

Leveraging Freeman-Zenus Partnership To Understand Attendee Behavior

UFI Operations & Services Awards 2024

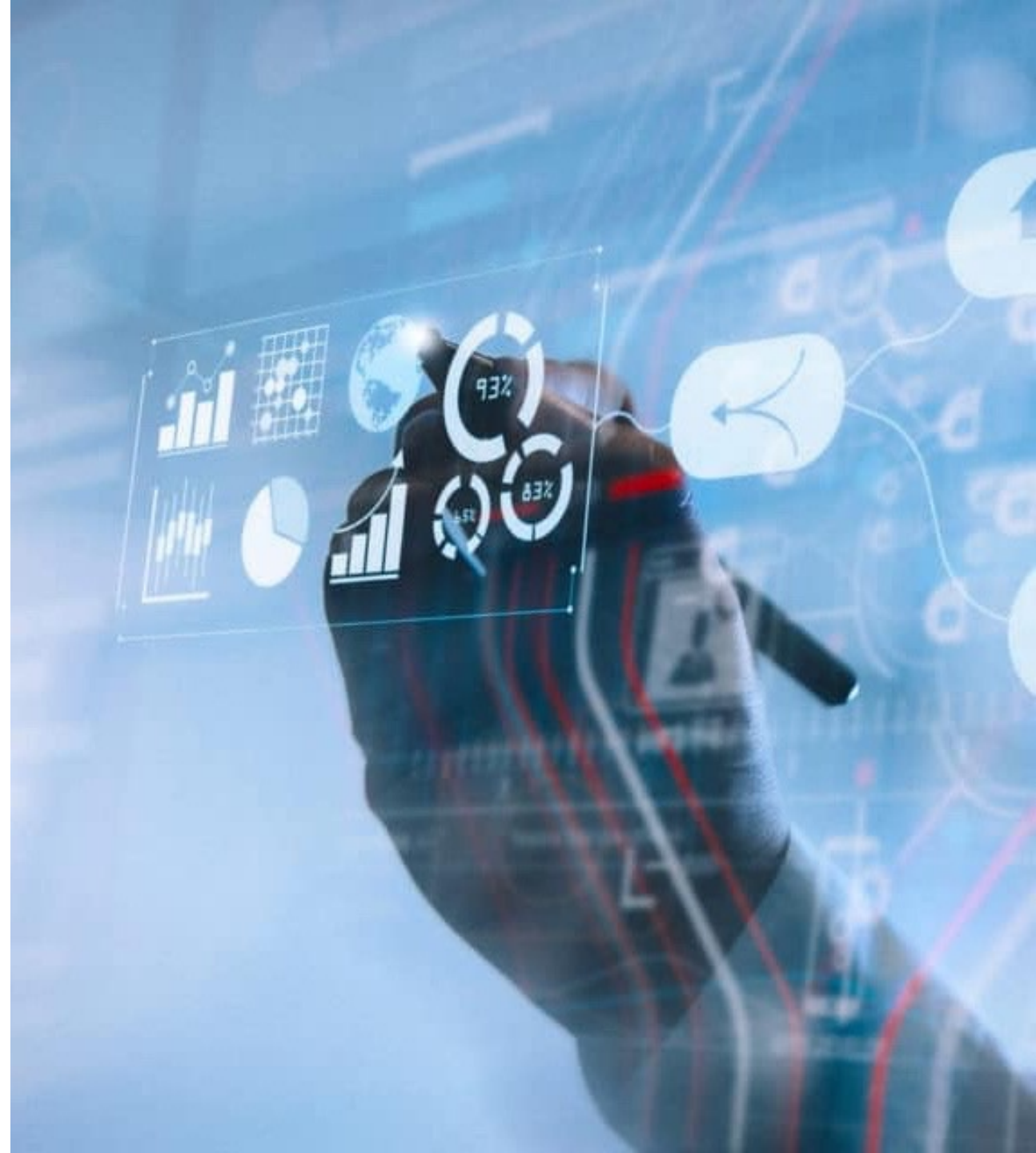
Louis Layton, Freeman, VP Digital Products

