



**UFI**

**Digital Innovation Award**

*Paris, September 5<sup>th</sup> 2022*

*Aletta Kok CMO Royal Jaarbeurs*

**JAARBEURS**

— attract - engage - accelerate —



# Content



About Royal Jaarbeurs



Challenges



Our solution




Results and Learnings





**Founded in 1917**, during WWI to overcome the financial crisis, to **stimulate welfare** and advance trade and industry.

**Mission:** As Jaarbeurs, we provide and create the space to **accelerate growth** as a person, an organisation and an industry.



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Venue owner in **Utrecht** (NL)



Organizer in **NL, Europe** and **Asia**



**8000** meetings and congresses p/y



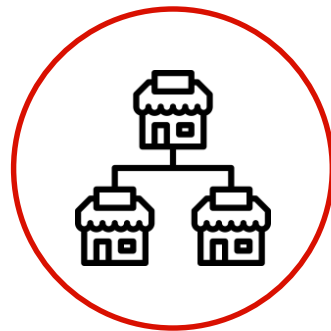
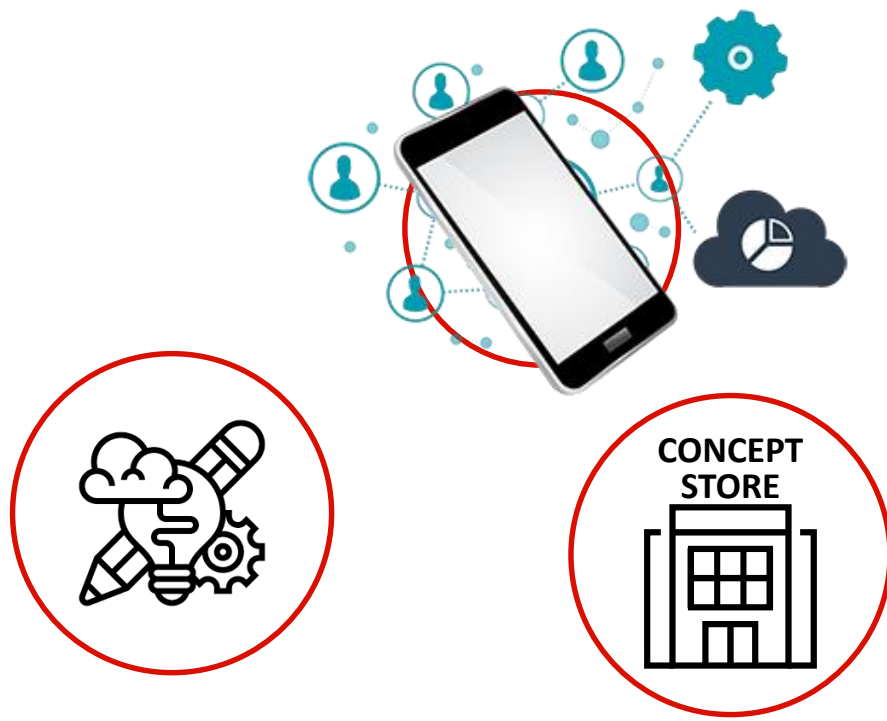
**81** trade shows b2b and b2c




**800** employees globally



**150M** euro revenue

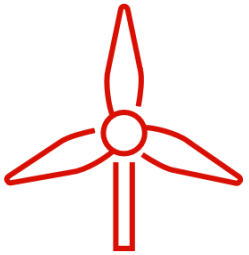






How will we  
come back  
better?

