



2021 UFI DIGITAL INNOVATION AWARD

Digital innovation for the recovery
of the global exhibition industry



Introducing ExpoPlatform

AI-POWERED EVENTS AND COMMUNITIES: LIVE. HYBRID. VIRTUAL.

ExpoPlatform is the leading online networking and management platform for live, hybrid and virtual events and communities, partnering and developing the platform with leading event organisers.

Live, hybrid and virtual events with:

- AI-powered networking & matchmaking
- Registration
- Lead generation
- Live analytics
- Exhibitor profiles
- Website builders and virtual lobbies
- Email marketing
- Online meetings and sessions
- Floorplan
- Mobile App
- Exhibitor manual
- Hosted buyer programme

365-community ecosystem with:

- Content hub
- Marketplace
- Webinars
- Common user ID and product taxonomy across a portfolio



Multiplying trade opportunities
in the cosmetics industry **for**
Cosmoprof



Promoting virtual product
launches in the housing retail
sector **for** **Clarion Events**



Putting exhibitors at the forefront
with digital showrooms **for** **Reed**
exhibitions



Saving time with process
automation **for** **Accenture**



Empowering sponsors with
virtual branding opportunities
for **TM Forum**



Who we were and who we are

480% revenue growth in 2020

ExpoPlatform's mission was unchanged, but we listened to the organisers' needs and adopted our solutions to support the industry.

Before the pandemic

2019

ExpoPlatform provided **all the features** to support and improve organisers', attendees' and exhibitors' experience at **physical events**.

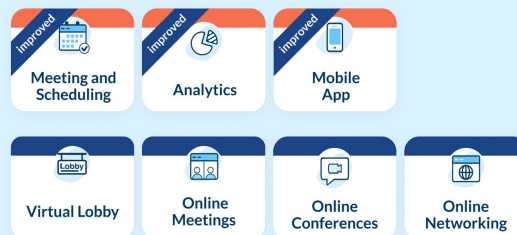


When the world changed

2020

The pandemic hit and we focused on exploring new and meaningful ways to **connect buyers and suppliers**, and to **generate revenue** for the organisers, **developing**:

- **Online meeting and online conferences**
- **Digital monetisation options**
- **Relevant measurement metrics and real-time leads**



...Where we are now

2021

With the **365-Community ecosystem** we provide a seamless experience for event/industry communities by publishing digital content, regular webinars, marketplaces and virtual/hybrid/live events.

The key elements are:

- 365-Marketplace
- Content hub
- Webinars
- Common user ID and product taxonomy across a portfolio



SEAMLESS JOURNEY

+480%
growth

Our contribution

The subjects of our focus after deep-dive discussions with organisers

The human capital for success

To provide a world-class service complementary to the technology, we expanded our team across three global regions. With experienced industry professionals from top event organisers, associations and service providers including Informa & GES, we increased the level of customer success and quality analysis.

A new customer journey

Our business-matching functionality provides preference-based recommendations to users via a **'Person-to-Object' matchmaking algorithm**. The algorithm takes users' responses to the questions in the registration form and continuously streamlines the recommendations by observing their interactions with any page or object throughout their event journey.

Engagement and ROI

Leaderboards and our matchmaking algorithm were able to serve different content to users, driving them to engage with exhibitors, sessions and news. In addition, we provided exhibitors with the means to see and interact with their leads in real time, based on the engagement those leads had with the exhibitor or their products. As a result, exhibitors often had hundreds of action-qualified leads.

The move towards a 365 community

With events placed on standby, we saw the need to enhance our offering by enabling organisers to embrace a **year-round strategy built around community**, not just a single-instance annual event.

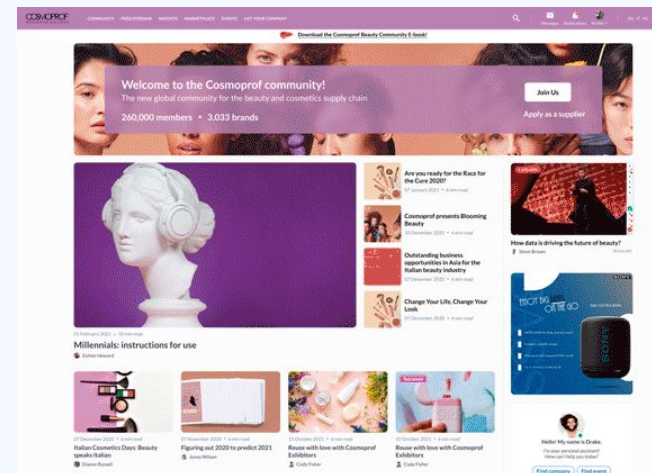
The means to make some real money

Virtual events kept event brands alive, but they weren't pulling in the same revenue. We set out to offer healthy new revenue streams, amalgamating digital visibility, online lead generation and effective tracking with the concept of virtual events to introduce **digital monetisation and sponsorship opportunities** for event organisers.