Panos Moutafis, Ph.D., Zenus AI, CEO & Co-founder



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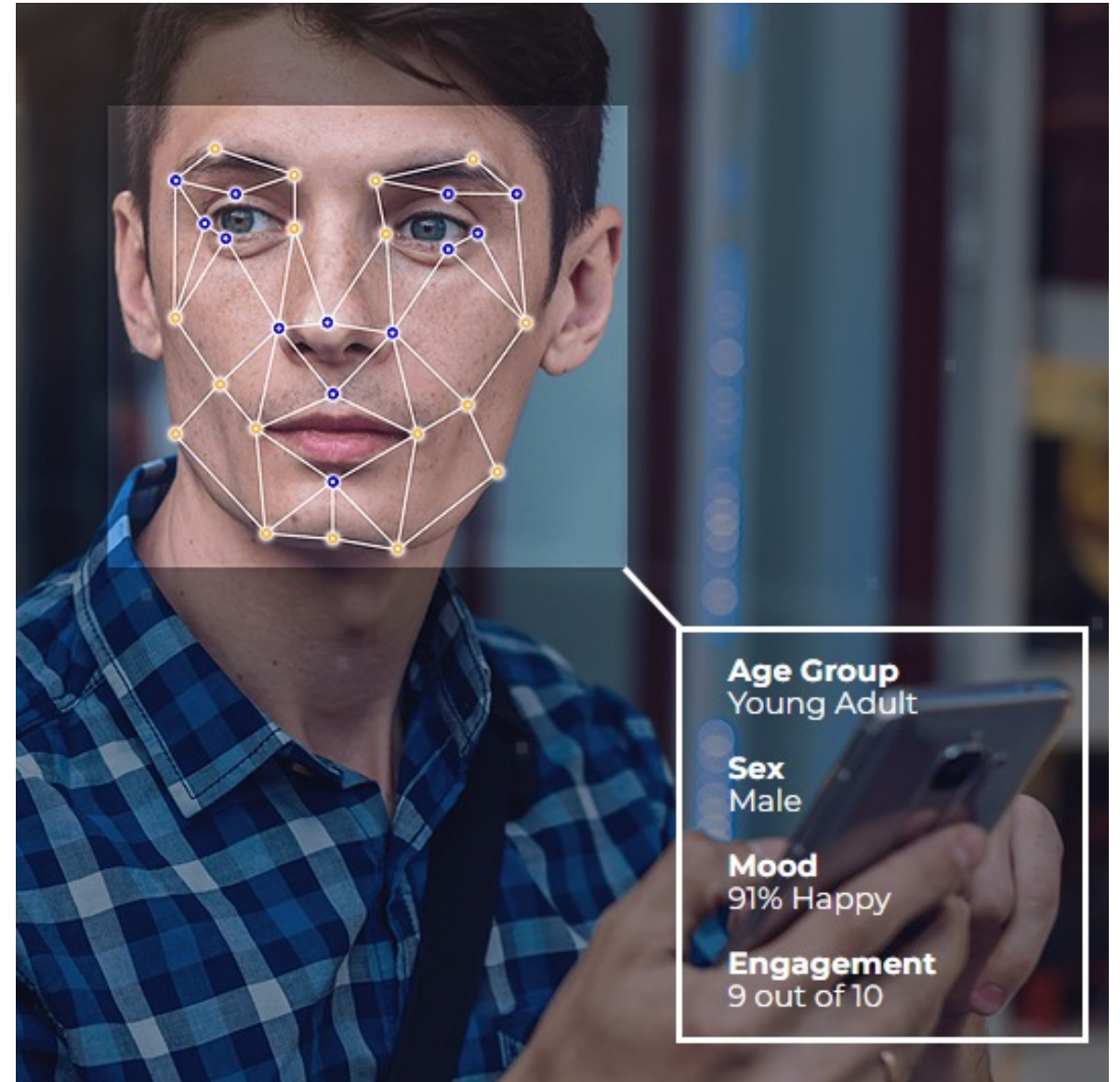
About Freeman

- Freeman is a global leader in events, on a mission to redefine live for a new era.
- The integrated full-service solutions leverage a 97-year legacy in event management as well as new technologies to deliver moments that matter.
- Partnership with Zenus announced in April 2023 to bring ethical AI-powered behavior insights to live events.



