

# **Optimizing the Exhibitor Experience: The Role of Digital Tools at Exhibition Areas**

# Optimizing the Exhibitor Experience: The Role of Digital Tools at Exhibition Areas



## What are the main complains faced by exhibitors in the process to order services?

- Disperse and unclear information in different platforms.
- Complicated management procedures.
- Lack of references on the design of their packages.
- Lack of traceability of the status of their requests.
- Waste of time in the management of requests.
- Responses from the other part (Venue, PCO, GCS) not always are on time.
- Every congress and every Venue has different platform, the exhibitor needs to learn again every time.

# Optimizing the Exhibitor Experience: The Role of Digital Tools at Exhibition Areas

## **This resulted in:**

- Exhibitors failing to meet the deadlines.
- High percentage of misunderstandings in orders.
- Increased percentage of onsite complains.
- Invoicing mistakes and administration department overwork.



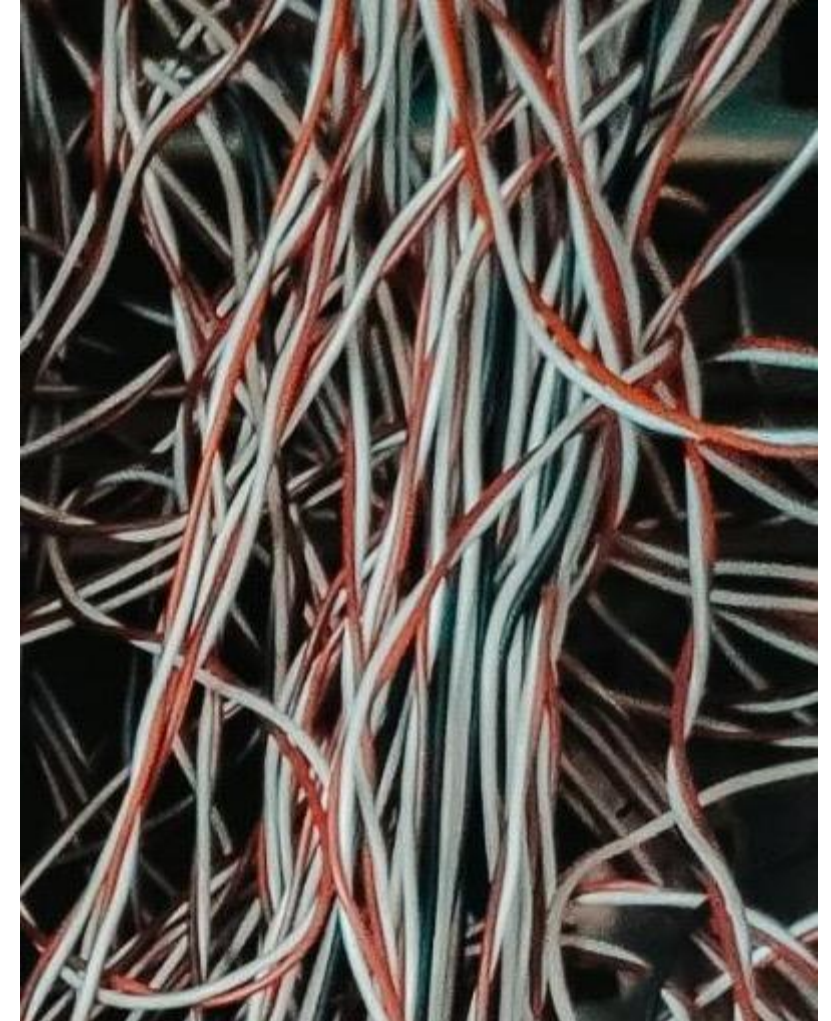
# Optimizing the Exhibitor Experience: The Role of Digital Tools at Exhibition Areas

From the perspective of who manages all the services:

- Several departments involved working in chain.
- Thousands of emails with exhibitors, suppliers and between departments.
- Invoicing made manually crossed with final version quote accepted.
- Revision of payments not always updated.

A lot of extra staff was needed once we started to have medium/big projects over 200 exhibitors, just to manage all their orders.

We saw that something needed to be done, looking for the best experience for the exhibitors and a smart process in the back to manage all the services ordered.



# Optimizing the Exhibitor Experience: The Role of Digital Tools at Exhibition Areas



A shift towards a **better customer experience** was needed...

