL shifted to the internet and expenses for registration and back office were reduced.
- 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.

RESULTS

- Online ticket bookings increased from 66% (2006) to 92% (2007) on the day before the show began.

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2009 BEST INNOVATIVE WEB-BASED APPLICATIONS FOR EXHIBITORS

COMPETITION RESULTS

1 Winner

IFEMA Madrid

3 Finalists

EVENIUM

VNU EXHIBITIONS EUROPE

IMEX FRANKFURT

OVERVIEW

In 2009 the ICT award category was for: the best innovative web-based applications for exhibitors - to describe a solution which has been successfully implemented and evaluated by an organiser or venue manager.

THEME

The best web application for exhibitors is a competition created to promote and reward a company who has delivered the best application to improve existing online services and to add value to the user experience for exhibitors; to give the Exhibition Industry the opportunity to share innovative ideas on web based related concepts, and techniques; and to honour professionals who have developed and implemented creative, result-oriented initiatives.

OBJECTIVES

- What were the internet-related objectives with regards to your exhibitors?
- Which added value services did you want to offer them?
- Which existing web-based application did your project seek to improve? Why?

ACTIONS

- What measures did you take to reach these objectives?
- What were the specific challenges faced? How were these overcome?
- Was your service outsourced or developed in-house?

RESULTS

- Were your objectives reached?
- What were the benefits for the exhibitors?
- Did you increase your revenue?
- What were the quantitative and/or qualitative effects on your exhibition activity?

OVERVIEW

IFEMA introduced SAP R/3 in 2001, effectively unifying all management and financial procedures within a single visible environment for the entire company. This permits all exhibitors to manage their entire participation at the fair in question, including the lodging of participation requests, the elaboration of budgets, the management of pre-show activities, matching services vis-à-vis other exhibitors and visitors at the fair, and the optimisation of post-show procedures. In short, it enables users to carry out the main management and contracting procedures entailed by participation at a fair in a highly agile and dynamic manner.

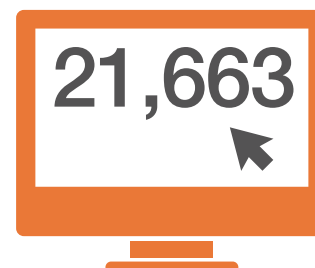
OBJECTIVES

1. To offer a single, personalised and secure framework in which to facilitate contact between IFEMA and Exhibitors, based on a wide range of services.
2. To channel services towards all the fairs organised by IFEMA, personalising the Exhibitor Area according to the characteristics of each fair, whilst adapting to the needs of each exhibitor profile.
3. To enable exhibitors to carry out fair procedures with IFEMA in an agile and effective manner, irrespective of the geographical distance and within a time-frame of twenty-four hours a day, seven days a week.
 - a. Providing exhibitors with online details regarding their updated financial position vis-à-vis IFEMA, helping to resolve any problems in this respect as soon as possible.
 - b. Permitting users to contract services associated with their exhibition space via the Internet.
 - c. Offering exhibitors the possibility of making credit card payments through the web page corresponding to contracted services.
 - d. Downloading of the plan corresponding to the allocated stand.
 - e. Updating of details for the Official Fair Catalogue.
 - f. Arrangement of appointments with visitors who have registered for the fair.
 - g. Presentation of participation requests for the fair and budget estimates for exhibition space and services.

87,518



Exhibitor hits corresponding to the Exhibitor Area: 87,518



Exhibitor hits regarding the Contracting of Services function: 21,663

ACTIONS

- The first two services offered were those that provided greatest added value to the exhibitor: Balance of Account and Contracting of Services.
- Analysis of the different services with a view to catering for the needs of all the fairs organised by IFEMA
- Automatic management of services including lost password generation.
- Adaptation of the IFEMA call centre in order to take into account this new service for exhibitors.
- Analysis of the organisational impact on IFEMA itself,
- Selection of the technology to be employed.
- Identification of the development technology to be used.
- Initial communication with exhibitors in order to inform them of these new services.
- Degree of acceptance and level of use of the system.

RESULTS

As a summary of the use that has been made of the Exhibitor Area, we might highlight the following figures corresponding to the year 2008:

- Exhibitor hits corresponding to the Exhibitor Area: 87,518
- Exhibitor hits corresponding to the Balance of Account service: 61,482
- Exhibitor hits regarding the Contracting of Services function: 21,663
- Potential exhibitor hits corresponding to the Budgeting service: 9,710

Exhibitors can now:

- Have a new site that offers an increasing amount of information
- Gain an online view of their financial situation vis-à-vis IFEMA in real time
- Establish prior contact with their network of clients at the fair via Meeting-Point and Meetings Diary functions
- Have the ability to carry out contracting procedures in real time and, the following day, are able to view their updated financial situation.
- Use information available to refine their stand assembly before they travel to IFEMA

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OVERVIEW

- How can exhibitors be sure to find and connect with the right people; without missing out on any prospects?
- How can exhibitors single themselves out, raise their visibility, measure and optimize their Return on Investment?
- How can the organiser guarantee his visitors that they will find the answer they were looking for, effortlessly and without extensive preparation?

OBJECTIVES

Visitors pre-register online, on a specific website. In a few clicks, they fill in their profile, their interests and the objectives of their visit: The form categorizes visitors according to the exhibitors objectives.

At the end of this form, only if they want to, visitors give their mobile number in order to be guided by SMS through the exhibition. They set the amount of messages they are willing to receive every hour. These messages will be sent only while the visitor is in the showroom.

visitors are informed by SMS about events corresponding to their profiles and planned within the following half-hour.

On the stand, exhibitors can scan the visitors' badges: Visitors scanned at the stand will automatically receive documents and videos uploaded by the exhibitor.

Lastly, the analysis of the visitor's route throughout the exhibition enables us to draw up a "Business Profile". Exhibitors then benefit from a highly qualified file, for optimal follow up of premium leads.

ACTIONS

Before the Exhibition

Exhibitors:

- define their visitors' target profile
- upload documents on their web-based platform

Visitors:

- fill in their profile, interests and visit objectives
- choose if they want to be guided by SMS and set the reception frequency
- plan their events, conferences and demos



average of
4-5 text messages
per registered
visitor

During the Exhibition

Exhibitors:

- follow up the statistics in real time,(amount of present visitors in their target)
- launch their SMS campaign according to the presence statistics and their events
- collect information about high potential visitors who came on their booth

After the Exhibition

Exhibitors:

- send e-documents and videos
- measure their ROI
- obtain a Business Profiling of visitors, highly qualified file to optimize their participation through a long time

Visitors:

- receive e-documents and videos corresponding to their individual visit
- easily broadcast information to their network
- ask for a personalized meeting post-exhibition

RESULTS

- 8.000sqm area, 252 exhibitors, 17253 visitors... an average of 4-5 text messages per registered visitor was sent and provided exhibitors with new prospects, individually guiding thousands of visitors throughout the exhibition.
- A few testimonials from visitors and exhibitors (video on www.evenium.com by June 19 th) :
- “I thought it was something quite natural and I had the weakness to believe that it already existed because it is so practical - often good ideas stem from a something simple which needs to be put to work.”
- “It was useful, we discovered this platform throughout this exhibition, we organized a demo on coated glass. Thanks to the use of this text messaging platform we had significantly more users than predicted. So much so that we had planned to make one demonstration and ended up making two.”

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OVERVIEW

The Client Portal is one central spot for marketing, sales and organisation. The Client Portal is the internet tool where marketing information, promotions, statistics and follow up actions come together. With one username and password you have access to all services offered. There is a single point of entry for all VNU EE clients. When you log in you will see an overview of all fairs in which you participated or which you plan to attend in the future.

Use of the Client Portal is divided into 2 phases. Before the tradeshow the client starts at the preparation overview page. From here they can fill in their personal registration links, send email invites etc. After the show the client automatically starts at the Results page where they can find the post show results, distribute leads etc.

OBJECTIVES

- The Client Portal aims to integrate all online tools and relevant data both from VNU and from our event partners such as venues, registrations companies etc. in a single sign on environment.
- The Client Portal streamlines the supply of data and information by presenting information from different sources in a uniform manner. Through this it is possible to collect all the data from the different systems in one record and subsequently strain the overlapping data.
- The Client Portal allows exhibitors to manage their event participation from this single platform and provides real time and actionable data to exhibitors about their communication campaign, pre-registrations, lead retrieval, and follow up. It does this across all VNU products and across different

editions of the same event enabling our loyal exhibitors to build up a comprehensive prospect database and valuable benchmarks about their event performance over time.

- Because VNU EE has different touch points (other than a visit to an exhibition) with individuals we will be able to enrich profiles and ensure a qualitative, de-duplicated, prospect database for our clients.
- Providing traceability of sales & marketing efforts and contacts generated from these efforts to our clients.
- Create client lock in by providing an excellent lead and prospect database including tools to monitor sales & marketing efforts through time.
- Generate an additional 10% revenue for VNU EE by 2011 through data products and services.

In the period September 2008 – May 2009

 The site was logged into
15.488 times

Average time spent
per visit is
**6 minutes and
39 seconds**



77% of exhibitors
indicate that they find the
Client Portal of added value
to their event participation

ACTIONS

- In order to manage risk on this elaborate project we worked closely with a consultancy firm (DNV – CIBIT) in order to formulate a very specific set of technical, functional and data requirements based on our overall Information Architecture.
- We performed about 20 face-to-face interviews with clients across a whole range of markets. In order to identify their needs versus the then current offering of online tools.
- We worked with the software developer again detailing every single screen and all of the interaction design of the application before writing the first bit of code. This eventually resulted in the final application doing exactly what it was expected to do.
- The project was completed from spec to delivery in a little over 6 months.

RESULTS

Cumulative results to date:

In the period September 2008 – May 2009

- The site was logged into 15,488 times
- By the 2,980 exhibitors that were given a login in that period
- Average time spent per visit is 6 minutes and 39 seconds
- 77% of exhibitors indicate that they find the Client Portal of added value to their event participation.
- 83% give the application and 8 out of 10 or higher for user friendliness
- 70% judges completeness and quality of data with an 8 or higher

The website offers some direct and obvious usability and communication advantages over the decentralized offering of tools and information. More importantly the platform helps us to position VNU EE as a marketing & sales partner to our clients and gives credibility to our new mission.

A full copy of this entry is available
by clicking here





2010 CUSTOMER RELATIONSHIP MANAGEMENT FOR EXHIBITIONS

COMPETITION RESULTS

1 Winner

MESSE MÜNCHEN GMBH

2 Finalists

IMPACT EXHIBITION

MANAGEMENT CO., LTD

JAARBEURS UTRECHT BV

OVERVIEW

In 2010 the ICT award category was for: the best Customer Relationship Management (CRM) for Exhibitions – to describe a solution which has been successfully implemented and evaluated by an organiser or venue manager.

THEME

The best Customer Relationship Management for Exhibitions is a competition created to promote and reward a company who has delivered the best application to deliver visitor relevant content, manage cross-channel marketing campaigns and centralise data management to the benefit of organisers, exhibitors and visitors as well as to maximise ROI.

OBJECTIVES

- What were the objectives for conducting CRM activities within your exhibitions?
- Did your CRM application replace an existing programme or is it a newly applied solution?
- What added value services did your project seek to provide?

ACTIONS

- What measures did you take to reach these objectives?
- What were the specific challenges faced? How were these overcome?
- Was your CRM application outsourced or developed in-house?

RESULTS

- Were your objectives reached?
- What were the benefits for your customers?
- Did you increase your revenues?
- What were the quantitative and/or qualitative effects on your exhibition activity?

OVERVIEW

In the last two years Messe München conducted and successfully completed a Visitor-CRM-Project named “ViVa”, which is the abbreviation for “Visitor Value”.

OBJECTIVES

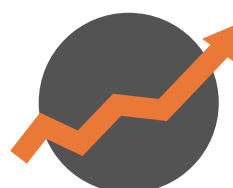
- **Standardization** –To replace the various different internal and external software systems used to collect visitor data and manage communication channels by replacing them with ONE best of class system.
- **Cross-Selling** - To use the visitor data for one show to attract visitors for another exhibition.
- **Integration** -To integrate a centralized visitor management system with all the other required and already installed systems by using modern web-service architecture (SOAP).
- **Visitor Relevant Content** - To all communication actions of Messe München and visitors to deliver the right contents at the right time and frequency.
- **Cost Reduction** -To save 1,5 million Euro within the first five years.
- **Managing Cross-Channel Marketing Campaigns** - To plan, build and run integrated marketing campaigns using all the existing channels in the visitor communication.
- **Centralized Data Management** - To redesign the entire system and process approach of a centralized data management. whereby all different data stores should be pulled together into a central CRM.
- **Alignment of International Communication** -Synchronising the use of approved corporate design; all communication steps, recording of all activities in the central visitor history and re-regulating all legal aspects with data rental and data usage.