About Zenus AI

- Zenus is the leader in Ethical AI with its facial analysis technology which captures impressions, dwell time, and positive sentiment in any physical location.
- Zenus' behavioral mapping results in more informed event designs, improved presentations, increased metrics for sponsors and exhibitors, and additional ways to gain opt-in leads.
- Zenus technology has been implemented in 20 countries across Asia, Australia, Europe, North America, South Africa, and South America.





Measurable Goals

Freeman and Zenus worked with American Society of Cataract and Refractive Surgery (ASCRS) on their event goals including data capture and tangible insights on:

- Attendee actions and sentiment
- Exhibitor and sponsor value/ROI
- Monetization of sponsorship solutions
- Real estate value on the floor



Project Description

The Zenus technology was strategically placed in key areas of the show floor that aligned with the value and engagement insights ASCRS wanted to provide exhibitors and sponsors.

- Registration
- Select sponsorship booths
- The Tap Room (centralized location and bar for networking/educational opportunities)
- Sails Pavilion
- Main stage
- Main hall
- Ballroom (education room)

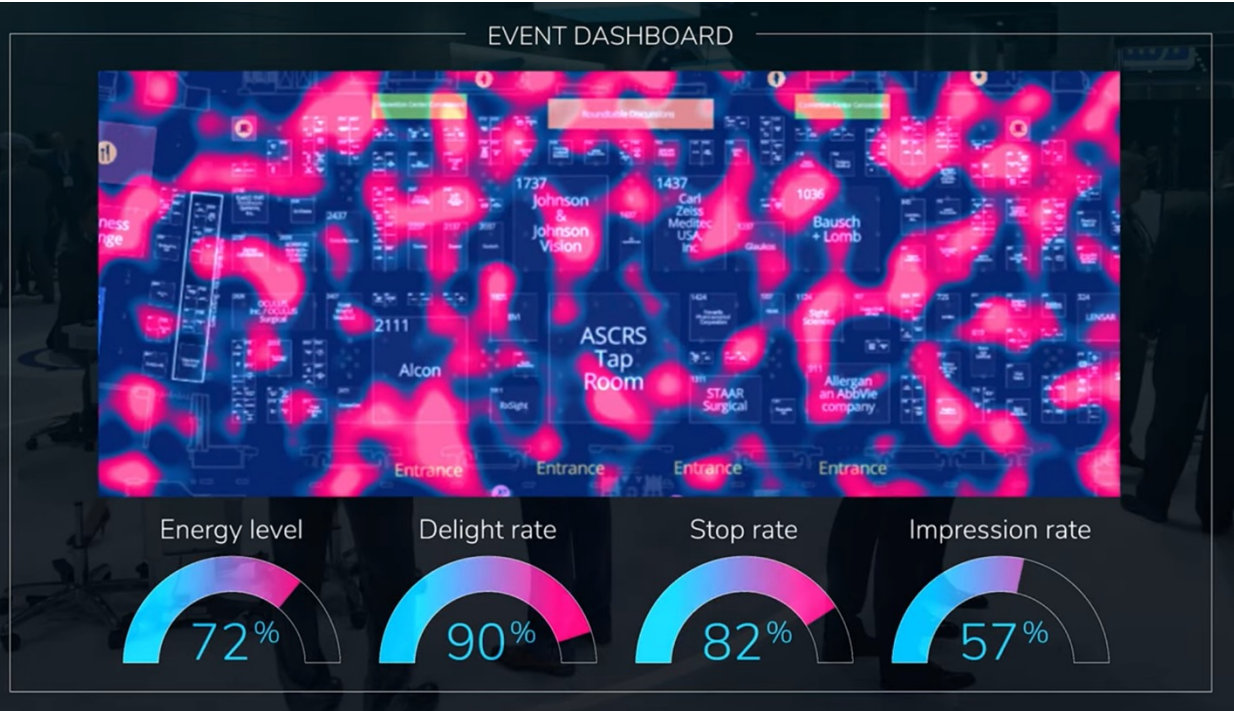


Implementation Timeline

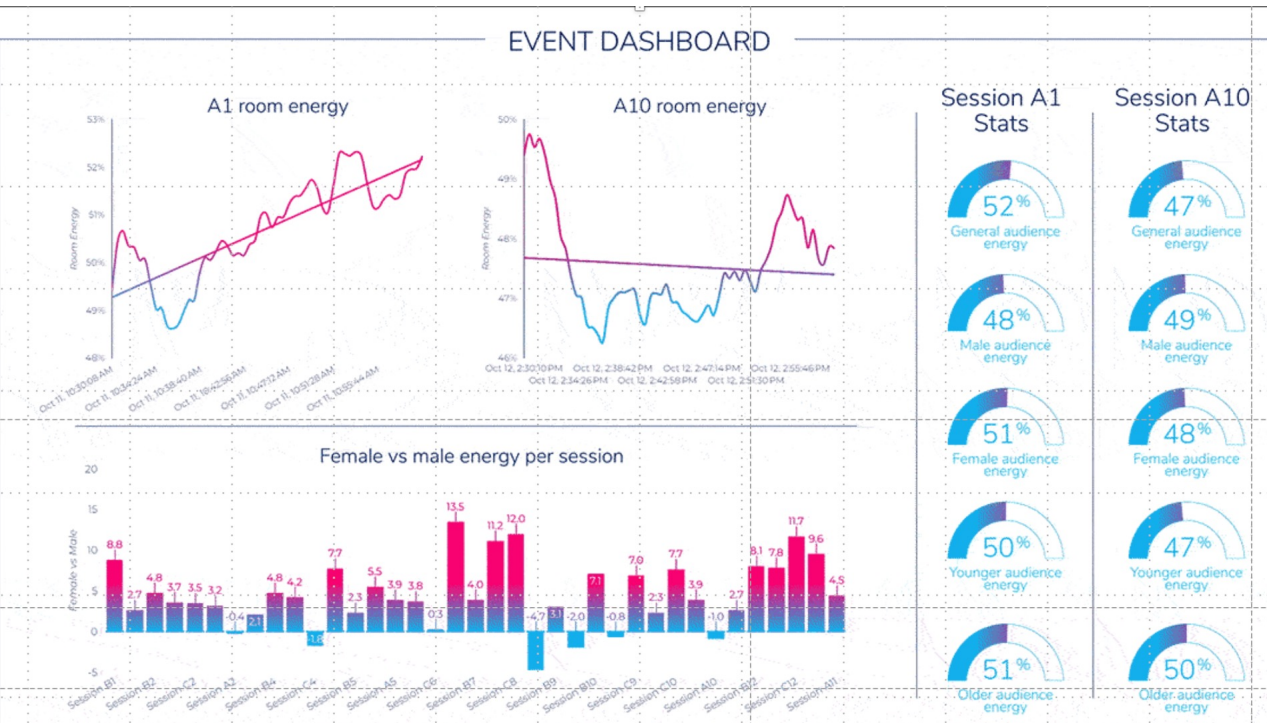
- Strategy Planning and Kick Off – Early March 2023
- Strategy Delivered & Reviewed with Client – Early April 2023
- Final Check-in Call with Client before event – End of April 2023
- Camera Placements Finalized and Set up – May 2-4, 2023
- Daily Insights Reporting – May 5-8, 2023
- Post Show Report Delivered – June 5, 2023