# ...by innovating along our strategic pillars



**Sustainable**

#most**sustainable**venue



**Safe**

#most**safe**venue



**Smart**

#most**smart**venue



**Friendly**

#most**friendly**venue

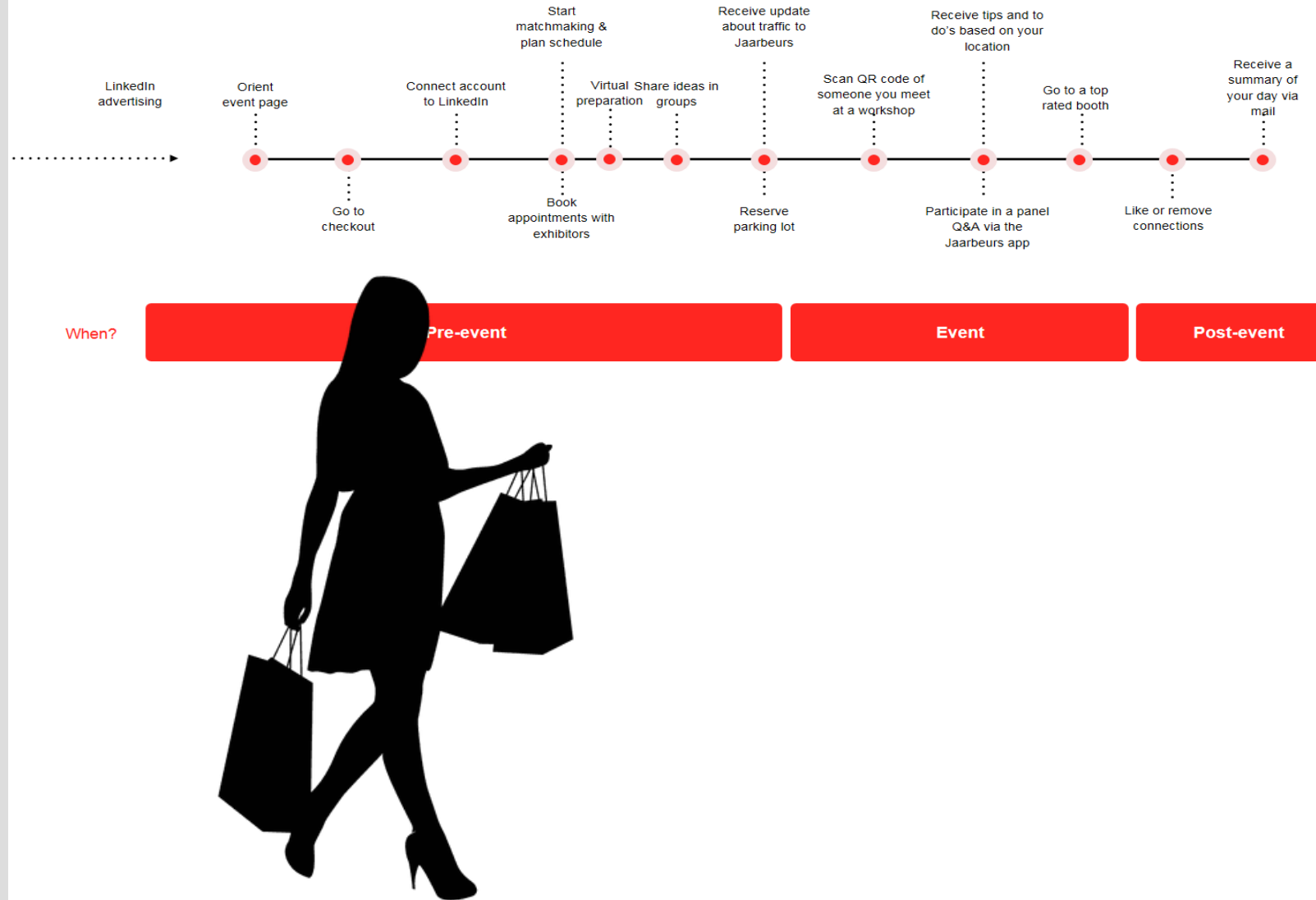
**How to become  
better starts with  
understanding  
your users.**



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# How to become better starts with understanding visitors.