ACTIONS

The entire Visitor-CRM initiative was managed as one big business project by a small dedicated team accompanied by a consulting company specialized in “Trade Fair Customer Management”. The major project modules have been:

- **Strategy and Conceptual Work** All processes and requirements were modeled with an UML-modeling tool (Enterprise Architect). Best practices were identified and evaluated if they should be integrated into the requirements.
- **Tender Process** The three best bidders were invited to present their solution in front of all stakeholders (business units, marketing, procurement, management, IT). The complete tender process went over 5 months.
- **Technical Implementation and Integration** The basic functions were integrated in weeks but the complex SOA integration took several months.
- **Pilot Project and Corporate Roll-Out** The roll-out followed an agreed plan. 20 shows and project groups were integrated in ca. 12 months.
- **Organizational Changes** In each of the five business units a dedicated “Online Marketing Specialist” were installed.

Reduction of external cost by eliminating five other service providers and software systems



Clear revenue Increase

RESULTS

- **Standardization** Messe München implemented ONE best of class system and successfully replaced 5 other systems.
- **Cross-Selling** In February 2009 Messe München decided to start a completely new show for bicycles named “BIKE EXPO”. Through extensive use of cross-selling the first edition of the show ended up with 29.000 visitors, where of 15.700 visitors have been cross-sold and marketed visitors from other shows of Messe München.
- **Integration** - Ticket system, Access Control System, Postal Delivery System, Web Platform, Finance Systems (SAP) have all been integrated into a single SOAP.
- **Visitor Relevant Content** With ViVa Messe München is now able to record all relevant behavior of a visitor, online and offline, including:
 - What newsletter article has been read by the visitor?
 - What websites have been visited in which sequence?
 - On what stands was the visitor scanned by the exhibitor in which sequence?
 - From whom was he invited or recommended (Guest Tickets or Viral Campaigns)
 - Whom did he invite or recommend?
 - From which social media platform (e.g. LinkedIn, Facebook, and XING) was he forwarded?

Depending on the behavior (mixture from implicit AND explicit triggers) a complex scoring model is built. Further marketing campaigns and even content is tailored to this scoring model. For example a visitor of a sport fair with a shown interest in snow boards will receive other content than a person who showed interest in Skiing.

- **Cost Reduction** The figures of the first year 2009 even exceeded the original plans by 14%. The main cost drivers have been:
 - Reduction of external cost by eliminating five other service providers and software systems
 - Synergy and scale effects by developing new function modules which can be re-used and shared with other business units (i.e. “Tell-a-friend-function”) and by sharing visitor relevant knowledge across the organization
 - A clear revenue increase by marketing individualized advertisements to exhibitors and media partners
- **Managing Cross-Channel Marketing Campaigns** In the new model all channels are tightly nested with each other. The complete communication history can be seen from one single point (e.g. show me all communications with Mr. Tom Miller in February 2010; show all email communication with SIEMENS concerning the bauma show)
- **Centralized Data Management** All different data stores now connect with the central CRM. With the introduction of ViVa a complete new set of data care mechanisms and Data Quality Management has been implemented.
- **Alignment of International Communication** The most important sub-objectives were all achieved: strictly using the approved corporate design, recording of all activities in the central visitor history and re-regulating all legal aspects with data rental and data usage.

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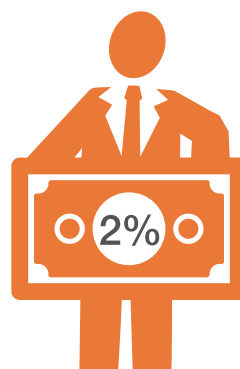
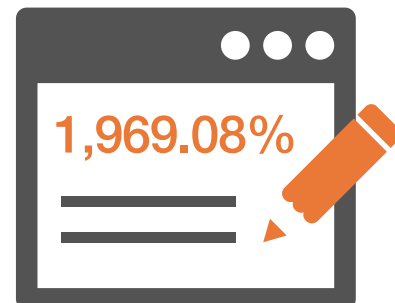
OBJECTIVES

- To be the 1st venue that introduces a CRM program for stakeholders (A 360° CRM Program).
- To demonstrate the use of IMPACT to both customers and stakeholders.
- To increase brand loyalty to stakeholder and help maintain existing customers.
- To help both organisers and corporate clients reduce costs and hence motivate MICE industry.
- To improve clients experience with an effective ICT CRM program
- To increase the overall income through the use of a Customer Relationship Management Program – targeting a 2% increase with 14 Million increase in sales revenue within 1 year of the programme launch

ACTIONS

- The CRM system was developed in-house with some of the tailor made applications outsourced to developers.
- The number of members were measured both before and after the introduction of the CRM programme.
- Customer satisfaction was measured both before and after the introduction of the CRM programme.
- The CRM system was measured against increased revenue generation.
- The percentage of retained customers were measured both before and after the introduction of the CRM programme.
- The software was developed to analyse the key data of each stakeholder and to be able to measure increased output by stakeholders.

Revenue from membership increased by



Overall income from corporate customers increased by 2%

RESULTS

- Impact was the 1st venue that introduced a 360° CRM program.
- The introduction of the CRM resulted in a rapid increase in IMPACT membership numbers, from 1,531 pax in Dec 2008 to 9,238 pax in Feb 2010 or 603.40%.
- Revenue from membership increased by 1,969.08%
- The existing customer not change the venue and add more business to IMPACT
- The overall income from existing corporate customers is expected to be increase by 2% or 14,000,000 Baht or € 282,490.4357 (exchanged rate 45.0331)
- Customers benefitted from cost saving
- IMPACT reported positive feedback from clients alongside the cost saving seen by the venue
- IMPACT allowed users to increase visitor numbers by utilising the database to distribute relevant news to the correct target groups.
- IMPACT developed reserved parking, a society lounge and discount privileges for members. This improved loyalty from customers to the venue
- Revenues were increased – at a single restaurant outlet the quarterly increase in sales was 947.83%
- Membership numbers increased.
- Revenue from the improved membership programme increased by 1,166.02%
- 100% of corporate customers are expected to be retained.
- Customer feedback was positive due to the ability of the CRM to reduce costs, facilitate an increase in visitors to shows and therefore increase the audience of an event.

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OVERVIEW

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 organiser was forced to work with different companies specialized in one of the organisers 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 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.

Both exhibition facility and organiser 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 organisers and exhibitors to monitor and act on visitor actions and preferences.

OBJECTIVES

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

ACTIONS

- One of the main challenges in developing evisit was to create an easy-to-use integrated system that easily connects organisers, 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.

Real time alerts to customer arrivals



Visitor population and location data

ABOUT EVISIT ADDED VALUE SERVICES

- Evisit is a fully web based central application that is used by all participants (exhibition facility/organiser/ exhibitor/visitor) simultaneously, based on visitor profiles and fully scalable to an indefinite number of registrations.
- 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.
- 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.
- 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.
- Evisit's online ticketing tool provides both organiser 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 organiser to exactly know how registrations are going and to simply step up promotional activity if needed.

- Each exhibitor has access to their own CRM database within evisit portraying all customer profiles and activities.

RESULTS

- 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 organisers 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 organisers 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.

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2011 BEST PRACTICE OF SOCIAL MEDIA WITHIN THE EXHIBITION INDUSTRY

COMPETITION RESULTS

1 Winner

IFEMA MADRID

2 Finalists

REED EXHIBITIONS

POZNAN INTERNATIONAL FAIR

OVERVIEW

In 2011 the ICT award category was for: Best Practice of Social Media within the Exhibition Industry. Entrants were required to relate to a social media project within the exhibitions environment and successfully implemented by an organization or venue manager.

THEME

The Best Practice of Social Media within the Exhibition Industry is a competition created to promote and reward a company who has delivered the best application to deliver visitor relevant content, manage cross-channel marketing campaigns and centralise data management to the benefit of organisers, exhibitors and visitors as well as to maximise ROI.

OBJECTIVES

- What were the objectives for conducting Social Media activities within your exhibitions?
- Did your Social Media project replace an existing programme or is it a newly applied solution?
- What added value services did your project seek to provide?

ACTIONS

- What measures did you take to reach these objectives?
- What were the specific challenges faced? How were these overcome?
- Was your Social Media project outsourced or developed in-house?

RESULTS

- Were your objectives reached?
- What were the benefits for your customers?
- Did you increase your revenues?
- What were the quantitative and/or qualitative effects on your exhibition activity?

OVERVIEW

During the past years, in a methodical and carefully analyzed way, IFEMA has been introducing the latest technologies to its business model, adding value to the existing relationship with exhibitors and visitors.

OBJECTIVES

- To offer the clients, both exhibitors and visitors, a new communication channel with IFEMA and between themselves.
- To test, in different types of shows, differentiated strategies in social networks, allowing the progressive introduction of new functionalities.
- To monitor and measure the investments authorized for the projects, considering the cost-benefit impact.
- To measure actively the impact that these actions had on our clients, to either continue with the successful ones and modify or discontinue those that were not validated by the clients.
- To identify the most suitable technological platform to develop the project, analyzing all different solutions available in the market, from proprietary to open source.

ACTIONS

In developing a strategy focused on encouraging the presence of IFEMA and its fairs in Social Networks, the following challenges have been identified:

- **Background:** based on the experience of the online Exhibitors Area section (winner of UFI ICT Award 2009), with proprietary tools like Meeting Point and Agenda Planner this is IFEMA's first action towards 2.0. communication, from the viewpoint of generating a two-way dialogue and communities with shared interests.

- **Pilot test:** in 2009, as a key to reaching its goals, IFEMA identified the fairs which, given their profile and contents, prove most suitable for implementing technological tools geared towards developing this 2.0. communication.
- The surveys performed give a good idea of the satisfaction of trade professionals with regards this initiative. 65.2% of those who were aware of the SIMO Network Virtual Community confirmed that they were members. 33.3% positively underscore the contacts made with fellow professionals, as well as the information services and its dynamic functioning.
- **Initial experience in Social Networks:** at the same time as developing the Web 2.0, IFEMA is opening up the first Social Networks communication channels, following an initial analysis of the fairs whose reach and social repercussion best matches the demands of users of these platforms. At the same time, a specific strategy was defined for IFEMA itself.



Facebook
42,350 fans



Twitter
7,589 followers



You Tube
66,108 plays

- **Development in Social Networks:** between 2009 and 2010, IFEMA opened 35 pages for its fairs plus its own page on **Facebook**, which together have a total of **42,350 followers**.
- Creating and feeding contents on the pages is the responsibility of the **IFEMA Communication Dept**, which plays the role of **Community Manager**.
- For certain fairs, IFEMA brings on board the collaboration of companies, or highly reputed individuals specialised in making pages more dynamic. Among others, in just a few months, the number of followers of FITUR 2011 has doubled — from 5000 to over 10,000 — thanks to investment in this direction.
- In **Twitter**, between 2009 and 2010, IFEMA opened 8 profiles for fairs and 1 Institutional page for itself, with a total of 7589 followers.
- Coupling Twitter and Facebook together allows messages to reach both networks and reinforce their effect on users and, as a consequence.
- With regards **YOUTUBE**, between 2009 and 2010, IFEMA created its own channel which contains 172 videos divided into its different play lists. These videos have registered around 60,000 plays. Furthermore, FITUR has its own channel whose videos have been played over 11,000 times.
- IFEMA's presence in **LINKEDIN** can be seen in its profile with 193 contacts, 674 members and 8 groups
- IFEMA's communication actions have been aided by the functionalities of **FLICKR**, which, besides storing, organising, searching and sharing photographs and videos of the different fairs, events and activities, also provides a useful tool complementing www.fotoprensa.ifema.es (the website hosting images of IFEMA's fairs).

RESULTS

The use of Social Networks has enabled the **elimination of economic investment** in the design and maintenance of in-house tools, and **minimising the efforts to promote them**.

With a view to maximising the visibility of its web in all the main engines (Google, MSN, Yahoo Search, Lycos, Hotbot, Wanadoo, etc.), IFEMA is carrying out a project to optimise an organic SEO positioning, both in the corporate portal as well as those of the fairs, both in Spanish and English. An initiative that is further reinforced with the presence in Social Networks.

- Immediate response platform (call center).
- Space to redirect negative information and transform it into positive
- Promoting products from participating companies
- Attracting visitors
- Agile, constant and updated information
- Meeting Point
- Generate traffic to Website

Given the results obtained, IFEMA is incorporating in all its webs a content manager which deals with the activity generated (Twitter and Facebook, etc). This useful tool allows us to introduce information only once and redirect it to the different sites, saving money and effort.

IFEMA is working on the development of a new application, customized for each fair, downloadable on Smartphones.

A full copy of this entry is available
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OVERVIEW

Pop culture fans (comics, art, games and entertainment) expect authenticity from those they follow. ReedPOP strives to keep our brands top of mind by engaging our fans 365 days a year. We want to communicate WITH our fans and not just TO our fans. We are dedicated to showcasing the personality of our brands by providing a genuine, knowledgeable, engaging, fun and interesting voice year-round to potential and existing fans and customers.

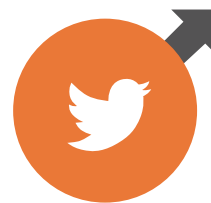
We invest additional time to consumer outreach in order to increase brand awareness, strengthen existing fan loyalty ties, and communicate directly with attendees pre-show, during and post-show.

