

Informa Markets Brazil Xperience Platform

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– Introduction

This document presents the business case of Informa Brasil strategy for postponed live events, a combined experience mixing Content, Business and Networking through a repositioning the Informa Markets Brazil events from the concept of “The FAIR is a platform to make business, network and get content” into “A brand is The Platform to make business, network and get content with face-to-face experiences and digital presence 365 days yearly”. Trying to deliver a fast feedback to our community (clients, visitors, delegates, sponsors, etc) against COVID-19 pandemic.

Based on this, was designed an aggressive digital strategy across Brazilian events focusing on delivery a digital omnichannel solution supported by 3+ years of market research with our customers and clients to support business into a digital platform and simultaneously increase our revenue in a short-term based on take advantage of our core business opportunities.

– The Problem and situation

Until the middle of last year many event platforms was focused into 3D concepts for “virtualization” of live events and many of those providers offered their solutions to us.

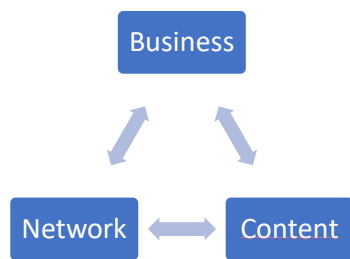
But after decide to an specific solution we deep dive into many research material from 100+ events from last 3+ years of Informa Markets Brazil and realized that was a unique moment to we do more than a live or a virtual event but create a platform to delivery all value that in-person events deliver but now digitally and 365 days that aggregate value to all customer journey.

We began listing all main offers that we do at in-person events:

For **sell-side**: Generate sales (place/write orders), generate leads, build relationship with existing clients, build relationship with dealers & distributors, showcase products & services, promote brand awareness, solidify company industry visibility / market positioning, exposure to focused audience (real people), competitive research, educate audience + present position large audience (keynote), announcements & PR & marketing, audience (Buyer) feedback & QA, talent finding (recruitment) and social/industry gathering.

And for **buy-side** too: Find new products & services, find new vendors/suppliers, transaction / placing orders, meet vendors (existing relationships), testing & tasting, keynotes – Industry trends/market education, certification/ education, meet with colleagues (same company and networking), evening drinks/after show get togethers/experiences, find a job and getting out of the office / location.

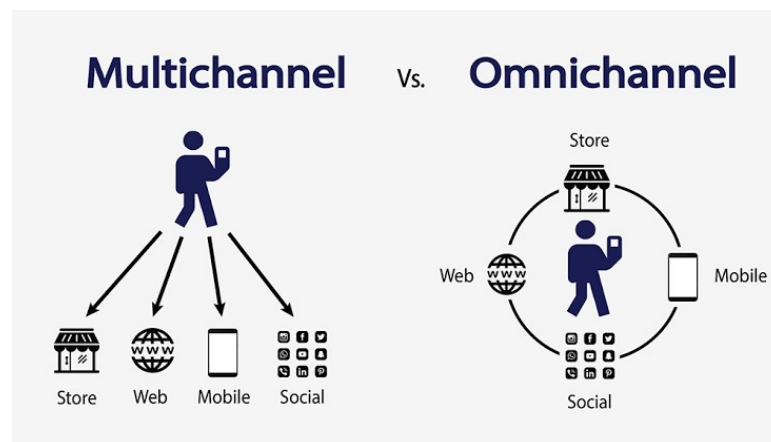
Grouping all those items we found a 3 main pillars of what events do:



The decision

We can't deal with Digital Events as a fast/easy way out for COVID-19, a digital version from onsite edition or a temporary option for pavilion availability for events.

So we reframe our events to digital presence 360° (offline + online). We design a solution where digital and physical do not compete for audience or investment but they complement a interaction journey, became a omnichannel product.



Content pillar

Content pillar must:

- Deliver professional-class quality
- Split onsite content into up to 20 min

- Create special content based on up to 20 min format
- Create content video teaser
- Add categories, tags, description to qualify contents to connect with:
 - Similar content
 - Content channels
 - Podcast
 - Partner contents (aggregate)

Product offers:

- Webinars
- Seasons
- VOD platform (a branded Netflix) for continuously content consuming.

Commercial models opportunities: Free, ticketing types, in-app. freemium / pay as you go, commission, subscription, ads.

Networking pillar

Networking pillar must:

- Empower networking capability (matchmaking)
- Chat / Meeting
- Meetups (round-table, meetups, pair discussion, product discussions)
- Quizz, puzzles

Create a social network based on Habit Loop to hook users to get back to the platform:

1. Create a basic matchmaking (AI Powered)
2. Create war-rooms
3. Create Decompression
4. Engagement
 1. Timeline
 2. Push-notification (likes, comments, posts, agenda)
 3. Social network integration (friends, colleagues)

Product offers:

1. Chat
2. Calls and video conference
3. Gamification
4. Social networking

– Business pillar

Business pillar must:

- Empower business capability (networking)
Matchmaking event
Perennial Matchmaking (AI powered)
- Chat / Meeting
- Showcase products

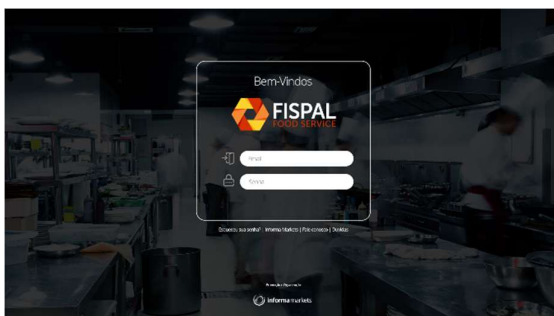
Product offers:

- Company directory
- Display marketplace
 - Products (technical data, video, description, photo)
 - Seller profile
- Transactional marketplace
- End-to-end marketplace (logistics)

Commercial models: Free, in-app, freemium / pay as you go, subscription, listings, ads.