...and this involved **digitizing** the management process.

# Optimizing the Exhibitor Experience: The Role of Digital Tools at Exhibition Areas



With this objective in mind, we set out to develop a digital tool that would respond to the following purpose:

**To GATHER IN THE SAME SPACE all the contracting offer available for an exhibitor (design, rigging, internet, furniture, electricity, etc) and allow to complete the process in an agile way and in just ONE CLICK.**

# Optimizing the Exhibitor Experience: The Role of Digital Tools at Exhibition Areas

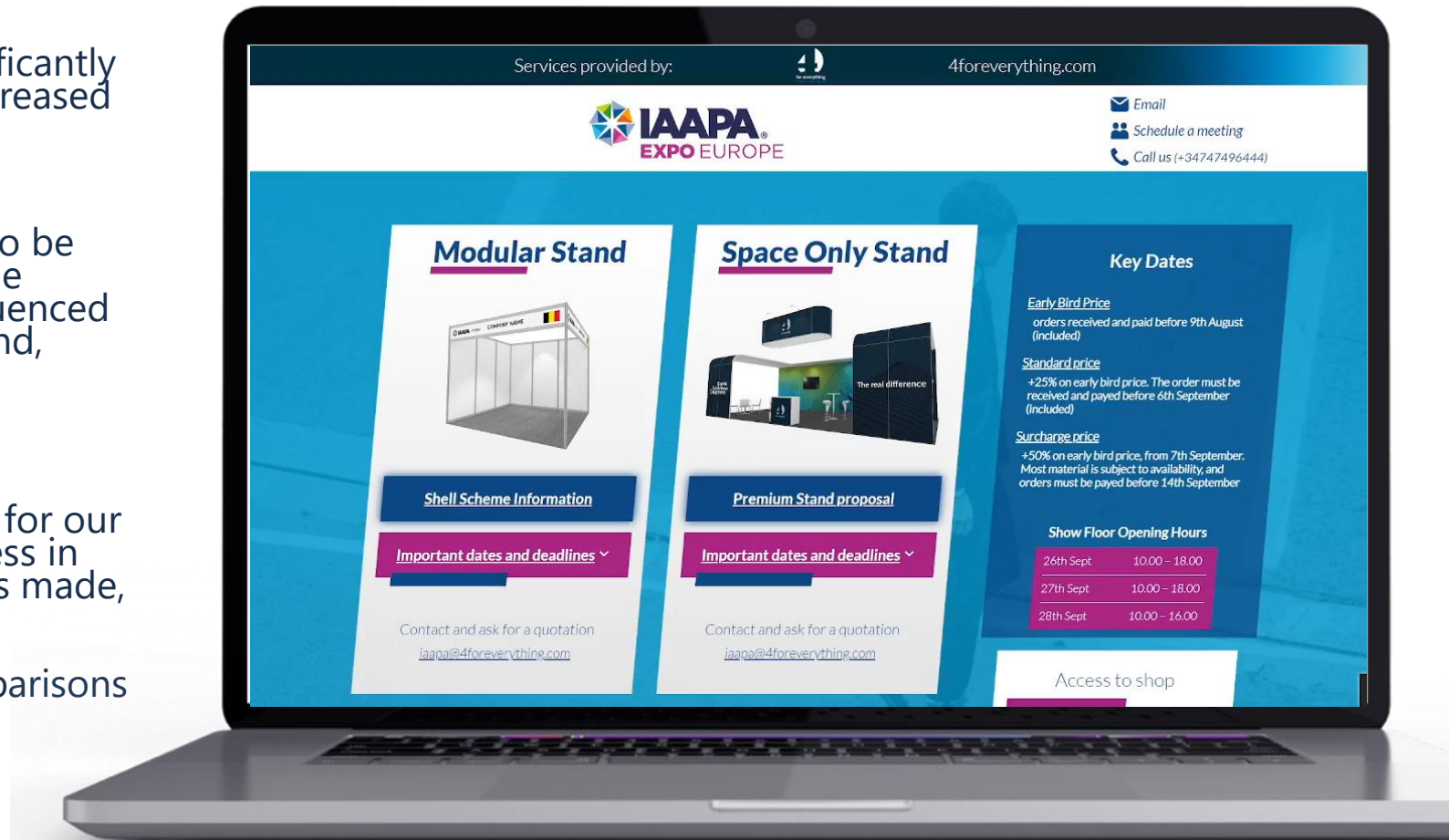
- **There were other similar platforms in the market but the challenge was to incorporate two differential elements:**
- 3D stand configurator.
- Measurement of the carbon footprint of each stand.