OBJECTIVES

- Existing social media outlets have been in place (3+ years); however, the team constantly brainstorms creative ways to engage our audience. We are constantly looking for new and interesting ways for us to interact with our fans through social media.
- Develop a strong voice that showcases the personality of our brand within the convention sphere that customers can relate to and interact with on a regular basis.
- Utilize social media platforms to spur discussion, receive feedback, and gather ideas to create more well-rounded conventions for diehard and casual fans alike.
- Transport our fans from the virtual world and into the real world through interactive uses of social media that encourages fans to meet up with each other and the show team

ACTIONS

- Our social media project was developed in-house; in 2010, the team shared the social media effort, and added 1 dedicated contact (Community Coordinator) to manage social media outlets.



25% increase
on Twitter



50% increase
on Facebook



Monetisation
of tweets



- Partnering with companies/people for contests and giveaways
 - The NY Comic Con team, in turn, developed a multi-city, multi-state scavenger “hunt” for NY Comic Con weekend tickets to the show and two special “Golden Ticket” VIP packages that included a meet and greet with Stan Lee.
 - All of the locations that were chosen had an association with comic books or pop culture. Tickets were hidden
 - The final clue of the hunt invited fans to meet up with each other and the NYCC scavenger team in Central Park at the end of the day—over 40 tickets were discovered during the game and meet-up; 2 of which were VIP tickets to meet Stan Lee.
 - 300+ tweets by followers, 60+ unique participants, w/national and international interest; 5% increase in followers for NY Comic Con
 - Very positive reaction to the scavenger hunt from the fan community, and we received requests to hold an even larger event next year.
 - **Facebook contest** with Variance Films POST-show, January 2011 – Held Facebook Like/Comment contest, where 2 winners were selected to receive free tickets to the IP MAN 2 screening in NYC, and a Blu Ray of the first IP Man film; received 120+ user interactions (likes, comments) and 20,000+ impressions across NY Comic Con and NY Anime Festival pages during the contest’s 6-day run
 - **Twitter contest** for NY Anime Festival, POST-show, January 2011 – users tweet #evainnyc hashtag to try for world premiere screening tickets to animated movie, Evangelion 2.0; 689 tweets, 111 uniques with a 3% increase in total followers from previous week.
 - Created Facebook ads to increase awareness for C2E2 throughout Chicago, IL and neighboring states. 1st general show campaign garnered 1.5 million impressions in a 2-week time period; 2nd segmented campaign currently has 500,000+ impressions in its 2nd week run.
 - In 2010, ReedPOP leveraged blogs (MediumAtLarge.net), MySpace, Twitter and Facebook to promote its brand on the internet. At the start of 2011, after determining where most new and existing fans learn about ReedPOP, the team consolidated its social media efforts to blog posts, Twitter and Facebook.
 - Hootsuite and TweetDeck are used to manage multiple twitter accounts simultaneously
 - One solution the team developed in 2010 was to maintain a weekly log of activity for Facebook and Twitter—the reports track fan growth and general user interactions.
 - A second solution was added to benchmark how our social media reach measures up against competing shows and well-known industry names. This was accomplished by tracking Klout.com’s (<http://www.klout.com>) weekly metrics to back our social media initiatives with basic, consistent statistics.

RESULTS

A full copy of this entry is available
by clicking here



- Over 25% increase on Twitter and for NY Comic Con and NY Anime Festival in 2010; 50% increase on NY Comic Con Facebook; 40% Facebook increase on NY Anime Festival; audiences are more active during post-show or “off-peak” months, thanks to constant team engagement.
- Steady increases in followers for C2E2 during its 2nd year pre-show cycle: 23% increase on Twitter, 36% on Facebook
- Customers were able to: get faster responses to questions; interact with team throughout the year; talk to staff, fans, and, occasionally, guests; receive exclusives (contest information, giveaways, breaking news, etc.) that non-fans do not receive ; influence the show (guest suggestions, show improvements, programming ideas, etc.)
- In 2010, VAMPS (Japanese rock band) approached NY Anime Festival / NY Comic Con team to send paid tweets throughout NY Comic Con weekend for their panels at the show; tweets were purchased for \$1000;
- The official NY Comic Con hashtag #nycc was listed among the Top Twitter Trends during NY Comic Con’s weekend run in New York City.
- Guests approached the team to purchase promoted tweets, thus leveraging Sales to create packages for the 2011 cycles.
- Post-show interactions on NY Comic Con and NY Anime festival have been steady (50% and 40% increase, respectively, on Facebook, approx. 25% on Twitter)
- Pre-show interactions on C2E2 have increased since November 2010; Klout score for C2E2 jumped sharply from 18 (scored out of 100) to 58 (on par with comic guests, competing shows and industry peers).
- ReedPOP Fans support the brand in fan discussions on website, Facebook and Twitter; promote the show’s news and updates to their followers, and engage the team on a regular basis.

OVERVIEW

Międzynarodowe Targi Poznańskie is a leader of the Polish trade fair industry. We have a 53% share in the trade fair market in Poland and we are the second largest organiser of trade fairs in Central and Eastern Europe. In 2010, nearly 80 exhibition events organised on MTP grounds attracted more than 11,000 exhibitors from 70 countries from all over the world who purchased exhibition space with its total area exceeding 360,000 sqm. In 2010, trade fair events were visited by almost 450,000 people, including visitors from abroad. On the whole, trade shows, congresses and conferences organised on MTP grounds attracted nearly one million visitors in 2010, which makes MTP a leading business tourism centre in Poland.

Our social media project was conducted at the Cavaliada event- dedicated to the horse-riding community. Cavaliada comprises 3 elements, i.e. sport (International Indoor Show Jumping Competition), expo (Horse Riding Equipment Fair) and show (presentations, lectures and training sessions).

OBJECTIVES

To be achieved over 5 months:

- by 1 December 2010, gather about 1,000 fans being the target group
- generate a steady increase of user activity
- collect a wide profile of the target group

To be achieved over January - December 2011:

- create discussion groups that will address current equestrian issues
- double the number of fans by the next edition
- extend the target group by parents interested in spending the leisure actively with the child assumptions behind the formula of Cavaliada Fanpage.

ACTIONS

Inform the target group that there is a Cavaliada account on Facebook.

- The account was created in mid-July 2010. At first, we cooperated with a specialist website for mailings from the database of this website.
- Result: –'I like' was clicked 65 times, 14 comments.

Motivate to join Cavaliada

- Photo competition (see) that involved posting an equestrian photo on the board. Prizes were invitations to Cavaliada. The winner was determined with the 'I like' mechanism.
- Result: 30 photos were entered to the competition.



Arouse interest

- The information about using the image of three recognised Polish female competitors in Cavaliada's promotion was posted. We then posted the information about the first ambassador (see) and her photo session. The other two competitors were presented the same way.
- Result: 321 fans.

Motivate fans to recommend the account to others and keep those who have joined Cavaliada

- Chat with the ambassador: - the post informing about the date and rules was added a week before the chat.
- Result: 448 fans, 67 active users recorded that day,
- 38 posts made during the chat.

Stimulate fans' activity

- Photo Exhibition of Cavaliada Fans"competition lasted from 9 to 26 November 2010. The information about the competition was posted at www.cavaliada.pl and sent to equestrian media. Mailing was sent through one of specialist Web portals. During the competition, we recorded a 507% growth.
- Result: 2,264 fans, 1,500 active users on the day when competition results were announced.

Involve fans in the joint undertaking of Cavaliada

- Both coverage and pictures from preparations to Cavaliada were being posted on a regular basis. Users started a game of guessing the name of a competitor with the name of the country they represented being provided.
- Fans would also comment on the posted billboard and citylight design, and suggested towns for promotional campaign.

Competition: Cavaliada 2011 Calendar (see).

- From photos posted on the board, we selected 20 that were subject to a vote by users, either through clicking „I like” or posting a comment.
- Huge Banner” competition: the picture of every user who had sent it to FTP account was printed out on a banner in size 12 m x 2.5 m that was hanging on the grandstands.
- Upon request of a fan, we produced a cotillion that was given to first 100 visitors every day.
- Direct meeting: we organised a fan meeting during the event. The information about the meeting, its time and place was sent only through an update.
- Result: additional 790 fans.
- Result: 9 December – 2,657 fans, 1,737 active users that day.

RESULTS

- 2,437 fans gathered by 1 December
- High user activity throughout the entire account life: 5,000 active users in December
- 910 photos posted on the board by fans
- Result: user activity on different days 10 December – 1796; 11 December – 1811; 12 December – 1840
- 5023 viewings of www.cavaliada.pl from Facebook
- Improved statistics of www.cavaliada.pl
- 14,378 unique visitors viewed the website in December

A full copy of this entry is available
by clicking here



2012 WHICH NEW SERVICES DID YOUR MOBILE APP PROVIDE TO YOUR EXHIBITION CUSTOMERS?

COMPETITION RESULTS

1 Winner

MESSE FRANKFURT

2 Finalists

MESSE MÜNCHEN GMBH

REED EXHIBITIONS

OVERVIEW

In 2012 the ICT award category was for: Which new services did your Mobile App provide to your exhibition customers.

Entrants were required to relate to a mobile app project within the exhibitions environment and successfully implemented by an organisation or venue manager.

THEME

The best Mobile App for exhibitions is a competition created to promote and reward a company who has delivered the best application to deliver visitor relevant content, manage cross-channel marketing campaigns and centralise data management to the benefit of organisers, exhibitors and visitors as well as to maximise ROI.

OBJECTIVES

- What were the objectives for conducting mobile activities within your exhibitions?
- Did your Mobile App project replace an existing programme or is it a newly applied solution?
- What added value services did your project seek to provide?

ACTIONS

- What measures did you take to reach these objectives?
- What were the specific challenges faced? How were these overcome?
- Was your Mobile App project outsourced or developed in-house?

RESULTS

- Were your objectives reached?
- What were the benefits for your customers?
- Did you increase your revenues?
- What were the quantitative and/or qualitative effects on your exhibition activity?

OVERVIEW

In 2010 Messe Frankfurt decided to extend its media services into the mobile world with competitive smartphone apps for its shows. The objectives were:

- to improve the visibility and quality of exhibitor data with the aim of offering an even more successful business environment
- to encourage the use of mobile devices in order to close the gap between the online and offline experience during a fair visit.
- to enhance Messe Frankfurt's leading role in innovative services by providing more information and support for exhibitors and visitors
- to create marketing and PR value for each show

Messe Frankfurt decided to target to an increasingly mobile audience to provide real-time services to the customers on the go. The key was therefore to implement a successful mobile solution to meet the needs of users in the orientation phase just before and during their fair visit.

Mobile was identified early on as an essential asset within the trade fair community. From 2011 on Messe Frankfurt's own fairs have been equipped with smartphone applications following a test phase during 2010.

OBJECTIVES

To measure success of the app the following KPIs were established:

- Number of Messe Frankfurt shows with an app: Messe Frankfurt wanted to equip 9 important fairs in 2011.
- Downloads: Since there was no experience with mobile apps, there was no specific target concerning download rates, but the

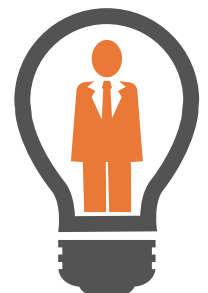
data collected in 2011 has set the basis for the targets for the coming years.

- Number of service and support cases: Since there was no specific team for providing customer support for the app, the app needed to be stable and simple to use in order to ensure minimum service and support cases from its users.
- Influence on exhibitor content: Messe Frankfurt offers a wide range of options for exhibitors to display company and product content. One goal was to increase the attention paid to these options and their use.
- The mobile app was a brand new project
- Part of the digital strategy is that this content is to be featured throughout all the media of Messe Frankfurt, including mobile applications of course. This content was not provided within earlier solutions.
- Messe Frankfurt also wanted to create extra value for customers and designed features that were unique to the app. Messe Frankfurt was among the first to come up with the idea of linking floor plan data to exhibitor profiles and vice versa.



2011
26,000
downloads
of mobile apps made

80% of
exhibitors
supply additional content



- Messe Frankfurt introduced a QR code scanner that works seamlessly with an own Messe Frankfurt QR code generator. It allows exhibitors to integrate QR codes in their advertising.
- Messe Frankfurt offers an event calendar that synchronizes with the web site of the event in real time.
- Messe Frankfurt included free WiFi in the App from the beginning, making it possible to offer real-time data for all customers via a wireless connection.
- Finally Messe Frankfurt introduced the so called “Buddy Finder” – a module that lets the user connect with other Messe Frankfurt customers

- Speed & Simplicity – information must be retrieved in the easiest and fastest possible way
- Structure & Relevance – not every piece of information is relevant in the specific situation of use.
- Compatibility & Low Maintenance – Messe Frankfurt has an extensive network of content databases. All Information is already available - it just needs to be tapped.

The result is an integrated mobile app that is based on one single framework and was rolled out to iPhone and Android for each fair. It was adapted to the specific event by design and data. It was therefore clearly marketable for each show team as their own app and could be intensively advertised to customers.

By leaving out certain marketing content and information that was for the most part only relevant before the fair, a slim and simple content structure was created.