Value & Advantages Delivered

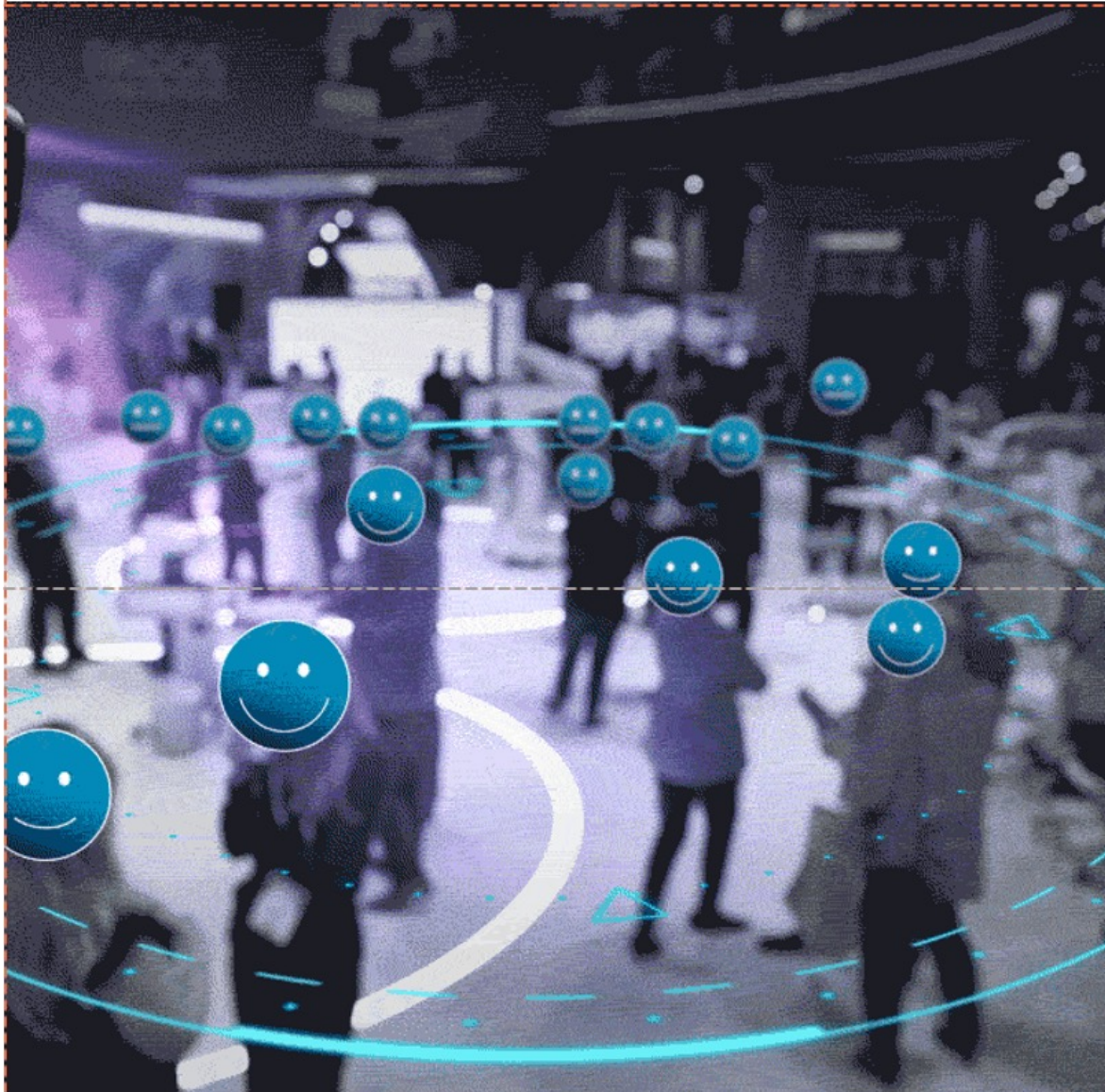
- Energy levels showed the most popular areas for attendees
 - The Tap Room had the highest energy levels, appealing to next generation attendees and networking opportunity
- Delight rate measured which areas offered the highest value sponsorship opportunities
 - Escalators and digital walls had the highest delight rates



Value & Advantages Delivered



- Sentiment data helped identify top performing education sessions and most engaging speakers.
 - Women had stronger engagement presence during sessions. Men had stronger engagement on the show floor.
- Dwell time and stop rate helped strengthen the data provided to exhibitors showing the value of show floor real estate.
 - Booth LED walls had some of the highest stop rates, capturing attendee attention on the aisles.



Future Benefits

For Event Organizers

- Capture sentiment, determining how your attendees are feeling, based on facial expressions, and turns findings into objective, behavior-mapping data.
- Augment survey data which increasingly have low participation rates and do not always capture the complete sentiment of attendees.
- Provide data-driven stats to help sponsors and exhibition gain insights to attendee engagement.



Future Benefits

For Sponsors and Exhibitors

- Insights into how brand activations resonated with attendees based on facial expressions, stop rate, dwell time, and more.
- Data driven exhibit booth (or exhibit stand in Europe and Asia) analytics such as how many attendees passed by your booth without stopping, how did visitors feel, which exhibit design evokes the most engagement, and more
- Measure impressions, demographics, and sentiment; view results on live dashboard or custom-built API; never worry about compliance.



Future Benefits

For Attendees

- Relieve privacy concerns about facial analysis technology since data is aggregated and anonymized.
- No video is ever being recorded or saved.
- Compliant with data privacy regulations including the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and similar laws.

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