2021 UFI DIGITAL INNOVATION AWARD

Specific challenges and obstacles on the way

- Event teams were often delivering an online event for the first time
- It was not clear how to generate meaningful revenue
- Event teams did not know how to deliver content effectively online
- Low engagement from stakeholders in typical online events
- Lack of objective demonstration of value of online events for exhibitors
- Major pain-point of connecting different platforms, content, marketplace, virtual events and registration



How we added value

> 460,000
visitors

> 16,000
exhibitors

4.3 million
online meeting
minutes

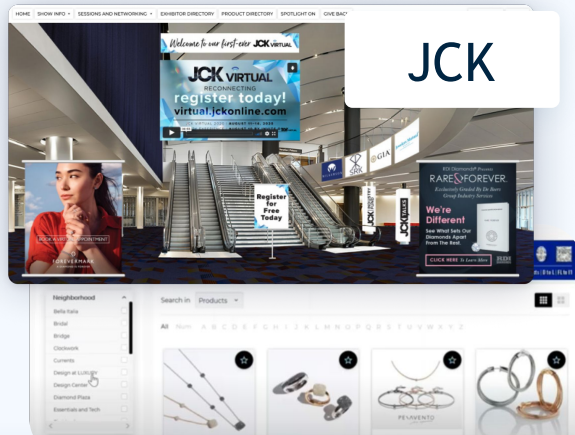
5.9 million
online session
minutes

> 240,000
total meetings



Unlocked revenue generation potential and increased ROI

The platform evolved to a stage where it is not only complementing existing revenue models, but also helping event organisers in devising new revenue streams. Organisers are now able to generate steady returns virtually, offer sponsors and exhibitors ways to improve their ROI on the events and get a bird's eye view of the whole monetisation process.



JCK

Total Participants	45,694	Messages	35,770
Visitors	44,211	Meetings total	1,738
Exhibitors/ Sponsors	956	Online minutes	8,136:55
Products	4,995	Interactions	100,269

Provided rich interpersonal interaction to grow an international industry community

We built engagement aligned with the previous live event experience, producing an online exhibitor product marketplace, and an interactive content programme with live and on-demand sessions. We mapped these challenges onto our platform with functionalities to facilitate rich, interactive in-show experiences.

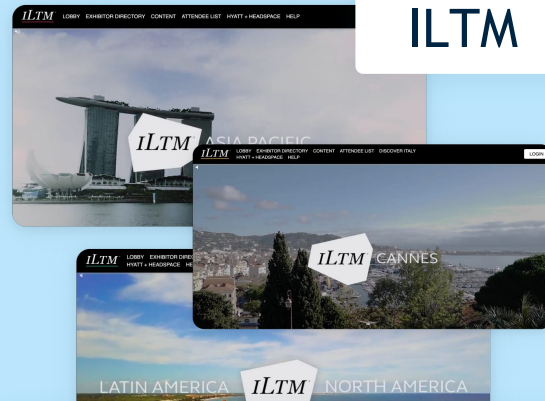


PGA

Total Participants	12,066	Favourites	73,000
Exhibitors/ Sponsors	354	Meetings requested	4,785
Products	1,405	Online sessions	283
Interactions	300,000+	Online minutes	336,340:27

Powered match-made interactions and networking for the event audience

Our AI-powered algorithm offered a blend of recommendations based on the preferences and dynamic interactions of the end-user. Coupled with online profiles and microsites, these functionalities strengthened the base for building valuable connections and driving business conversations forward.



ILTM

Total Participants	2,806	Favourites	63,470
Buyers	1,277	Confirmed meetings	37,720
Exhibitors/ Sponsors	1,256	Online minutes	1,947,388
Products	2,166	Likes/ dislikes	59,512

Results

EVENT STORIES



ExpoPlatform clients interviews

- Clients Feedback
- Experience of cooperation
- Results with ExpoPlatform
- Support Rating
- Recommendations



"We were pleased with the ExpoPlatform team and its willingness to react quickly, solve problems and meet our ever-evolving virtual event needs. Attendee and exhibitor participation at the PGA Virtual Experience & Marketplace was strong, and we look forward to continued platform enhancements moving forward." - Marc Simon, Event Vice President, PGA Golf Exhibitions



"Our clients reply to us saying - The event was great, you've done a great job! With ExpoPlatform we've provided the best possible environment for our exhibitors and buyers to enable them to reach leads and to do business." - Valentina Anastasio, Web Marketing Specialist, Cosmoprof Worldwide Bologna



"The most exciting is to see that the ExpoPlatform continues to evolve. With each new event we come with new ideas and ExpoPlatform is a very good partner to make those ideas come to life. Where these ideas are for the event team or our customers it's exciting to see them in action at the next event." - Susan Merola, director, Marketing Technology at Reed Exhibitions

2021 UFI DIGITAL INNOVATION AWARD



ExpoPlatform provided a seamless experience in pivoting our flagship ILTM event to the virtual space. The platform's hosted-buyer solutions and AI matchmaking abilities added a new dimension of online interactions and networking to the event, creating a richer, more connected experience for the participants.