To keep app-specific maintenance low the smartphone apps are currently equipped with five different APIs to internal databases of Messe Frankfurt. These APIs retrieve the exhibitor stand data, the floor plans, the log-in data of users, the data of the lead-tracking system and the event calendar data. On top of this there are APIs to twitter, linkedin and facebook. For that reason no content has to be specifically created and managed for the mobile apps.

The Buddy Finder was established with the Musikmesse 2011 for the first time. It offered customers an easy way to show their buddies and colleagues that they are also on the fairground and up for a meeting – based on GPS location. To set up the Buddy Finder an individual Messe Frankfurt MyAccount is generated, the account can be linked to facebook and linkedin to find other buddies using the app.

ACTIONS

- The Messe Frankfurt mobile app was planned and designed in-house and implemented in cooperation with some talented external programmers. The whole solution is tailor-made and adapted to the needs of Messe Frankfurt’s fairs down to the smallest detail.
- The strategic goal of also offering the app as a white label solution to our guest shows on the fairground and to our subsidiaries led to the decision to develop in-house.
- In the planning process Messe Frankfurt considered the following questions:
 - What information matters when?
 - What has to be added, what needs to be left out?
 - Who are the users and what are their expectations of such a tool?
 - What can be delivered technically? What should be delivered?
 - How is the solution marketed?
 - How can extra value be added for the customers?
 - How do we make the service accessible?

On the basis of these questions the following action parameters were identified:

RESULTS

- Messe Frankfurt was able to set up all planned shows with mobile apps and exceeded this even by going international with the Texworld Paris to be the first show outside of Frankfurt to receive a smartphone app.
- In 2011 over 26,000 downloads of the Messe Frankfurt mobile app were registered, and in 2012 this figure is already almost 12,000. This adds up to over 38,000 downloads in less than two years.
- The Musikmesse and Prolight + Sound which take place simultaneously in April account alone for over 10,000 downloads. Yet trade shows such as Heimtextil (home and object textiles), which could be seen as less likely to attract a tech-friendly audience, had some 3,500 downloads in its first year.
- Since there is no special support team to take care of customer feedback another goal was to keep service and support cases to a minimum. The customer requests can still be handled by one person so far.
- As regards PR value Messe Frankfurt's show teams were able to extensively use the release dates of the mobile apps in their communication strategies. Links were featured on websites, in newsletters and on social media platforms, generating considerable feedback and attention for the app and of course for the fair.
- Most positive customer feedback was about the experience with the exhibitor search and the floor plan. Many people enjoyed the easy-to-use favourites list to navigate from exhibitor to exhibitor.
- Since all data on the app comes from databases in real time and is temporarily stored in the app, data is always up-to-date to the detail. Every new stand, even if ordered the day before the event, is listed.

Did you increase your revenues?

- There was a discussion in the set-up phase as whether the mobile app should be sold over the app store to customers. Since most of the information was mainly perceived as an online service the decision was against selling it via the store.
- As part of the media services for exhibitors the app is calculated into the revenues generated from the above mentioned "media package". There have not been any price adjustments based on the existence of this new service so far to increase revenues generated through the media package. Messe Frankfurt also wants to take its time to evaluate the usefulness of mobile solutions for exhibitors before adjusting business models.
- One definite next step is to establish advertising and sponsorship models within the app.
- More than 80% of exhibitors already supply extra content information beyond their basic catalogue data - such as product pictures, links, logos etc. This number is expected to rise further, along with the sensitivity to the digital presence and presentation of companies in digital and, in particular, mobile media.
- Messe Frankfurt wants to continuously improve the media services and mobile is now an increasingly important part of it.

A full copy of this entry is available
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OVERVIEW

Messe München International is pleased to offer its visitors and exhibitors an innovative and easy-to-use tool for planning their time at the fair – to make their visit as efficient and professional as possible.

This tool helps to locate exhibitors of interest to visitors and, via a product search, identifies all those firms at the fair that could have relevance for their business. There's also a search function for the events program, sort able according to forums or days, so visitors won't miss anything when they are on site.

To sum up, the main functions of all apps are:

- Search according to exhibitor name, industry sector or points of interest around the site
- Interactive hall plan featuring favorite functions
- Indoor positioning and navigation
- Overview of the entire conference program, according to day or forum
- Detailed information on the individual events
- Press news and social media

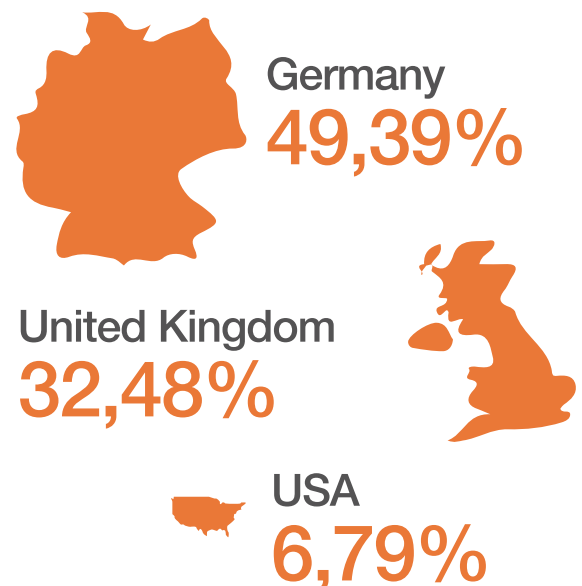
Thanks to a module structure the content and functions can be customized for each trade fair. For some shows we have integrated news streams, rss feeds and social networks. We have also a participant module which allows to link contact details with events or companies.

OBJECTIVES

- Trade Fair Munich has a long-term strategy to get it shows involved with new media. One main piece of that portfolio are apps for mobile devices. The big difference to other new media is the fact that visitors and exhibitors can interact with it directly on the fair ground. So it's not another tool to prepare and follow-up a trade show visit.

- A mobile app can provide active support for visitors and exhibitors during their stay, too. Based on this understand the objective was to generate added value for all participants. It's commonly known: everybody wants to find on a trade show what he is interested in. So the focus was to improve orientation. With interactive 2D-plans which can be controlled by gestures there was a first step. But to provide the participants something unique we need something else: on site positioning. In the final app we don't only have the possibility where the user is on site – but we can also calculate the fastest route to his desired destination on the entire fairground.

Unique Visits Most active countries:





- Very popular are the integrated timetables of public transport around the trade fair area with real time information. Visitors can see with one touch when the next subway will leave and arrive at central station to catch their travelling connection.
- The apps are provided for free on Apple's App Store and on ANDROID Market. To finance the development and administration of the apps we offer advertising possibilities to exhibitors. They can book their ad exclusive within the start screen or main menu. Every exhibitor has the possibility to book his company logo within his profile and the exhibitor overview. It's also possible to book keywords within the search.
- At this time the features of the app are strongly focused on the needs of trade show visitors. But there are a lot of new developments planned especially for exhibitors and show organisers. Learn more about it under "visions".

ACTIONS

- As it is a completely new service to some shows, visitors have to be informed about the apps. Therefore all shows get their own microsite like for example: <http://www.productronica-app.com/>. This site is linked in the footer of the show's website. If the app is not released it allows to register for an e-mail alert. Every app is announced with a news on the website as well as a press release. The app is named in all offline and online communications. Especially on the fairground we indicate through QR codes at all useful places.
- The main challenge was to make our apps outstanding from existing trade fair apps. Therefore we had to do a lot of research to get the needs of our visitors and find the right solutions for that. As you can't use GPS within closed buildings we had to do a lot of research to solve that issue. Thanks to our technology partner infsoft we can

draw on their innovative position determination and indoor map technology. Based on common WiFi technology we can provide our app on fairgrounds around the world without installation of any further hardware.

- On the beginning it was also difficult to find exhibitors to pay for advertising within the map. But time was on our side and it didn't take long that exhibitors saw the advantages of mobile advertising.
- An issue we are still facing with are the different mobile platforms. We started with Apple's iOS in 2010 and last year we followed with an ANDROID version. For all other devices we offer a mobile website which is optimized for smartphones at the moment. It is scheduled to release our apps on Windows Phone till end of the year.
- We have also BlackBerry users in mind.
- The apps are administrated by MEPLAN (a subsidiary of Messe München International) and developed in close collaboration with infsoft (an IT company with focus on indoor positioning and navigation). This cooperation allows MEPLAN to provide this service to trade shows around the world. They could already win international customers like GITEX in Dubai or intersolar in USA.



RESULTS

- Our apps are an interactive guide which should make a trade fair visit more efficient and comfortable. Finding what you are looking for and get to it the fastest way was never that easy. You don't have to spend so much time in preparing your visit in advance any more. Exhibitors have new advertising possibilities and can be better found by potential customers.
- It's not the focus to make money out of it. The main objective is to provide all participants a service with added value. Through selling advertising space to exhibitors we can cover the investments in development and administration.
- Based on the download figures and the positive feedback we get from visitors, exhibitors and organisers we can say our apps are a great success. Trade fair organisers around the world request our solution for their show. This approves our app concept.
- In near future we are going to add new functions to increase added value for all participants.
- Exhibitors can get a PRO version with integrated badge scan functionality. This data can be connected optionally with MEPLANs appointment administration "ExpoEasyContact" and Lead management solution "ExpoTurboLead".
- For show organisers we will release an analytics tool for visitor streams. Within an interactive map they see which the busiest areas on the fairground are. They can learn the ways visitors are used to take through a trade show. With that information they can improve their visitor guidance and optimize latencies. It can also be used to estimate the most expensive exhibition space or use it for location based marketing.

- In connection with the upcoming match making "ExpoTurboMatch" it will be possible to inform interested visitors through push notifications about fitting exhibitors near their current location.

STATISTICS

EXPO REAL 2011

Downloads iPhone:

3,909 (EXPO REAL 2010: 2,853)

Most Active Countries:

1. Germany
2. USA
3. UK

Downloads Android:

2,880 (EXPO REAL 2010: no Android version)

Most Active Countries:

1. Germany
2. Austria
3. Czech Republic

Unique Visits EXPO REAL mobile:

3,209 (EXPO REAL 2010: 5,916)

Most Active Countries:

1. Germany (49,39%)
2. United Kingdom (32,48%)
3. United States (6,79%)



Operating Systems:

1. Blackberry (47,81%)
2. Windows XP (17,91%)
3. Others (11,59%)

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Productronica 2011

Downloads iPhone:

3,279

Most Active Countries:

1. Germany
2. Switzerland
3. USA
4. UK
5. Italy
6. Austria

Visits Productronica mobile:

3,181

Most Active Countries:

1. Germany (59,03%)
2. United States (6,66%)
3. United Kingdom (3,42%)
4. Netherlands (3,24%)
5. Unknown (3,18%)
6. Switzerland (2,58%)

Most Used Operating Systems:

1. Android OS (30,95%)
2. Windows XP (26,03%)
3. Windows 7 (18,24%)
4. Others (10,50%)
5. BlackBerry (5,70%)
6. Mac OS (2,52%)

By Day of Week

1. Tuesday (26,21%)
2. Wednesday (24,30%)
3. Thursday (19,50%)
4. Monday (15,72%)
5. Friday (9,42%)
6. Sunday (2,64%)

OVERVIEW

Purpose for Mobile program

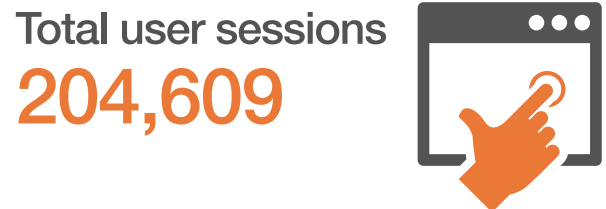
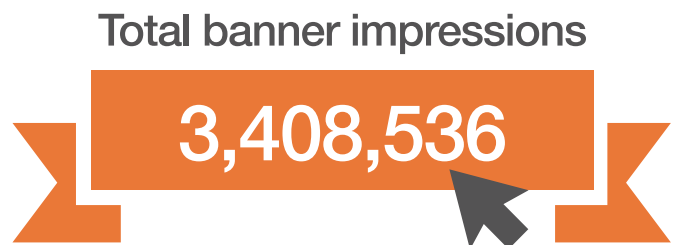
Pop culture fans are among the most technologically advanced users in the convention sphere. Their world is fast-paced, content-rich and bombarded with constant options on how to catalog and share news. In addition to our fans, our customer and industry partners wanted to maximize their exposure to the 100,000+ person crowds that our shows draw in.