# How to become better starts with understanding visitors.

Challenges to solve



Validated ideas

*"I don't know  
where to go"*

*"I got really  
frustrated  
during the  
registration"*

*"I don't want  
to get covid"*



Easy preparation

Indoor wayfinding

Crowd control

# How to become better starts with understanding exhibitors.

Challenges to solve ➡ Validated ideas

*"visitors can't find us easily."*

*"We have lack of attention of targeted visitors"*

*"what is the best configuration and location for my stand?"*



Interactive floorplan

Advertising

Proximity marketing



# How to become better starts with understanding Jaarbeurs.

Challenges to solve



Validated ideas

*"How build better visitor paths?"*

*"How can we best safeguard the health of our visitors?"*

*"How can we develop new revenue models?"*



Jaarbeurs

Crowd management

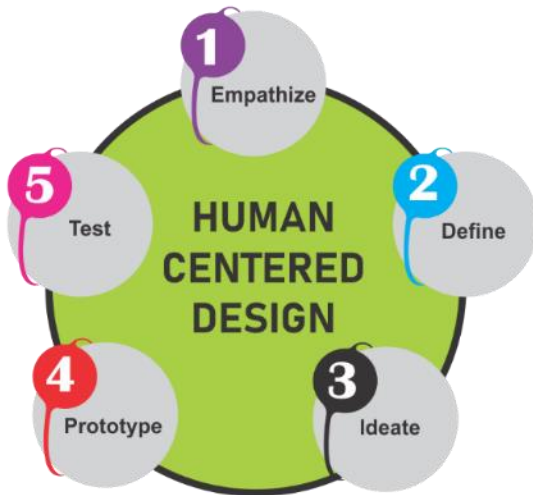
New revenue models

Visitor data

# Three key elements to get it done!

# 1

**User-centered  
innovation  
process**



# 2

**Multi  
disciplinary  
team**



# 3

**Strategic partners  
to implement  
state-of-the-art  
technology**



**SAMSUNG SDS**



**cherrypicks**





# We used the corona years to invest and develop!

First the Crowd App. Pushed the next phase with the Live App



# We used the corona years to invest and develop!

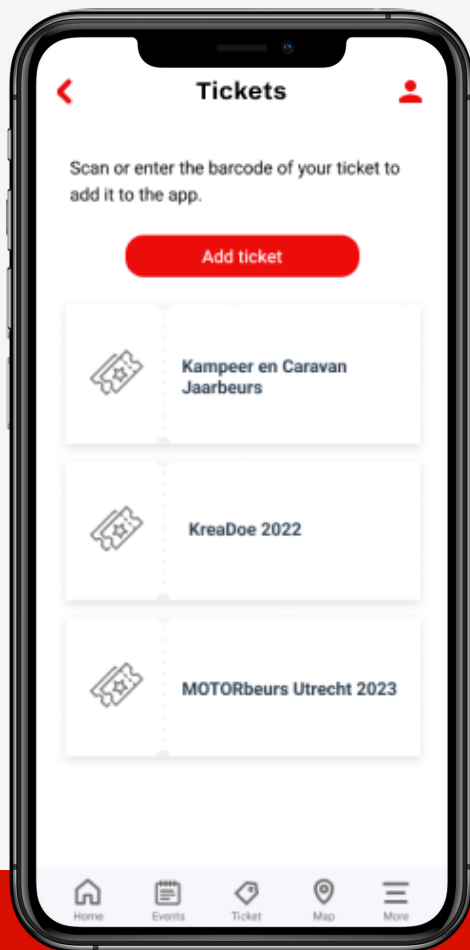
First the Crowd App. Pushed the next phase with the Live App