As a result, the ILTM Virtual World Tour, which was a nine-day, three-week and three-region event, was highly praised by our exhibitors and attendees. ExpoPlatform offered flexibility and support to their clients through the whole process and we look forward to collaborating with ExpoPlatform for our upcoming projects.



Alison Gilmore

Exhibition Director, Luxury Travel Portfolio
Reed Exhibitions

Total Participants	2,806	Favourites	63,470
Buyers	1,277	Confirmed meetings	37,720
Exhibitors/ Sponsors	1,256	Online minutes	1,947,388
Products	2,166	Likes/ dislikes	59,512

[FULL STORY HERE](#)

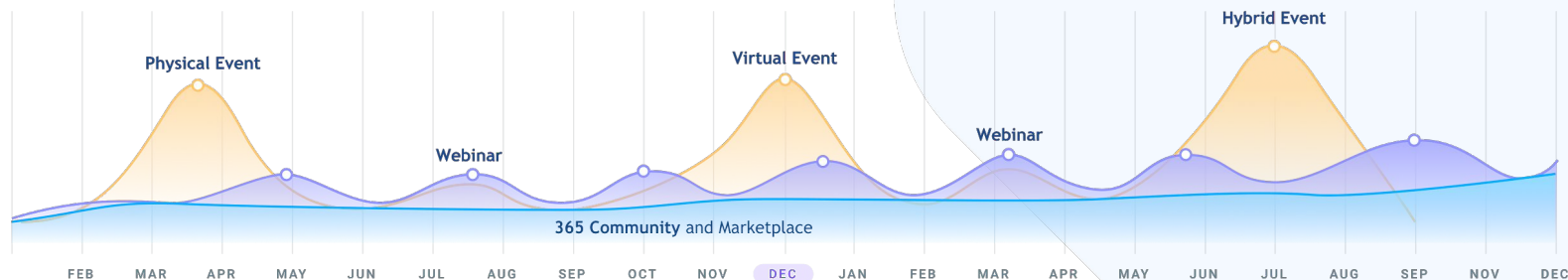


Reed
Exhibitions

We keep innovating - 365 event Community

WE ARE SPEARHEADING **INNOVATION** IN THE EVENTS INDUSTRY

- ✓ **Increase buyer engagement** all year round by delivering 'always on' content, 365 product marketplace and virtual/hybrid events, supported by AI matchmaking, meetings and messaging.
- ✓ **New revenue opportunities** by monetising your community with branding, thought leadership and leads-as-a-service, extending the ROI exhibitors receive over 12 months.
- ✓ **Personalised experience** by capturing behavioural data and progressively profiling users for improved recommendations and a seamless journey.



AI MATCHMAKING, NETWORKING AND LEAD GENERATION

365 Community and event ecosystem

Opening our proposition beyond an events-first strategy



Content Hub

News and insights for your community. The hub brings together digital content, on-demand sessions and products in one place, with Micro-Community groups.



Online Marketplace

Exhibitors can promote their products and services and connect directly with buyers searching for solutions.



Webinars

Run lead-generating webinars and meetups to bring the community together every week.



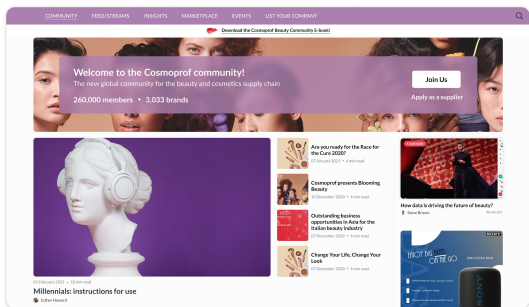
Search Engine Optimisation

70% of traffic to B2B media comes from organic search. Don't miss out on this critical audience acquisition channel for buyers with purchase intent.



New monetisation opportunities

Branding, thought leadership and lead generation services year round.



Personalisation for better visitor engagement

Redefining the customer journey for a new era of engagement



AI-based recommendations

The more a user interacts with our platform, recommendations will be made on the Content, Products, Companies and People they would be interested in.



Personalised Email Newsletters

Easily create email newsletters using our email template builder, including widgets for personalised Content, Products, Companies and People.



Email and In App Notifications

Create a series of automated notifications for when a user takes an important action including: Connection requests, Meeting Reminders, Upcoming Content Sessions and more.

Location-based notifications are possible on request.