OBJECTIVES

To that end, New York Comic Con wanted to offer all of its attendees (fans, professionals, exhibitors, etc.) an excellent mobile product that would accomplish all of the following:

- Build on our existing mobile app to create the ultimate show experience by providing a user-friendly information hub
- Create a 360-degree marketing tool to help our users stay updated before, during and after NYCC
- Ensure that any mobile device can use our mobile app to increase downloads and usability
- Increase “green” efforts to move fans towards paperless options for collecting information about NYCC
- Help fans plan their individual experience pre-show; once at the show, become the fan’s personal navigator to help them get the most out of the event
- Incorporate social sharing to encourage dialogue before, during and after the event
- Maintain the creative integrity of a comics and entertainment convention through look and feel

- Provide new media sponsorship opportunities for larger partners / popular brands as well as added exposure for panelists, exhibitors, artists and guests
- Incorporate real-time updates without having to re-submit app to Apple



ACTIONS

Developed a native app for iPad, iPhone, Android, Blackberry and mobile web

- o Consolidated website and printed show guide materials into simple format
- o Provide general news, show events, guest appearances and social networking opportunities (ex. Twitter) leading up to the event
- o Allowed fans to create a personalized experience using the saving features within native app – ‘favorite’ panels and guests, review the show maps
- Mobile Sweepstakes email - Reward early adopters of our mobile app program with exclusive contest run through the mobile app
 - o Grand Prizes included free tickets to the show
- Heavily promoted mobile in traditional marketing efforts
 - o Included mobile push section within emails
 - o Included a Mobile Directory ad with QR code for quick scanning on-site
 - o Posted instructions on how to run app pre-show
 - o Information booths & on-site staff demoed app, answered questions utilizing the app
- On-site signage included ‘way-finding’ integration – scan QR codes found on Mobile Meter boards throughout Javits Center, to help users plot their location on a map within the app
- Provide real-time updates for surprise guest or event announcements
- Introduction of comprehensive mobile app reduced paper products 25% from 70k to 50k printed show guides
- Designed unique logo and icons

Company-wide firsts included...

- In-App QR code scanning capabilities
- Push notification schedule
- Stand-alone iPad app (i.e. not an enlarged iPhone version)
- Exclusive sweepstakes through app
- Full integration with Conference / Exhibitor platform

RESULTS

Between August 23rd and October 26th, the NYCC 2011 App garnered 23,676 unique users; these users used the app 198,255 times.

- o iOS (iPhone, iPad, iPod): 14,867
- o Android: 7,842
- o Blackberry: 845
- o Mobile web: 132
- 23,676 users equated to 88% increase in download usage from 2010 mobile app program
- Approx. 1350 downloaded app as a direct result of the Marketing Sweepstakes promotion
- Mobile integration enabled NYCC Sales to secure their first non-endemic Sponsorship (Sprint)
- Survey Feedback regarding Mobile (open ends and overall)
 - o Fans liked the following items...
- Great for exhibitor info
- Schedule feature
- Ability to check for last-minute changes to the panel or guest schedules
- Sleek design
- Ability to ‘Favorite’ guests/panels
- Push notifications
 - o Testimonials (extracted verbatim from survey)

- “I don’t use twitter, generally, but the twitter feed on the app was kind of neat”
- “One of the volunteers looked on the app to find the Dragonball Z panel that was added last minute(only hour before)”
- “Excellent app 4 an Excellent show! - Awesome, tells me, shows me where everything is.”
- “Awesome and informative!”
- “Chat/Twitter feed at bottom alerted me to Boba Fett with accordion outside :)”
- Sponsored Banner Impressions
 - o Girl With the Dragon Tattoo: 636,267
 - o Certified Guarantee Company: 594,618
 - o Sprint: 592,275
 - o MTV Geek: 550,807
 - o SPIKETV: 377,991
 - o **Total Banner Impressions: 3,408,536**
- Top 5 ‘Favorite’ Activities
 - o MARVEL STUDIOS: Marvel’s The Avengers: 1,086
 - o AMC’s The Walking Dead: 919
 - o Batman: Arkham City: 715
 - o Robot Chicken: 645
 - o Mark Hamill Spotlight: 602
- Highest total number of downloads for a single Reed Exhibition event in 2011
- On-site usage rates from our successful mobile program became a key influencer in Javits Convention Center staff’s decision to upgrade their data signal qualities for 2012

A full copy of this entry is available
by clicking here



As of February 2012

- Total Sessions Started: **204,609 (3% increase since post-show October 2011)**
- Total Banner Impressions: **3,499,846 (3% increase since post-show October 2011)**



2013 FROM DATA TO SUCCESS – BEST OVERALL SOLUTIONS FOR EXHIBITOR AND VISITOR DATA MANAGEMENT

COMPETITION RESULTS

1 Winner
STOCKHOLMSMÄSSAN

OVERVIEW

In 2013 the ICT award category was for: From Data to Success – Best Overall Solutions for Exhibitor and Visitor Data Management

Entrants were required to relate to a Data Management Solution within the exhibitions environment and successfully implemented by an organization or venue manager.

THEME

Your entry must relate to a Data Management Solution used within an exhibition environment. Entries submitted must describe a use that has been successfully implemented by an organiser or venue manager.

OBJECTIVES

- What were the objectives for conducting mobile activities within your exhibitions?
- Did your Mobile App project replace an existing programme or is it a newly applied solution?
- What added value services did your project seek to provide?

ACTIONS

- What measures did you take to reach these objectives?
- What were the specific challenges faced? How were these overcome?
- Was your Mobile App project outsourced or developed in-house?

RESULTS

- Were your objectives reached?
- What were the benefits for your customers?
- Did you increase your revenues?
- What were the quantitative and/or qualitative effects on your exhibition activity?

OVERVIEW

Stockholm International Fairs (Stofair) is the largest meeting place in Scandinavia hosting around 70 leading exhibitions and hundreds of national and international congresses, conferences and corporate events every year.

Stofair is an UFI-member. InvitePeople is a Stockholm based developer of IT-systems for the meeting and event industry with focus on how to use data from multiple sources to empower organisers, exhibitors, partners, sponsors and attendees to interact, plan and meet before, during and after events.

During the last couple of years Stofair has increasingly been using InvitePeople's solutions to seize opportunities with new technology and handle a wide range of event specific challenges.

What does InvitePeople Do?

By combining data from many different sources into one system, InvitePeople open doors to new possibilities of data management. The system gathers information from multiple sources and combines this with its own internal or user generated data. Integration with many major exhibitor registration-, CRM- and ticketing systems as well as APIs to Facebook, LinkedIn, Twitter and other social networks produce a unique body of information.

The collected data is used seamlessly for a number of services and features. In real time, activities and changes are simultaneously viewable through out the system. Based on this data InvitePeople provide functions and services with a strong focus on mobile and social applications. Focusing on the core of events - the personal meeting

- InvitePeople offers an event organiser tool kit with mobile and web solutions for all participants: managers, exhibitors, sponsors, partners and attendees. The platform is cloud based, scalable and developed with open source.

13%

of exhibitors paid extra to use the app

92%

of users thought the app was easy to use

86%

of exhibitors were satisfied with the results they achieved from the app



OBJECTIVES

- To facilitate ways to empower personal meetings and interactions by offering a web and mobile services that is live and buzzing before, during and after the physical event.
- To facilitate partner invites
- To create an event based social network
- To develop a dynamic participant information smartphone / web
- To establish smartphone app lead retrievers
- To utilise a mobile entry management system

ACTIONS

Partner invites

All exhibitors have a dedicated web page to invite participants. Each page is customizable with flexible pricing and possibility to add extra deals. In real time and online, the exhibitor can see who has used their invite to register and follow up by scheduling meetings.

Case Study: GastroNord & Vinordic 2012

GastroNord and Vinordic are the largest trade shows for the food and beverage industry in northern Europe and are arranged in Stockholm every other year.

Previous years exhibitors have had the possibility to invite people by handing out printed invites. Many hundreds of thousands of printed invitations were distributed, of which only a small portion were used.

Goals

Attract qualitative attendees to the fairs by reaching the professional networks of exhibitors and partners. Market the event. Increase efficiency, decrease costs and lowering environmental impact. Add value for exhibitors, sponsors and partners.

Result

No paper invites were printed or distributed manually, lowering the environmental impact. Instead all invites were distributed as web based hyperlinks, which resulted in increased efficiency for the project and decreased costs for print, shipping and logistics.

Exhibitors as well as attendees embraced the new concept. More than 60% of the visitors registered via a partner invite.

Feature: Event based social network

Messaging, matchmaking and scheduling tools create new ways for participants to meet and interact. InvitePeople offers a social networking toolkit available to all participants to use before, during, and after the event.

Registration information and social media information are added to user-generated input to create sophisticated, event theme-related participant profiles. Search the social network or match with Facebook or LinkedIn contacts and connect with qualified leads/persons through the system.

Without revealing personal contact information, participants can pre-book meetings with each other and personal event calendars are matched to avoid double bookings.

Feature: Dynamic participant information smartphone / web

All participants have their personalized event information in smartphones and on the web. All changes or news are automatically and instantly updated and viewable for all people involved. All attendees have their own personal event calendar to plan their visit. The calendar contains meetings, seminars, activities and other booked activities during the event.

Seminars and other activities can be pre-booked and are automatically scheduled in the personal event calendar.

- Up-to-date profiles of all exhibitors and their personnel on-site.
- Digital ticket with QR-code to enter the fair and booked events or seminars is accessible in smartphones. One ticket qualifies for entrance to all pre-booked activities.
- During the event, notifications alert in advance making sure meetings, seminars and bookings are not missed. The organiser can send messages (in app, text mess or e-mail to all or a selected group of participants, example: all person registered for a particular seminar.)

Case Study: Skolforum 2011 & 2012

Skolforum is the largest education fair and meeting place for teachers and school leaders in the Nordic countries

Goals

- Make it easier for visitors to find interesting seminars and activities.
- Match and suggest seminars based on visitor profiles.
- Have personal information online and in smartphones for us on-site.
- Added value and revenues from exhibitors that are allowed to offer bookable booth activities via the seminar program and invite selected target groups.

Result

- Skolforum had a vibrant seminar structure with a easy-of-use smartphone application with dynamic and personal information.
- Participants needed only one badge/ticket to enter the fair and get access to all pre-booked activities and services.

- Exhibitor generated content was booked through the system and appreciated by attendees.

Feature: Smartphone App Lead retrievers

Exhibitors can gather information about people they meet in a fast and easy way by scanning the QR code on a badge or ticket. The app works on most smartphones and is available for download from App store and Google Play. The app allows for instant customizable categorization of the visitors as well as a comment section. In real time the exhibitor can see whom they have met with and make follow ups with meetings, messages or offers through the system. Lists of leads can be downloaded to Excel and up-to-date lists are available in real time.

Case Study: SKYDD / Nordic Safety Expo 2012

SKYDD and Nordic Safety Expo are the most important trade fairs for the Security industry in Scandinavia and the surrounding Baltic states.

Goals

- Added value for exhibitors.
- Extra revenue from exhibitors.
- Minimize administration, hardware costs and handling for the event organiser.

Result

- 13% of exhibiting companies paid extra to use the app and 220 users used the app.
- Because of the availability of real time scanning information, the exhibitors could find new applications and use for the data, such as competitions where a winner could be drawn while participants were still on-site, offers etc.
- The app could be downloaded, installed and tested before the event, which meant one less thing for exhibitors to do on-site.

- For the organiser the time and cost for distributing custom hardware was completely cut. Administration was reduced to minimum thanks to self service Excel downloads of scanned content.
- 92% of users thought the app was very easy to use and an improvement from previous solutions.
- 86% of exhibitors were satisfied with the results they achieved from using the app. The data gathering from multiple sources resulted in better information.

Feature: Mobile entry management system using smartphones

When registering for an event, the visitor gets an event specific badge by e-mail to print beforehand or on site. The QR code on the badge contains information about all activities the visitor has booked and is the only thing needed to enter the fair and get access to pre-booked activities or services.

InvitePeople uses a custom-built easy-to-use mobile entrance system. The system employs standard off-the-rack hardware like iPods or iPhones for entrance scanning. This makes for a scalable and cost-effective solution. The system is completely mobile which offers a lot of flexibility. The system is secure and robust with all tickets being checked and verified in real time.

Case: GastroNord & Vinordic 2012

GastroNord and Vinordic are two trade shows running at the same time at Stofair. A ticket to one entitles entrance to the other in most, but not all cases. Vinordic is a trade show with alcoholic beverages resulting in regulations about who could enter some areas and who could be served. InvitePeople handled both events and the connections in between.

Goals & Result

- Since there were legal and license issues at stake it was imperative that the rules and regulations were implemented correctly within the system and that problems were not left up to ac-hoc solutions by the hostesses on-site.
- The ticketing and entrance regulations proved difficult for many other systems to carry out.
- Correct statistics about ticketing and entrance to the different fairs was a key factor.

Datamining / Metrics

- After the event, the organiser has an unprecedented body of information about all participants. Not only the information gathered beforehand but also on-site information; what they did at the trade show, which parts and exhibitors they found interesting, meetings they had, seminars they attended and so forth.
- Used with integrity and ethical guide lines, InvitePeople offer a wide range of statistics, ready to export from the system, refine or cross reference with other data. Event specific statistics and metrics can be retrieved to thoroughly analyze the event's success factors, what can be improved on and to market the next event.

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Conclusion

A couple of major trends are revolutionizing the way we communicate and interact. The same trends are also reshaping the MICE industry. To meet new competition, event organisers must focus on what other meeting options can't offer: personal face-to-face meetings and using the vast information a large group of people together unfolds.

To be able to collect and organize the combined knowledge and information about a large group of people meeting around a topic, and enable participants to use this information to connect with the right people, is the greatest reason of all to attend an event.