## Features & benefits for **visitors**

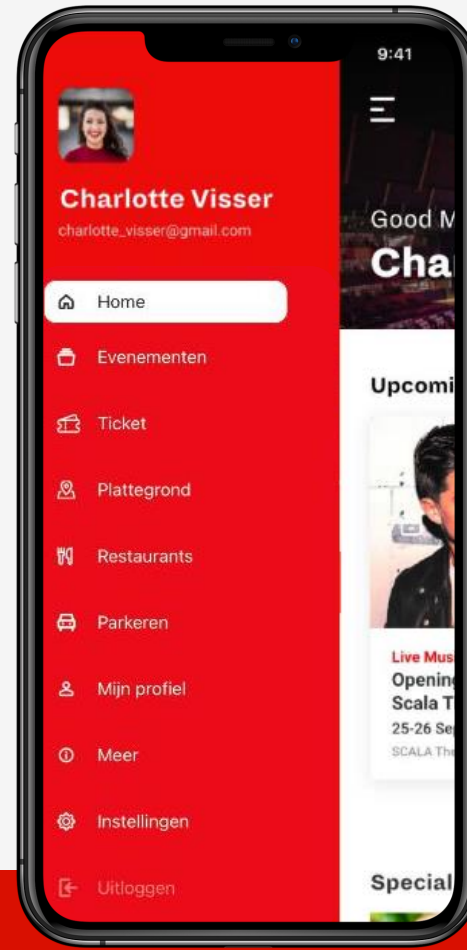
### Easy online ticketing



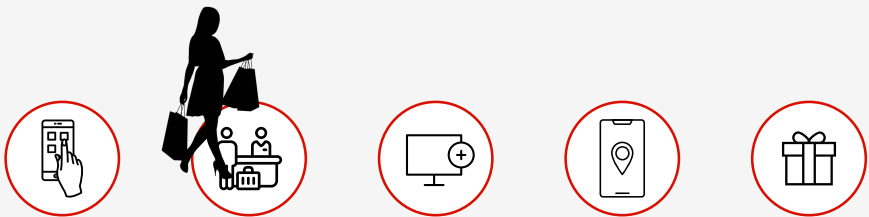
### Personalised program



### Info & reserve parking

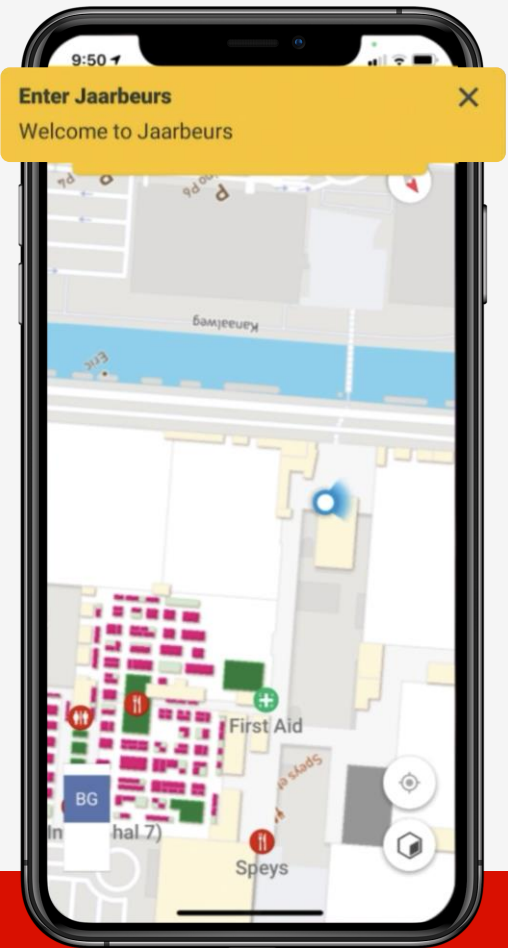


Features & benefits for **visitors**



Welcoming

Easy check in



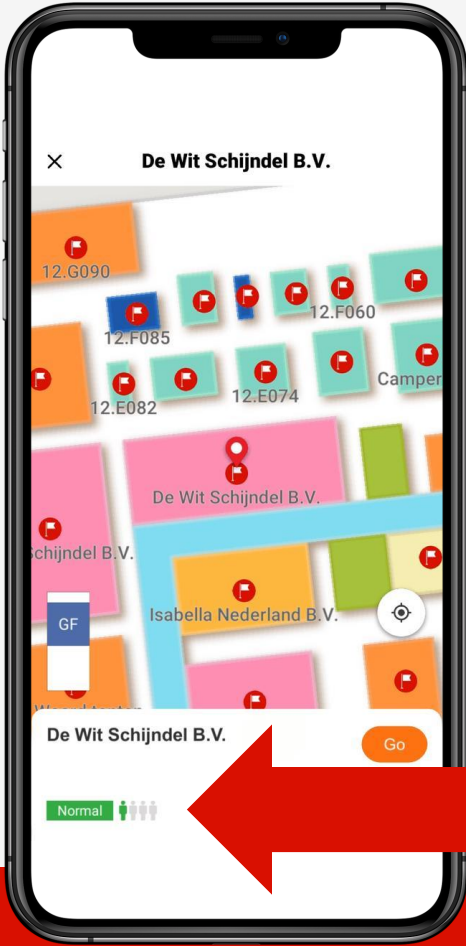


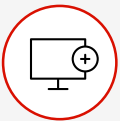


Exhibitors overview

Interactive map