# Optimizing the Exhibitor Experience: The Role of Digital Tools at Exhibition Areas



- Thanks to this development, the percentage of incidents was significantly reduced, exhibitor satisfaction increased and invoicing errors decreased.
- In addition, exhibitors were able to be aware of how their decisions in the configuration of their booths influenced the carbon footprint generated and, therefore, their commitment to sustainability.
- This was also a very valuable tool for our customers, who were able to access in real time all the data on payments made, processes completed or services contracted, which is a very useful information for establishing comparisons with previous years' editions.

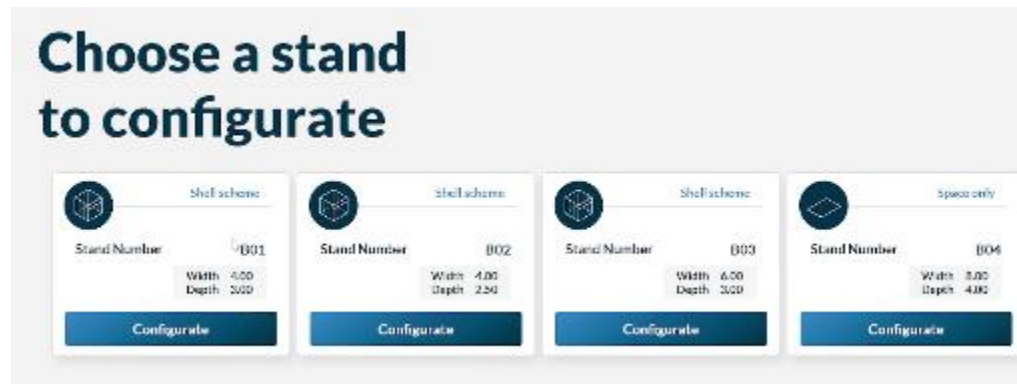




# Optimizing the Exhibitor Experience: The Role of Digital Tools at Exhibition Areas



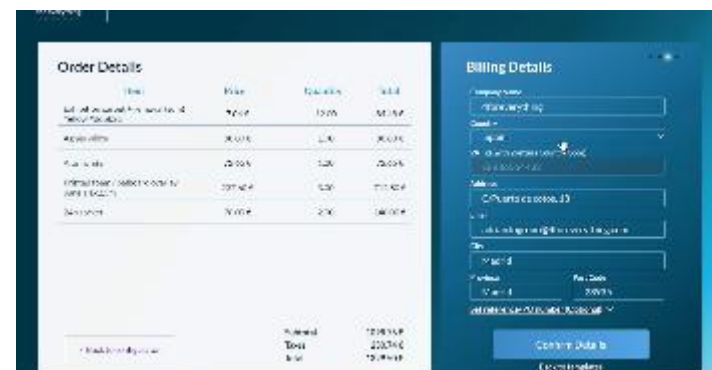
Logging



Configuration



Carbon Footprint



Payment

# Optimizing the Exhibitor Experience: The Role of Digital Tools at Exhibition Areas



## Advantages:

- Commercial opportunities.
- Autonomy in the purchase process.
- Intuitive configuration of designs and ordered services.
- Secure payment.
- Reporting number of exhibitor services used, comparison with previous editions or other filters.
- Control & monitoring status of designs & spaces, hired services and payments done.
- Increase of projects and size of them are not proportional with the quantity of team needed, organic growth.

## Challenges:

- Digital tools are not always friendly in a first phase of the idea and how to transmit to developers, usually we have different languages.
- Be patient, it's always longer than expected!!
- You always can improve, this is not a finished product, new developments and needs will arrive, but this is good news. 😊
- Digital profiles are difficult to find, they are expensive, and really, takes time to explain what we do and what we want.
- As any digital platform, if you externalize development, please be sure that you have enough flexibility to change or improve once it will be working, you never know exactly how works until you are using it. Be careful with this extra costs and book an amount for this every year.

**Optimizing the Exhibitor Experience:  
The Role of Digital Tools at Exhibition Areas**

**Thank You!!**