By empowering participants with tools for researching, contacting and interacting before, during and after events, organisers will meet many of today's and tomorrow's challenges. Stockholm International Fairs has begun this transformation by collaborating with InvitePeople.

2014 WHAT HAVE YOU DONE TO FIT YOUR IT TEAM TO THE FUTURE

COMPETITION RESULTS

1 Winner
IFEMA MADRID

2 Finalists
FIERO MILANO

UBM

OVERVIEW

In 2014 the ICT award category was for: “What have you done to fit your IT team to the future”

The category was related to a programme aimed at transforming your IT department to deal with the challenges of tomorrow’s information technology in an exhibition environment. Entries submitted must describe the changes implemented to the personnel qualifications, management and objectives of the IT department of an exhibition organiser or venue .

OBJECTIVES

- What drove you to restructure your IT department?
- What were the objectives of the restructuring of your IT department?
- What value added services did your project seek to provide?
- What measures did you take to reach these objectives?
- What were the specific challenges faced? How were these over come?
- Was your IT department restructuring conducted internally or with the help of an external company?
- Were your objectives reached?
- Did the restructuring provide benefits for your customers? If so, please describe them.
- Did the results of the IT department restructuring improve your bottom line?

OVERVIEW

IFEMA is the Madrid Trade Fair Institution. Its 30 years' experience organising trade fairs positions it as the leading operator in Spain and one of the most important in Europe. Over recent years, IT has acquired the capacity to anticipate the technological needs of the company and meet the new challenges of a dynamic market. We began with a traditional IT department, with proprietary solutions, services offered by in-house personnel, with scanty documentation and methodology. We have evolved thanks to more reliance on supervised outsourcing, giving us greater capacity and flexibility, adopting market standards and following methodologies, and ongoing training of the team in management, learning new tools and a focus on business.

This process involves working continuously to improve and keep in step with the positioning and maturity of the market.

OBJECTIVES

- To anticipate the technological needs of the company defining the parameters for effective management of all IT assets (technology, processes, HR, financial resources),
- Continuous adaptation to the new challenges of a dynamic market.
- Orientation of the outsourcing strategy .
- Orientation to market standards in areas where this is advisable.
- Application of agile methodologies and rigorous documentation.
- Automating processes and integrating systems to achieve online updates permitting a better, reliable and effective response to the customer.
- Defining, applying and maintaining the different architectures (development and operation) the organisation needs.

- Definition and establishment of procedures and technologies in Information Security and compliance in Data Protection regulations.
- Quality in the projects we undertake, optimising the results beyond the short term.
- Good knowledge management, providing the value required in this area, which is often closely linked to the company.
- Defining budgets according to variability and adjustments to the costs of IT services.
- Auditing and scheduling monitoring to ensure compliance with policies and legislation affecting IT.

IT cost ratios
are below market values



High degree of
automation
in our
systems

Measures to reach these objectives

These actions and changes have always been led from within the organisation itself, while seeking support from the most important companies in the sector as needed for each case.

The main actions taken over recent years in each component to achieve the goals set are:

- Strategic consultancy to evaluate the most important IT management ratios and the recommended actions.
- Introduction of standardised commercial products: SAP (various modules), HR package, UCM knowledge management, Bentley's GIS system, access control systems, etc.
- Outsourcing services: mainly adaptive and corrective maintenance of applications, cloud hosting services, and computer system administration and maintenance services.

Measures to reach these objectives

- Evolution from an horizontal IT management model based on a structure of teams developing different technologies, to a structure based on functional aspects (the present organisation) strongly oriented to business and the services the IT department provides for the organisation.
- Continuous integration of technological advances

PROCESSES AND METRICS MODEL

At present we are following ITIL best practices for organising IT services.

- Use of Agile SCRUM methodology. We can highlight the very positive impact of short, functional development cycles, and daily and retrospective monitoring mechanisms.
- Introducing TFS (Team Foundation Server by Microsoft) for application lifecycle management.

Measures to reach these objectives

- Virtualising infrastructure and cost variabilisation with cloud solutions and services.
- Formalising a consistent Business Architecture.
- Automating and integrating applications using webservices (Enterprise Application Integration).

Specific challenges faced

- Choosing the right applications / systems / tools and standards to implement, leaving aside fads, with the right fit for our needs.
- Maturity of the outsourcing market. Finding quality outsourcing to suit our needs was no easy task. The keys to finding the required quality were:
- Determining a balance between the expertise which must remain inside the organisation and what the outsourcing provider must contribute. Taking into account the cost involved
- Outsourcing management adds significant complexity to the work of the internal IT team.
- Updating the skillset of IT personnel.
- Maintaining the number of employees.
- Balancing fixed and variable costs.

RESULTS

The main results achieved are:

- We are making the company more agile, reducing time to market.
- The results of the external audit carried out in 2013 by the international firm Quint Wellington Redwood indicate that IFEMA's IT cost ratios are below market values and therefore its efficiency is high.
- We have positioned ourselves responding to the needs of the business with new technology such as developing Apps, mobile web applications, Analytics/Business Intelligence and SAP ERP, Cloud computing, customer portals and an employee intranet portal with Oracle, SAP and Microsoft technology, and with an important EAI architecture, supporting social networks integration.
- Orientation to outsourcing with the materialisation of several contracts for developing applications and managing infrastructure and systems, with the important supervision of IFEMA's IT Team.
- Formalising procedures: application development has begun following agile methodologies like SCRUM, and procedures for all stages of ALM are being firmed up with the support of Microsoft technology (Sharepoint and TFS).
- Great efforts are being made to automate and integrate systems and processes using EAI technology.
- Delivery on-time of different demands, requested by different areas.
- The work carried out always seeks compliance with security regulations and is oriented to quality, with expert support in these areas, as well as in updating the team through training and attending relevant events.

Impact on Results

- Managing more fairs, more customers, more diverse technology, more applications without the need to increase the workforce, assigning inhouse personnel to strategic tasks with greater added value, supported by their knowledge of the business and the existing architectures of IFEMA.
- Lowering management costs for fairs and congresses (efficient internal processes) with a suitable technological platform, which also facilitates highly segmented marketing actions.
- Increasing the capacity to sell spaces and services through the online sales systems implemented, while reducing internal costs for these tasks.
- Increasing participation by customers in their own contract processes using web apps (for example, the Exhibitor Area website).
- High degree of automation in our systems, reducing manual intervention and therefore, mistakes.

Invisible, but essential!!!

In the end, we consider our team to be Invisible (we work in the shade, making sure everything works properly) but essential!!! If IT is not working, there is no show, no business...

And yes, we consider ourselves fit for the future!!!! Ready for the challenges of new technologies, balancing our strategic resources to serve our goals!! We are invisible but essential!!

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TODAY BUSINESS NEEDS AND THE ICT ROLE

Fiera Milano Group strategy is centered around four main businesses:

- Tradeshows
- Congresses and events
- Publishing and new media
- Exhibition stands

In addition we are pursuing an internationalization effort to extend our tradeshow business abroad. Within this frame, the ICT department is requested to support the company goals by delivering services that:

- help the creation of new revenues and the increase of margins
- produce value for the Group's products
- support the internationalization and innovation efforts

ICT mission and goals

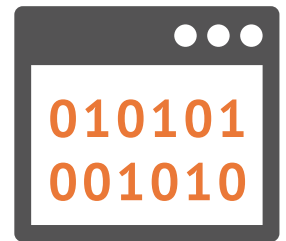
Taking into account:

- the role that we have been requested to play, as ICT
- the pivotal shift towards digitalization of services and consumerization
- the dramatic changes in the way digital services are made available to customers in 2012 we reorganized the ICT team and redefined our mission as:
 - o the development of digital innovation for the creation of ICT based services aimed at enabling business relationships between the various stakeholders and customers during the entire lifecycle of the event (before, during and after)

With that in mind we set our goals as the development of new digital services that:

- o create direct or indirect revenues
- o increase margins by decreasing production/operational costs
- o enrich the value of the Group's products offering (not only tradeshows)

Open Source Technologies



Continuous Benchmarking

The new ICT organization

Two functional areas delivering ICT services with focus on:

- supporting the business
- supporting the company operations

The ICT governance model

We shaped the organization and built the services portfolio acting on 4 key dimensions
Priority allocation of resources (1/3 of the operational costs and 2/3 of people) to business services that produce or support revenues.
(5.400K€ in 2014)

Internal Skills

- focus on demand and product mngt - capability to manage outsourcers / suppliers
- technical competences in application development, content management, digital communication
- attitude towards process/product innovation

Suppliers' skills

- competence in core processes/products and project mngt
- deep knowledge in new digital technologies/ services
- flexibility to manage workload peaks

Customer & Services

- services portfolio developed around stakeholders' needs (operations & business)
- focus on development of new services, enabled by new digital technologies, to support business
- out-of-the-box approach is preferred but customization is sometimes necessary
- KPI definition and measurement - continuous benchmarking of similar businesses

Processes

- project Management with internal people
- very flexible application Management (Agile-like approach) with a mix of internal/external development to ensure time to market
- service Delivery mainly outsourced (ServerFarm, TLC, HD 1&2)

Technologies

- open source for web & mobile applications
- Java for critical applications.
- LAMP and Linux/Jboss/DB2 as application infrastructure

TRANSFORMATIONAL SKILLS FOR SERVING CUSTOMERS

UBM is a global events-led marketing services and communications company. We help our customers make connections, communicate their proposition and conduct business effectively. We have implemented a new organisational structure, and capabilities, of our IT team to engage in all business processes.

The focus of our new organisational structure is to deliver business outcomes, not just systems and technology solutions. We achieved this delivery of outcomes by creating transformational skill sets throughout the IT team, and introducing IT resource at every level of customer engagement.

Through our restructure we are putting the practices and methodologies in place so that IT engages during the initial customer contact through to the final deliverable. Under the new organisational model we have positioned to allow technology, and our IT employees, to be involved in customer insight, customer experience, and product delivery.

At UBM, we are constantly collecting feedback from our customers, and the undisputable results state they are looking for digital solutions to be able to connect, communicate and conduct business effectively. We recognise this need and as such were driven to restructure our IT team, and capabilities, to be scalable along with innovations both within our organisation and in the wider technology sphere.

The new organisational structure of our team serves two main purposes: first, to optimise our ability to deliver innovative products and new capabilities in an efficient and effective manner, second, to have the back end support within our organisation to ensure customers have a smooth and seamless experience in their transactions.

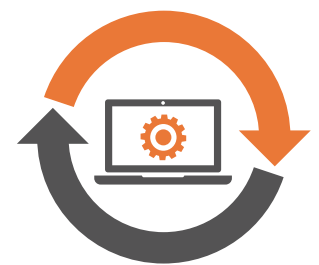
OBJECTIVES

We began our IT evaluation by asking the UBM business leaders, “What new business capabilities do you need to serve your customers?” The answer was unanimously centred around five inter-related capabilities: content management, mobility, digital marketing, customer relationship management, and customer insight.

Although, previously, our divisions operated under a federated structure, it is becoming increasingly common for our businesses to work collaboratively on products supporting the same customers, with up to 30% of revenues jointly generated cross-divisionally. Therefore, we needed to change our processes to reduce the “friction” in collaborating across organisational boundary on customer opportunities. However, we are also being cautious not to swing the pendulum too far, so we are strategically balancing divisional priority setting with horizontal IT capabilities.

Unified:

Billing
Ordering
Reporting
Human Resources



Global IT support



ACTIONS

Moving from a federated model for IT delivery to a coordinated cross-divisional capability involved four main areas of focus

- **Process.** We implemented governance mechanisms to optimise decision making and reinforce transparency and accountability. This was termed the IT Target Operating Model (IT TOM)
- **People.** We created a few highly leveraged central roles to provide the cross-divisional “glue”
- **Skills.** We developed and grew the transformation skills needed to better support the scale of change required
- **Change.** We engaged with business leaders and staff members to win the “hearts and minds” needed to make such a change successful

Process

The IT Target Operating Model (TOM) performed two functions. Firstly it enables cross-divisional optimisation within a local IT resourcing model. Secondly, it provides transparency and accountability to ensure that decision making is both optimised and linked to maximum business impact.

People

Centralised resourcing has been implemented for two main functions. Firstly, IT Shared Services delivers common technology services and exploits the inherent scale in commodity services. Secondly, a central systems and oversight group provide ownership for cross functional IT systems as well as driving the global “glue” functions of procurement, architecture and governance.

The business outcome for the new organisational IT structure was clearly defined by the survey

of UBM’s divisional management. The business capabilities identified now guide the portfolio management and prioritisation processes. These capabilities are integral to our success. UBM has a very clear content and community strategy that seeks to deliver face to face and digital conferences, digital lead generation and networking capabilities for our customers, and news and blogs to serve our communities. By implementing the IT capabilities we are giving our businesses the tools they need to better serve our customers with the content and events they are demanding.

Our primary challenges included the fragmentation of business processes coupled with the challenge of crossdivisional collaboration. The implementation of the hybrid TOM model helped us to overcome this by facilitating a global view of our products, while still ensuring our local needs are being served.