Crowd information

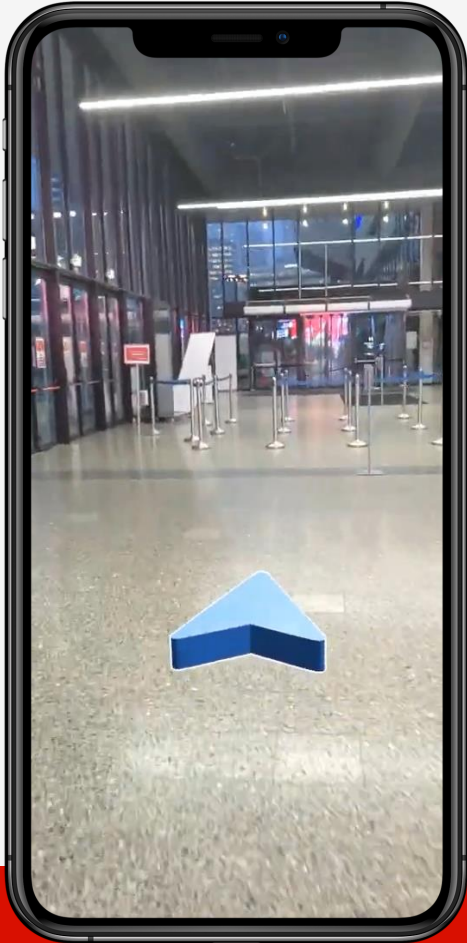




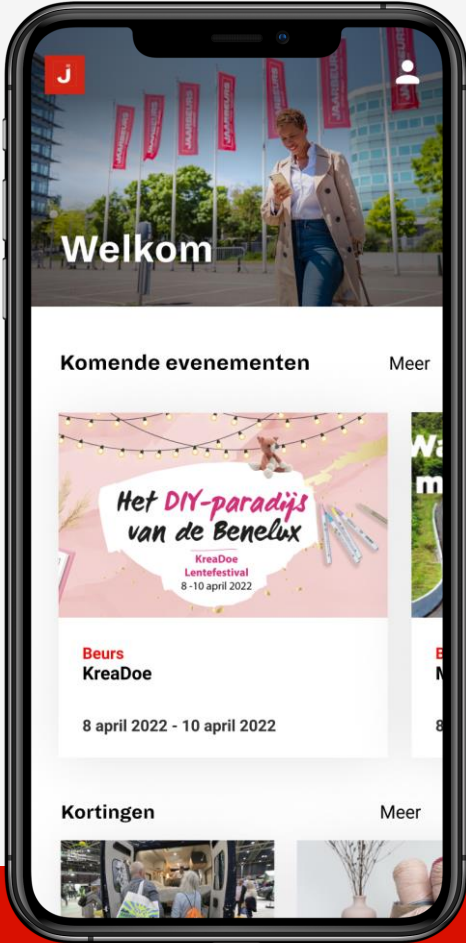
**Indoor navigation**



**Coming Soon: AR**



**Coming Soon:  
improved ux**

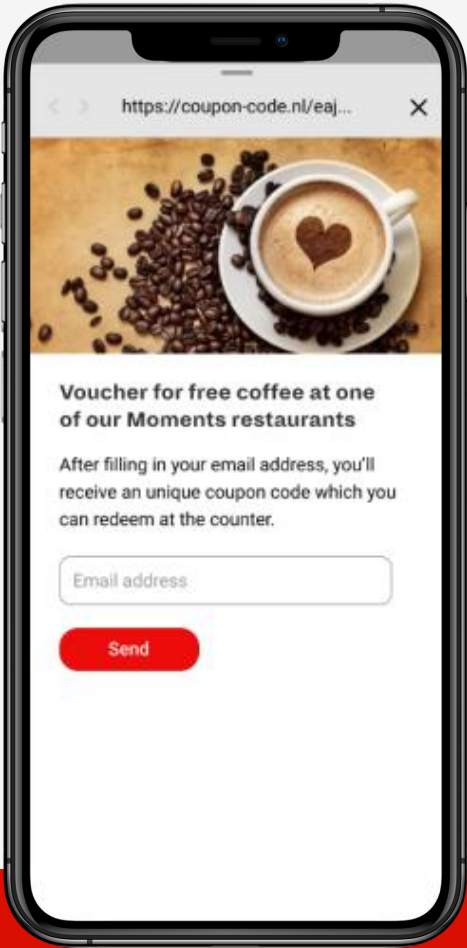




**Voucher**

**Location based discount  
and gaming**

**Gamification**

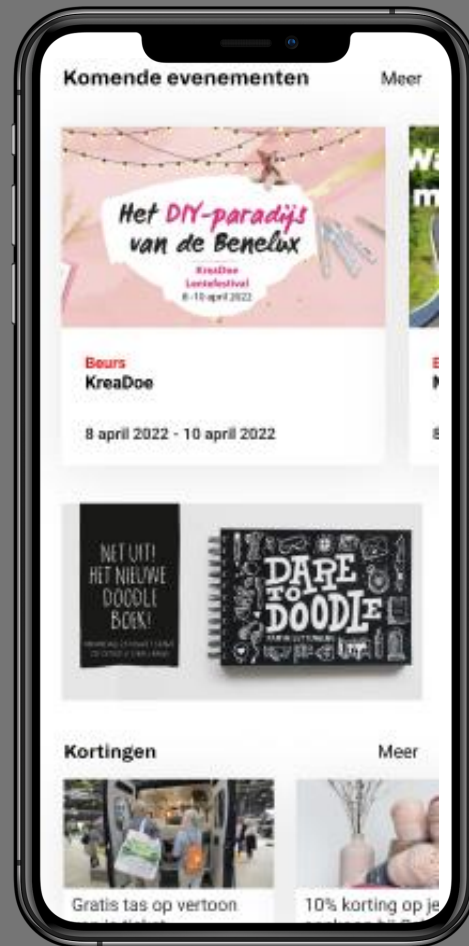




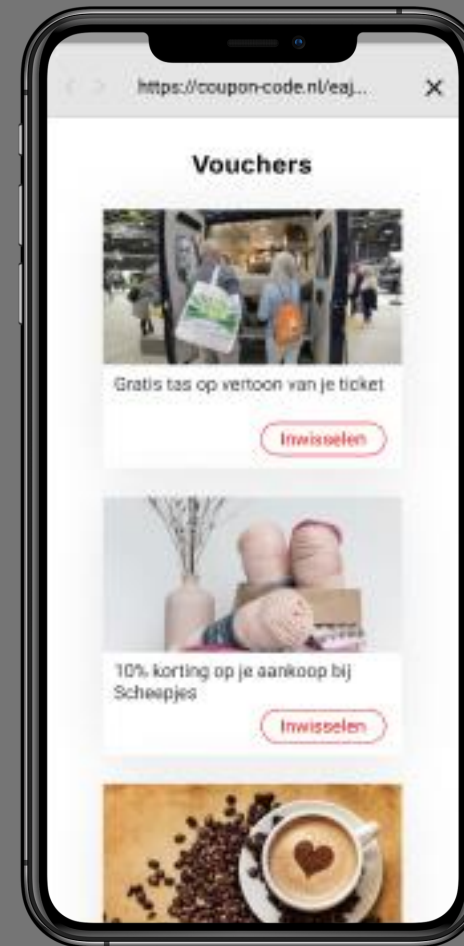
## Branded content



## Advertising



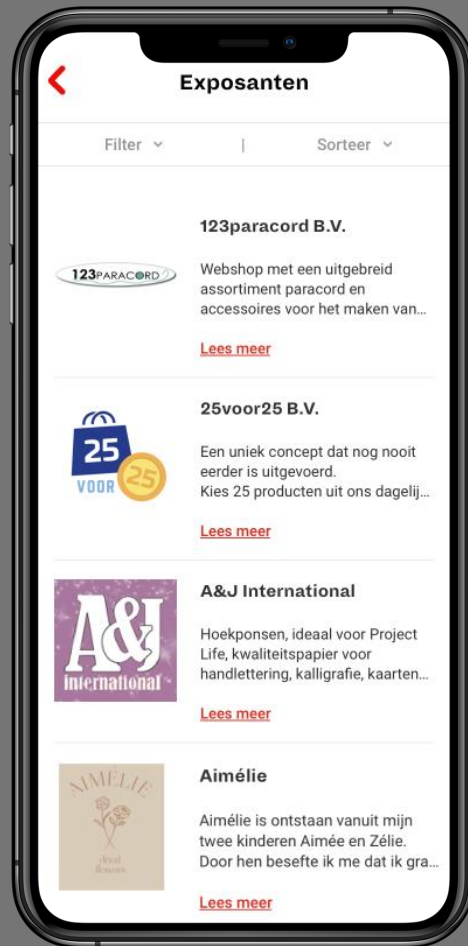