– How to deliver this experience

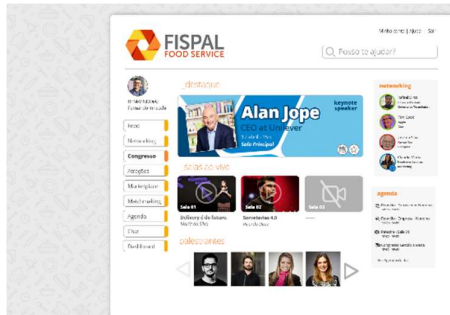
A closed platform (must login) with a complete community offering this experience during all year:



Login



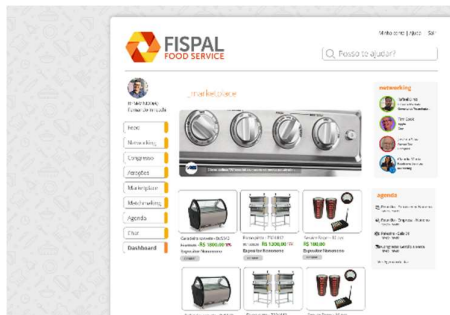
Social networking



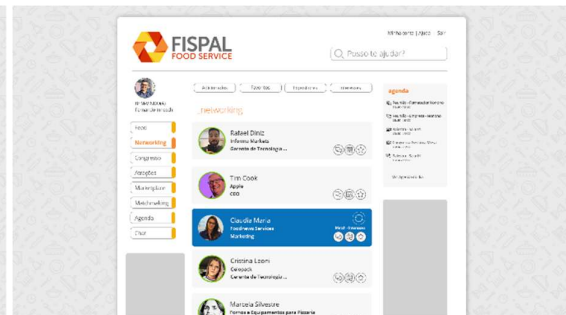
VOD platform Branded "Netflix"



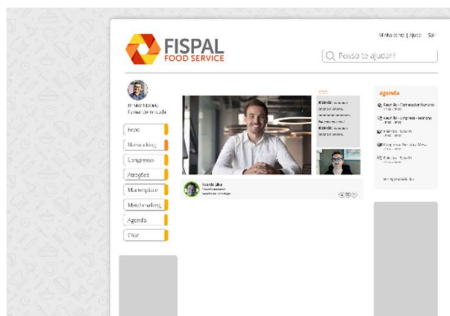
Video content



Marketplace



Matchmaking



Live meeting



Dashboard of interactions, leads, etc

Business challenges

- New business
- New business models / pricing proposal
- Early stage in digital deliverance
- New value proposition (omnichannel)
- Scale
- Predictable/recurring revenue (SaaS)
- New role for exhibitors/sponsors
- Long tail x Fat tail
- Mindset

Team challenges

- Team structure to new deliveries
- Marketing structure, roles and skills
- Sales structure, skills, speech
- New roles

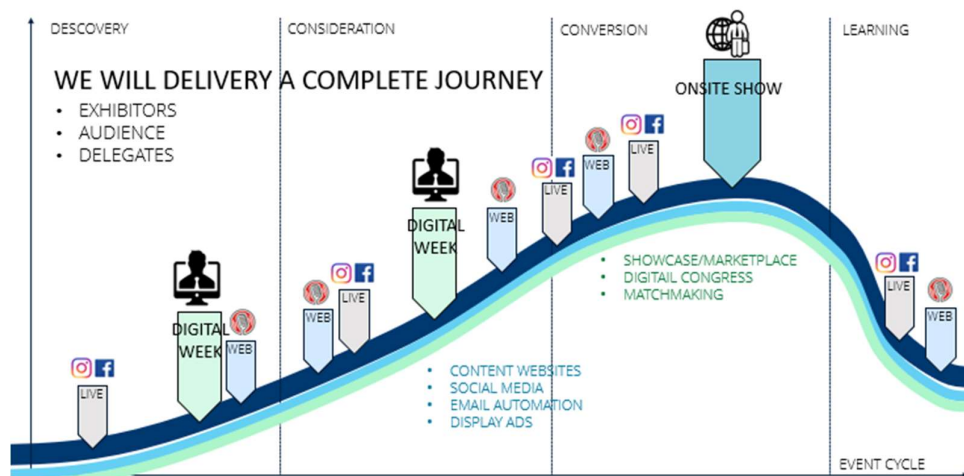
Main risks

- Solution applied to many different market vertical
- Low business maturity (digital for B2B)
- Non product development (IT) internal team
- External dependences (teams, producers, streaming platforms, studio and ops challenges)

New value proposition

We are the unique platform that can offer new business opportunities, networking and content in one single journey, connecting markets 365 days/year combining onsite and digital solutions. **The Xperience Platform.**

Complete journey:



– Results and lessons learned

18 live events in 2020
500+ sponsors (sell-side)
310+ live transmissions
110K audience (buy-side)
40k+ matchmaking connections (AI powered)

12Million+ in revenue (BRL)
220k development investment (BRL)

Marketing video

SELL SIDE - <https://youtu.be/fSsSdl38Hy8>

BUY SIDE - <https://youtu.be/1BJSAITsroo>