Our second challenge revolved around funding. The changes needed to be self-funding and this was achieved three ways (1) by exploiting the scale synergies in global shared services (2) using strong portfolio management to reduce spend in non-strategic areas and (3) through strong procurement and vendor management processes.

RESULTS

Many of our first objectives have been achieved. It's important to note that with the continual building of our transformational skills we will consistently improve our offerings to better serve our customers.

One of our earliest achievements was the creation of a corporate governance role that sits within the central IT department and acts as 'global glue' to arbitrate how our systems deliver. We now have a single vantage and dashboard metrics for the observation and measurements of system capabilities, customer feedback, and process adherence.

Another early achievement was the integration of our North American and European shared services. By creating a unified IT support shared services team, we are now able to offer 18 hours of service desk help to our employees by providing "follow the sun" cover. A worker from London can now sit down and log in to the network in New York without needing any additional passwords or system configurations.

We have also achieved more consistency in message collaboration. Historically, we operated with fragmented capabilities throughout the business. As a result of our efforts, regional hubs were created in North America, Europe, and Asia to enforce consistency in their territory.

Further, our biggest achievement to date is the crossdivisional roll-out of large show sales, finance and HR applications. Enterprise systems were completely new to UBM, so to achieve this implementation a completely new set of skills was required. We had to create a culture of transformation to be able to achieve this roll-out. We called this, CORE.

By achieving our first system roll-out with CORE, we have established the confidence, the skills, the culture, and the roadmap for enterprise level projects.

Ultimately, our customers are both the biggest stakeholders in our new IT organisational structure as well as the primary beneficiaries of our achievements. By having global governance roles we are now able to quickly innovate and adapt capabilities worldwide, our shared service desk allows our employees to engage with our customers with ease anywhere in the world, and our consistent messaging systems allow for our customer service teams to address our customer's needs quicker and more efficiently

We now have unified billing, unified purchase ordering, unified HRIS, and unified reporting. Having seamless processes has resulted in a more streamlined process for our customer interactions, and allowed our employees to focus on creating the best possible experience when interacting with UBM. Finally, having a culture of transformational skills throughout the business has given us the opportunity to pursue unprecedented solutions for our customers and communities into the future.

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2016 WHAT WILL BE OUR TOOLS FOR THE FUTURE?

COMPETITION RESULTS

1 Winner

FEATHR

2 Finalists

REED EXHIBITIONS

GLEANIN

OVERVIEW

In 2016 the ICT award category was for: “What will be our tools for the future?”

The 2016 UFI Technology Award wishes to recognize new technologies designed to support the exhibition industry. The main objective of this award is to honour outstanding digital tools designed to make the next generation of exhibition professionals or users fit for the future. Entries must relate to a technological innovation programme in an exhibition environment.

OBJECTIVES

- What drove you to develop a new programme/ tool?
- What were the main objectives?
- Which value added services did you seek to provide?
- What measures did you take to reach those objectives?
- What were the specific challenges faced? How were these overcome?
- Were your objectives reached?
- What relevant results can you share?

WHAT DROVE US

Feathr began in 2012 making mobile apps for events. In two and a half years of that business, we worked with over 300 exhibitions and conferences, and we noticed three recurring questions:

1. How can I use this app to boost my registrations?
2. How can I use this app to add value to my sponsors?
3. How can I use this app to engage my attendees beyond the event?

What we heard: “How can I best leverage technology to grow my core business?”

Feathr’s product at the time was trying to help, but mobile apps were only one piece of the puzzle. Despite the fact that people are spending more time online than ever before, the exhibitions industry has not kept up with modern advances in online advertising. Many digital marketing best practices continue to be ignored. Even more concerning is the fact that despite B2B marketing budgets pouring ever more money into digital efforts (over 50% of total projected B2B marketing spend in 2016), less than 2% of exhibition industry revenue comes from digital sources.

In other words, exhibition organisers are leaving money on the table.

MAIN OBJECTIVES

In mid-2014, we went back to the drawing board armed with those insights. Our objective was to build “the event marketing cloud”, a suite of digital marketing and monetization tools specifically designed for the exhibition industry. We aim to help live events fully leverage their online reach to drive value pre-event, post-event, and throughout the year. This could be from increased attendee acquisition, cross promoting

multiple brands are similar audiences to boost engagement, or unlocking new sources of digital revenue from sponsors/exhibitors/advertisers.

Simply put, we want to help organisers to know, grow, engage, and monetize their digital audiences.

SERVICES

The first piece of the suite is website analytics so we can help organisers track the digital interactions that are already occurring. Understanding who visit your website when, what pages they look at, and how long they spend on your site before making their purchase decision is incredibly valuable information for any marketer. Using this data, Feathr is able to intelligently segment website visitors into groups based on their behavior, scoring each individual based on their engagement and their probability of registering for the show.

730% ROI
for every \$1 spent
marketing on Feathr



200 Used by
200 exhibitions
worldwide



Next, Feathr helps organisers expand their online reach to new prospective attendees through two cutting-edge technologies. The first is called email mapping, which allows you to upload email lists (such as prior attendees or newsletter subscribers) to Feathr and then crawls the web to find those people. We match the email addresses to social networks like LinkedIn and Twitter—surfacing new demographic insights about your audience—as well as matching those emails to tracking cookies for ad targeting (screenshot below).

The second is called lookalike modeling, in which Feathr analyses an event’s existing audience (cookies, emails, social media followers) and then we find similar people like them around the web based on demographic, industry, title, location, etc

Once we’ve analyzed and expanded the digital audience, and segmented them based on behavior and probability of conversion, we can intelligently reach the right person with the right ad at the right time to maximize the chance that they come back to the event website and complete the registration process. This type of personalized digital advertising is possible through Feathr’s integrations with 85+ ad exchanges and data platforms. And now that we have the site traffic patterns from the 200+ events that have used Feathr to date, our advertising algorithm has a strong data set of attendee behavior upon which to base these analyses and optimizations. Best of all, this is fully automated, saving the show’s marketing team hours and hours of manual analysis and tedious campaign adjustment.

Feathr also provides a new, clever solution to the old concept of “ask exhibitors to promote the show”. Our referral marketing feature provides a customized co-branded landing page for each exhibitor, sponsor, and speaker, highlighting their involvement with the event. This automatically generated from a template (no manual work

involved, just a bulk upload of exhibitor names, emails, etc) and we have included an auto-emailer to distribute the links to the exhibitors. It even follows up with the ones that haven’t opened the email or started sharing their page yet! And because these pages are generated by Feathr, they automatically are tracked with the same web analytics mentioned above, so the organiser can see which exhibitors drove the most visits, clicks, and ultimately new registrations through their pages.

Finally, Feathr helps exhibition organisers unlock new digital revenue streams by offering sponsors and exhibitor a compelling new form of online exposure that we call “sponsored retargeting”. Essentially, the organiser can leverage the same aforementioned ad targeting capabilities through Feathr to show sponsors’ ads to their digital audience. Whether as an upsell to an existing package or a standalone digital offering, organisers can allow exhibitors to pay an extra fee to have their ads shown to every registered attendee ten times (for example) in the weeks immediately before or after the event!

This is also an opportunity to continue adding value to (and extracting revenue from) sponsors throughout the year; three months after your event ends, those attendees are still qualified decision-makers in their industry and your exhibitors are still trying to reach them. You can continue to offer this form of hyper-targeted digital exposure twelve months of the year, all without handing over an email list or any other personally identifiable information about your attendees.

MEASURES TAKEN

We built the core components of the new Feathr product suite and began running pilots in November 2014 with Reed Exhibitions, Clarion Events, Questex Media, and other large industry-leading organisers. The initial results

were very successful, and every single pilot customer renewed and expanded their usage. Over the course of 2015 we continued to fine tune the core product, add exciting new capabilities, and expand our team, including a dedicated group of Customer Success Managers that provide a human touch and proactive training and support.

We've continued to refine our vision and hone our craft, learning an incredible amount along the way from our customers as well as incredible advisors like Marco Giberti and Paul Woodward. As an ever-young startup, we intend to continue improving every day.

CHALLENGES

While the adoption of our marketing features has been very swift, the logistical challenges associated with helping an exhibition sales teams add a new high-tech sponsorship offering to their line-up (like the targeted digital ad exposure Feathr facilitates) have been more significant.

From creating pricing for the packages and marketing copy in the media kit to training sales reps in digital advertising terminology and getting appropriate compensation structures in place, it requires buy-in throughout the sales team from top to bottom. We help our customers through this process by providing sample sales material, pricing examples, and a knowledge base of common objections, while also being hands-on in the sales process, even jumping on calls with potential sponsors to answer technical questions if necessary.

RESULTS

Feathr has now been used by over 200 exhibitions and conventions worldwide, including those by industry leaders such as Reed, Clarion, UBM, Questex, Emerald Expositions, Access Intelligence, Urban Expositions, Northstar Media,

and more. Reed recently signed a global deal covering over 100+ more shows in their portfolio across eleven business units including the UK, France, USA, Germany, Brazil, and Australia. Some specific case studies:

ICE, a 20,000-attendee B2B show by Clarion, used Feathr to drive over 1,700 new Registrants

FOLIO:Show, a 1,500-attendee conference/expo by Access Intelligence with tickets priced at \$1,000 each, drove over 200 new registrants

New York Comic Con, a consumer convention with 100,000+ attendees run by Reed, sold over 4M sponsored retargeting impressions to major advertisers like T-Mobile.

The results are in: Feathr works, and our customers love it. The average event using Feathr sees 730% ROI for every dollar spent on or through our marketing platform!

CONCLUSION

Feathr is on a mission to help the exhibition industry take advantage of modern digital marketing and advertising technology, without the cost or complexity that has prevented such adoption so far. We aim to provide organisers with a suite of tools specifically tailored for their unique needs, since to date they have had to make do with generic solutions. We strive to empower live events to leverage their online reach in order to grow both attendance and revenue, giving the business of face-to-face an even brighter future.

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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.

- 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

- 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

47% attendees
(11,201 people) opted
into the JCK match
service



Attendees matched with exhibitor are more than twice as likely to meet that exhibitor

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

JCK 2015 DELIVERED:

- 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
- Altered registration to ensure we captured consistent data from attendees and exhibitors .
- 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
- Recruited a telemarketing team to deliver matches to customers as part of our proactive matchmaking 'concierge' service
- 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
- custom survey tool enabled the telemarketing team to gather customer feedback on the usefulness of the proposed matches
- Matches also delivered to attendees in badge confirmation emails and in the show planner and mobile app
- Provided complimentary lead retrieval units, education and service to exhibitors to track matched visits
- At show iBeacon & wifi geo-location connected to the mobile app enabled provision of real-time 'matches near you'
- 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

KEY METRICS & RESULTS OF MATCHMAKING PROGRAM

- 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)

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)

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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.

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.

OVERVIEW

Our Social Registration platform complements the leading registration companies and enhances the registration experience for both registrants and exhibitors. It was extremely important for us to ensure we did not ignore the exhibitor brands personnel attending as they are the ones who typically hold all the relationships.

We have been supplying a social media monitoring tool to the Exhibition industry since 2012. Our clients kept telling us their biggest problem was finding new audience for their exhibitions. They said this constant hunt for more registrations was getting more difficult especially as email was becoming less effective.

We went back to basics and looked at what registrants actually want. A 2013 study from the Center for Exhibition Industry Research (CEIR) reveals what attendees want from trade shows.

- 69% say they attend to meet “shopping needs,” including see new technology, talk to experts, discover and interact with new products, compare brands, and gather competitive intelligence.
- 66% of attendees attend to meet “learning needs,” such as find out about industry trends, network with other professionals, improve job performance, and develop skills.

We believe the social web can help enhance many of those reasons for attending. We also believe that if you enhance the registrants experience they are more likely to spread the word about the event. In 2015 we launched our social registration platform to do just that.

OBJECTIVES

- Develop a platform that worked alongside, and not in competition with, the leading registration companies.
- Give registrants a better experience by enhancing the registration flow with social data relevant to them - who they know attending and exhibiting.
- Make it extremely easy for registrants to invite others, and broadcast their attendances, to their social networks.
- Give exhibitors more value, and increases registrations by tapping into the social networks of the exhibiting brands AND their stand personnel.



Cost per registration from

\$7.50 - \$22.50

Social Registration increase attendees **15%**

ACTIONS

program with the backing of our investors including the ex-CEO of UBM and institutional investors.

- Established special access to LinkedIn's closed "connections" API program: When it comes to establishing B2B relationships LinkedIn is the social network of choice. The problem for us was that LinkedIn had closed off access to their "connections" API and we need to apply for special access to. Thankfully we were successful in our application.
- Integrated with existing registration companies: We initially worked closely with 2 registration companies for our pilot - N200 and Show Data Systems - convincing them that we were not out to take their business away, but complement it. Having an honest and open relationship with them allowed us to demonstrate the value we could add and the direction we were going in.
- Tested and iterated on pilot with clients: As software developers the tendency is to lock yourself away in a room and build what you believe to be something amazing, often the market thinks otherwise. We were determined not to fall into this trap and worked closely with our pilot events at UBM and 2 other smaller organisers. We iterated and tested alongside the marketing teams.