## Voucher offering



## Proximity marketing



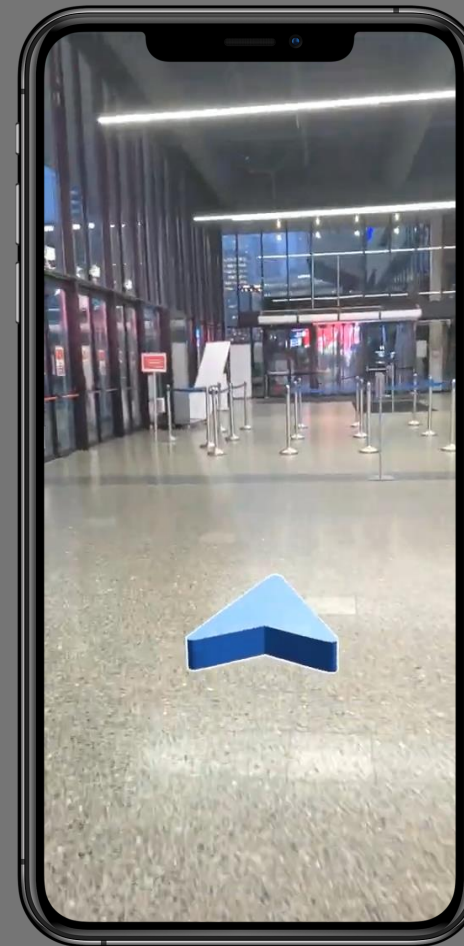
## E-directory



## Crowd information



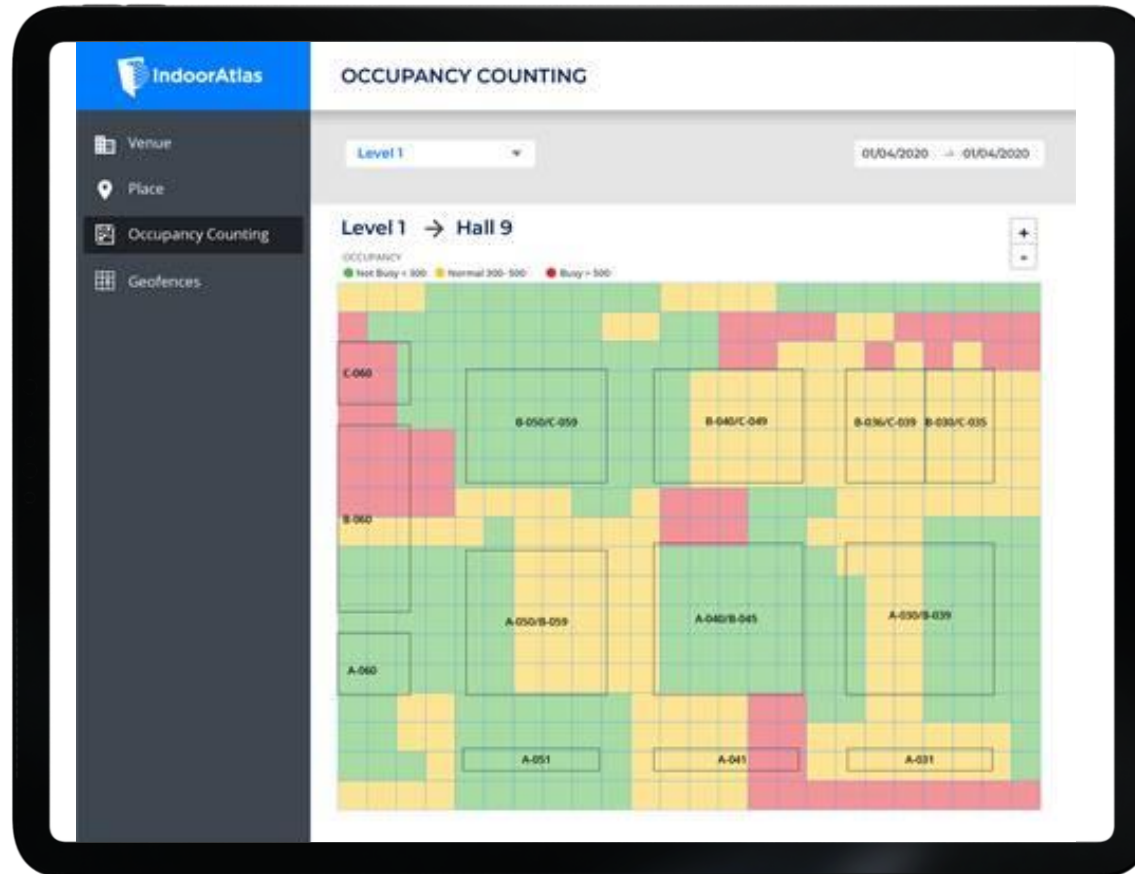
## Coming Soon: AR advertising



## Features & benefits for **Jaarbeurs**

**Crowd management  
(COVID-19 risk mitigation)**

**Optimized routing and  
price differentiation**





## Features & benefits for **Jaarbeurs**

Happier visitors