What were the specific challenges faced? How were these overcome?

- Establishing registrants Trust - With permission from registrants and other stakeholders to "see" into their social media networks, organisers gain insight into who the market influencers are, who they aren't reaching through traditional marketing channels, and hidden sources of revenue (on paid registrations).
- Many registrants are wary about sharing their social details having been taken advantage of previously. It is our job as software developers to do the right thing and make it absolutely clear what we will and will not do when the registrants put their trust in us by sharing their details. We do this by always doing the expected thing, making benefits clear, making disclaimers clear, and providing multiple opportunities for a registrant to add their details when they feel comfortable and realise there is something in it for them.
- Gaining the trust of incumbent registration providers - Our social registration platform only works with the blessing of the registration companies as we need to plug into their registration flows. Not all registration companies were initially open to the idea as they saw us as a threat. But over time we have managed to convince most that we are complementary to their service, and saves them huge development cost and time to stay current.
- Access to closed LinkedIn API - our biggest unknown when we embarked on this project was if we would get access to the closed LinkedIn API. At the start of 2015 LinkedIn closed access to their "connections" API and only gave access to a handful of partners. Our initial application was rejected, so this project almost didn't get off the ground. However, after reaching out to them again, and sitting down with LinkedIn we demonstrated to them that we actually enhanced the value for LinkedIn users registering to attend a B2B event.
- Proving social registration is a marketing channel - Convincing exhibition marketers that social registration is a true marketing channel initially was hard without hard numbers. The effectiveness of some channels is easier to measure than others. For example, it is easier to attribute an individual's attendance to the receipt of a pre-populated registration link via email than it is to a direct mail piece. As we went

through our pilot phase and got more early adopters using our service we have been able to demonstrate the value.

- Channels have to be constantly evaluated against the alternatives. Cost per acquisition or cost per attendee (CPA) is one metric marketers can use to compare social registration against their other channels in order to arrive at the optimum mix and budget allocation.

RESULTS

Objective 1 reached: Develop a platform that worked alongside, and not in competition with, the leading registration companies. Last month we had over 100,000 registrations go through our social registration platform in a single month. We had 28 Exhibitions with registration open live on our platform in January 2016. We work with the largest registration companies in Europe including: N200, cvent, Show Data, LiveBuzz, Circdata, EAS and Interchange.

Objective 2 & 3 reached: Gives registrants a better experience by showing them who they know and make it extremely easy to invite others and broadcast attendance Our widget can be easily deployed in the registration flow, and the engagement we have got suggested it has been a success.

On average across our Exhibitions over 4% of all registrations can be confidently attributed to an invite sent via the Gleanin Social Registration platform. This number is higher when you take into account the less easy to measure impact of registrants broadcasting the attendance. 10% of all registrants are now either sending an invite or broadcasting their attendance.

Objective 4 partially reached: Give exhibitors more value, and increases registrations by tapping into the social networks of the exhibiting brands AND their stand personnel.

Getting exhibitors to engage has proved to be tricky. On our best Exhibition to date we have managed to get 30% of Exhibitors to engage and get value as seen by the number of stand staff they went on to invite to the tool. But we have a long way to go in driving engagement and conveying the value.

Quantitative results -

- More registrations - We are seeing Cost Per Registrations (CPR) ranging from £5 (\$7.50) to £15 (\$22.50)
- Better conversion - Interestingly, pre-registrants who engaged with social registration converted to attendees at up to 15% better. This is particularly important in Europe where trade shows are typically free to attend and only 50% of registrants typically show up.
- Invites sent & success - On average 9% of all registrants are choosing to send invites. These invites are converting to registrants at an average of 30%.
- Broadcasts sent - Depending on the priority placed by the organiser in generating reach through registrants broadcasting their attendance, we have seen between 3% and 10% of all registrants broadcasting their attendance.

Qualitative results -

- Reg companies playing ball - More registration companies are integrating with us now, suggesting the initial threat they perceived has started to wain.
- No extra effort for marketers - Exhibition marketers now understand that are not going to be taking on more work, initially this was a worry.
- Exhibitor value - Some way to go, but huge potential - Exhibitor brands & their stand staff that have engaged have got tremendous value from seeing who they already know attending an Exhibition.

A full copy of this entry is available by clicking here



2017 WHAT WILL BE OUR SOLUTION FOR THE FUTURE?

COMPETITION RESULTS

1 Winner

GRIP

1 Finalist

MESSUKESKUS HELSINKI

OVERVIEW

In 2017 the ICT award category was for: “What will be our solution for the future?”

The 2017 UFI Technology Award wishes to recognize new technologies designed to support the exhibition industry. The main objective of this award is to honour outstanding digital tools designed to make the next generation of exhibition professionals or users fit for the future.

OBJECTIVES

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- What were the main objectives?
- Which value added services did you seek to provide?
- What measures did you take to reach those objectives?
- What were the specific challenges faced? How were these overcome?
- Were your objectives reached?
- What relevant results can you share?



OVERVIEW

Grip is the first artificial intelligence powered matchmaking solution. Used by Reed Exhibitions, UBM, ITE Exhibitions, Clarion Events, Ascential and many more of the largest and most prestigious organisers in the world.

Traditional event apps offer nothing more than an attendee list to facilitate networking for attendees. They leave attendees unhappy with the connections they established and with a feeling of having missed out on some of the best contacts that they thought they would be able to make at an event.

Cannes Lions came to Grip with the challenge to provide a smoother and more engaging way for attendees to network with each other. We designed a standalone branded app for Cannes Lions that used our artificial intelligence powered Matchmaking API integrated into the app to deliver the best possible connections fast and easily.

OBJECTIVES

- Improve the event experience for delegates through better networking before and during the event.
- Get deeper insight into which people connect with each other during Cannes Lions.

Which value added services did you seek to provide?

- A dedicated mobile app that connects attendees in a seamless way.
- Rather than a long list of attendees present users with a personalized feed of recommended people to meet.
- Instant messaging as the primary functionality of an instead of in hidden side menu.

- Get extra insight into which groups of people connect with each other at Cannes Lions.
- Give extra visibility to Phd Media, who was Cannes Lions partner for the app.

3,500 people
downloaded the
Cannes Lions
Networking app



20,000 connections
and over
23,000 messages
were exchanged





ACTIONS

To achieve the objectives, the Grip Matchmaking Solution and its underlying Matchmaking Engine were used to make sure that the most relevant people are recommended first and it was easy and engaging for attendees to connect and meet using the Instant Messaging functionality of the app.

The second objective, was to make sure that the Cannes Lions team afterwards received deeper insight into the connections in the Grip Dashboard.

The third objective was to give extra visibility to the PHD Media brand which was done in the form of sponsored spinners. The spinner was shown every time a user opened the app for approximately 2 seconds.

The best thing about the sponsored spinners was that they were not damaging the user experience but highlighted Phd Media in a simple but effective way.

What were the specific challenges faced? How were these overcome?

Having a smooth onboarding experience for the app was one of the challenges. We used smart marketing links that automatically send people to the App Store when they were opened on mobile and to a custom landing page when opened on desktop.

RESULTS

The objectives were more than reached as the quotes below demonstrate from PHD Media and Cannes Lions:

- Avril Canavan, Worldwide Marketing and Communications Director for PHD said: "PHD has been the official partner since

the main Festival app launched six years ago, so we were excited to also be part of this new standalone app for networking. It's great to see how well it's been received by delegates in its first year."

- Richard Boswell, Digital Project Manager for Cannes Lions, said: "We're delighted with the response to the new app, which transformed the way people met. With over 15,000 attendees this year, it was vital the right connections were made with the right people."

Some of the results of the app below:

- 3,500 people downloaded the Cannes Lions Networking app. Way above expectations.
- 296 swipes per user were made on the app resulting in 20,000 connections and over 23,000 messages were exchanged.
- 68,000 impressions for the Phd Media brand.

A full copy of this entry is available
by clicking here



OVERVIEW

Messukeskus Helsinki, Expo and Convention Centre, promotes Finnish welfare by enabling effective face to face encounters at exhibitions, meetings, conferences and other events. Exhibitions are the seventh most used marketing medium in Finland. Face to face encounters make the most impact, are the most social and create experiences like no other medium. In 2016, 75 exhibitions and over 2200 meetings and congresses were held at Messukeskus Helsinki. 9 000 exhibitors and 1.1 million visitors took part in the events.

Augmented Reality brings together virtual and real life encounters and provides both event organisers and exhibitors brand new business opportunities.

Augmented reality is the consumer friendly implementation of the virtual reality trend. It adds a layer of information and experiences to the real world. Our AR implementation is accessed easily through a smartphone app, which makes it easy to adopt for a wide audience.

The AR market is predicted to total 120 billion dollars and to engulf the AR/VR market by 2020.*

OBJECTIVES

THE IDEA - COMBINING GAMIFICATION AND CUSTOMER SERVICE

In the fall 2015 we took note of the AR trend and the gamification trend. Not only young people but also their parents were thrilled by Pokémon Go, an augmented reality game played in real life. How could we bring events to life with augmented reality?

We found a collaborator from the Finnish start up scene and started to brainstorm on how to

both serve our visitors better and make events more entertaining. In early 2016 the project was started.

THE OBJECTIVE – NEW EXPERIENCES WITH A BUSINESS OPPORTUNITY

We aim to provide the best customer experience in the events industry in Europe and create new business from digital innovations for us and our customers.

We split this goal into two: First, we were to serve our visitors better through interactive maps that not only direct you to the desired location but also give additional information on the exhibitors. Second, as we would gain users through better user experience at the events, we saw a real business potential in the AR solution.

Our goal for the next few years is to find new business from the digital world and AR as a marketing platform was proving potential. We were especially pleased with the way AR was a seamless experience at the exhibition area, easy to use and adding value to the events experience.

30-40%
app
engagement



Global First
solution

ACTIONS

THE SERVICE – THE INTERACTIVE MAP RECEIVED PRAISES FROM VISITORS

The interactive map made our visitors experience at the expo much smoother. The old paper maps and street signs used for navigation were insufficient and after each event we received feedback that it was impossible for some to find the companies they were looking for. All though we do have an app and a map there, the interactive AR map had several advantages:

- it locates the user and directs him or her from where ever they are in the exhibition hall to their desired destination be it a restaurant, restroom or an exhibiting company.
- You can search for companies and services in the AR interface and then navigate to them.
- The app gives the users evaluated distance and real time directions much like a cars gps would.

In addition the AR app enables the users to find other users, friends who are at the expo and even make new acquaintances.

THE IMPLEMENTATION – PHYSICAL CONSTRUCTION AND APP DEVELOPMENT

Together with our AR partner Immersal we developed a full, 3600 AR world in our exhibitions halls. The solution is globally unique and as to date we are the only company in the world to have created a B2C AR solution of this magnitude. The visitors use the AR maps and other layers through a smartphone app which was released in January 2017.

Immersal is an exciting new company from Helsinki. The founder Jufo Peltomaa had previously established Zen Robotics and ventured in the robotics market. Now he

approached us with a proposition for an AR world for large spaces. It was both thrilling and refreshing working with a start up. We learned new, lean ways to lead a project and we were impressed by the developers' can-do –attitude. Their passion for their work and team play was something we want to bring into our everyday.

To realise the AR world our exhibition halls had to be covered with AR markers (much like QR codes). They had to be hung from the ceiling high enough not to bother exhibitors' stands and low enough for the app connected to them.

THE CHALLENGES – IT IS NOT ALWAYS EASY TO BE THE FIRST

As always when working with something that has never been done before we had several challenges. For example the schedule did not hold and we got the app to Apple App Store only few days before the launch.

One of the biggest things to learn from in this project was working with a start up instead of an established provider. In this project we had to combine the technical skills of the developers and the enthusiasm of a start up with the understanding of events and business opportunities from our side.

Communications were key to keep the dialogue going and so we started a Slack channel to help effortless communications with Immersal.

However we do find that working with start ups develops our business fast and with a passion. We have a lot to learn from the low hierarchy, the flexible roles in a start up and the fast adaptation of ideas that all are typical for a start up. Being encouraged after working with Immersal we did a hackathon in the fall 2016 and picked two additional projects with start ups in addition to the AR app.

Putting the AR solution into practice required heavy communications both inside our own organisation and externally to exhibitors. Selling the idea to the first customers was challenging since they had no previous experience or even knowledge of AR technology. Internally our sales teams had to be very well briefed on the new AR opportunities. The whole business potential does lie in our own ability to sell the solution to our customers.

A full copy of this entry is available by clicking here



RESULTS

THE OUTCOMES – BRAND VALUE, NEW BUSINESS & BETTER SERVICE

Our objectives were to rise our brand value, create new business opportunities for us and our clients and serve our visitors better. So far we have reached all objectives:

We gained brand value through wide publicity in press and media both nationally and globally. We created new business from commercial AR implementations.

The basic commercial set up is to have the exhibitors logo hovering above the stand. But Qatar Airways and Volvo Cars Finland opted for a more gamified experience. Their stands at Matka Travel Fair and our Boat show respectively had a virtual animal that was the key to take part in a competition.

Both implementations resulted in engaging 30-40% of the app.



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