Paperless events

Touchless events

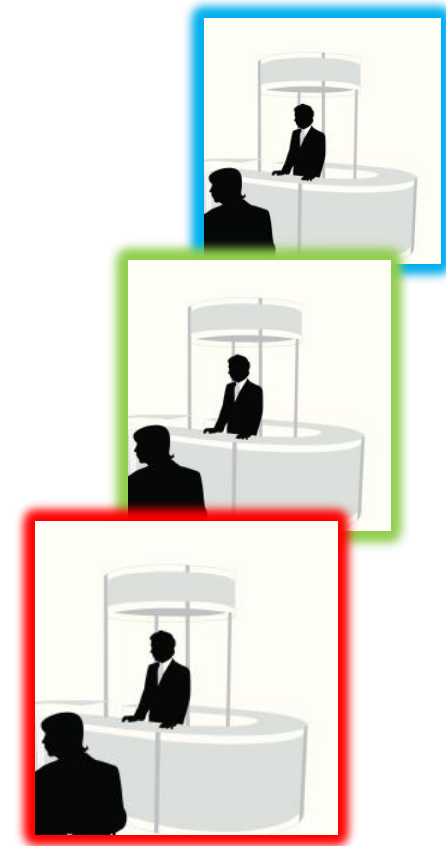
We become safer

We become smarter

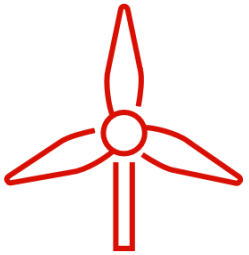
New business models

More value for Exhibitors

1 visitor profile over multi events



# Come back better 2022



## Sustainable

- **No printing of 650k floor plans/flyers**
- 500 instead of 10k beacons
- **Permanent infrastructure (saving energy, effort and money)**

#mostsustainablevenue



## Safe

- **Crowd management**
- Touchless events
- Data GDPR proof

#mostsafevenue



## Smart

- Location based services
- In app messaging
- **One solution for own and guest events**
- **Collect visitor data**
- **Location data - heatmaps**

#mostsmartvenue



## Friendly

- Tickets in one place
- Easier preparation event
- **Easy wayfinding**
- More fun
- **25% app** downloads launch event

#mostfriendlyvenue

**JAARBEURS** AD NIEUWS REGIO SPORT SHOW PLAY PODCAST PUZZEL ABONNEREN

Auto Geld Gezin Gezond Koken & Eten Tech Werk Wonen

**PREMIUM**

**HEEL AD OP PROEF**  
VAN 24,- VOOR MAAR 6,- OP KIOSK

**NET BINNEN**

- 25-08 De beste macOS-trucs: word meester van je Mac met deze stimmigheidjes
- 25-08 Automatiseer je iPhone én je smarphone met deze trucs
- 24-08 Apple kondigt presentatie iPhone 14 aan: dit is wat je 7 september kunt...
- 24-08 Probleem met tijdlijn van Facebook-gebruikers lijkt weer opgelost
- 24-08 **PREMIUM** Vader en zoon halen gestolen tas in Spanje terug via gps-tracke...

BEKIJK ALLE ARTIKELEN

**Deze app is de Google Maps van de Jaarbeurs: 300.000 papieren plattegronden niet meer nodig**

Eindeloos je weg zoeken op een grote beurs hoeft voortaan niet meer in de Jaarbeurs in Utrecht. Een vernuftig systeem bepaalt tot op een paar meter nauwkeurig waar een bezoeker staat en stippelt de route naar de bestemming uit.

Mathijs Steinberger 22-06-22, 14:00

Het bezoeken van een beurs vraagt vaak het maximale van een kaartlezer. Neem de populaire Vakantiebeurs. Verdeeld over vijf uitgestrekte hallen staan honderden exposanten. Honderdtwintigduizend bezoekers vergapen zich bij de stands aan innovatieve tenten en exotische reisbrochures. Maar waar staan we nu precies en hoe komen we bij ons het hoofdoel, de demonstratie van de nieuwste camper?

Sinds kort heeft de Jaarbeurs een modern locatiesysteem in gebruik. Bezoekers kunnen via de Jaarbeurs app de digitale plattegrond van de beurs bekijken en zien waar ze op dat moment staan. Navigeren naar een stand naar








**videoand.**  
Meer informatie

**Dit zijn deze week de eerlijkste en beste tech-koopjes**

Top ranking in App Store

Populaire items

Populairste items voor € 0 Evenementen

-  TicketSwap - (Ver)koop Tickets  
Evenementen  
4,8 ★
-  Ticketmaster International  
Evenementen  
1,9 ★
-  GUTS Tickets - Eerlijke Tickets  
Evenementen  
3,4 ★
-  Jaarbeurs Live  
Evenementen  
Geïnstalleerd
-  Uitnodiging Maken Verjaardag  
Evenementen  
4,7 ★
-  Hop On Hop Off Festival  
Evenementen
-  Carrièrebeurs App  
Evenementen





How did we  
come back  
better?

## 7 lessons learnt:

- ✓ Define **strategic pillars** as your north star
- ✓ Follow a **user-centered innovation process**
- ✓ Assemble a **cross disciplinary team**
- ✓ **Build partnerships** to implement **state-of-the-art technology**
- ✓ **Be agile & fast**, learn and improve
- ✓ **Think data first**, it opens new business models



# Why is this innovation so cool?!



Permanent  
infrastructure



Easy and fun  
visitor journey



Data collection &  
new revenue models

A DJ is seen from behind, standing at a DJ booth with two turntables. He is holding up a smartphone in his right hand, capturing a photo or video of the crowd. The crowd is massive, filling the background, and many people are holding up their phones, which are glowing with red and blue light. The scene is set in a large, dark venue with high ceilings and structural beams visible. The overall atmosphere is energetic and celebratory.

**READY FOR THE FUTURE  
THANK YOU!**

**JAARBEURS**

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