



“Embracing digital technology”

Technology is changing the meeting industries rapidly. Businesses that are seemingly well established are facing new threats at an accelerating rate from previously un-encountered opposition using technology. How technology can take your association to be more compelling and increase revenue for your association.

By YFLee MICEapps Strategist

Organised by

Presented by



Agenda

- Embrace Digital Technology
- Where & How to Start?
- Compelling Event Tools
- How Technology Increase Revenue?

Mixing IT into business events
MICE coLAB' drives use of technological solutions

Suntec provided the venue, logistics and event support, including serving F&B. The venue's digital signage system was put to good use, helping participants to find their respective rooms, especially on the final day when the F&B room had to be relocated when one session ran over time.

Interactive creative director Lee Yoong Foo from hackathon winner Ace Daytons Direct says: "Using our collective experience, and inspired by the free WiFi connectivity at Suntec Singapore, we created a powerful solution by combining iBeacon and augmented reality specifically for MICE use. This competition was a great step forward for the Singapore MICE industry."

Comment
John Conceicao, STB executive director of capability & innovation and visitor information & feedback, says: "The event saw one of the highest number of participating groups at a tech brainstorm event, a sign not only of the industry's willingness to collaborate and share but also the community's passion in developing innovative solutions to improve the overall visitor experience."
Oscar Cerezales, chief operating officer for Asia Pacific at MCL, who was one of the judges, concurs. "MICE coLAB is a mix of three variables: collaborative

Timeline

September 2013
MICE coLAB launches the winning team for the 'hackathon' to address the issue of insufficient power points at the venue (top)

December Information gathering, planning and development

January 2014 Publicity and recruitment of participants

February 18 Workshop on MICE industry

February 21-23 Event held

The brief
STB and industry partners launched a business events-centric hackathon to tap into the technical community's passion for innovative solutions. UP Singapore was chosen for its experience in similar projects.

Challenges
Although UP Singapore has a community of about 4,000 innovators across professional and academic fields, few knew about the business events industry. The key challenge was to identify people interested in or already working in the industry or travel in general. Derrick Chiang, director UP Singapore, says: "We had more than 150 participants - a record

Brain power One of 26 groups at work

Back-to-back sessions in different formats and group sizes over three days meant Suntec had to execute swift turnovers for room set-ups so that sessions could follow smoothly after short breaks. Another challenge was the extended working times to 11pm, as some participants stayed until late to work on their projects.

With 26 groups working simultaneously on laptops, having sufficient power points and reliable, high-speed WiFi were important.

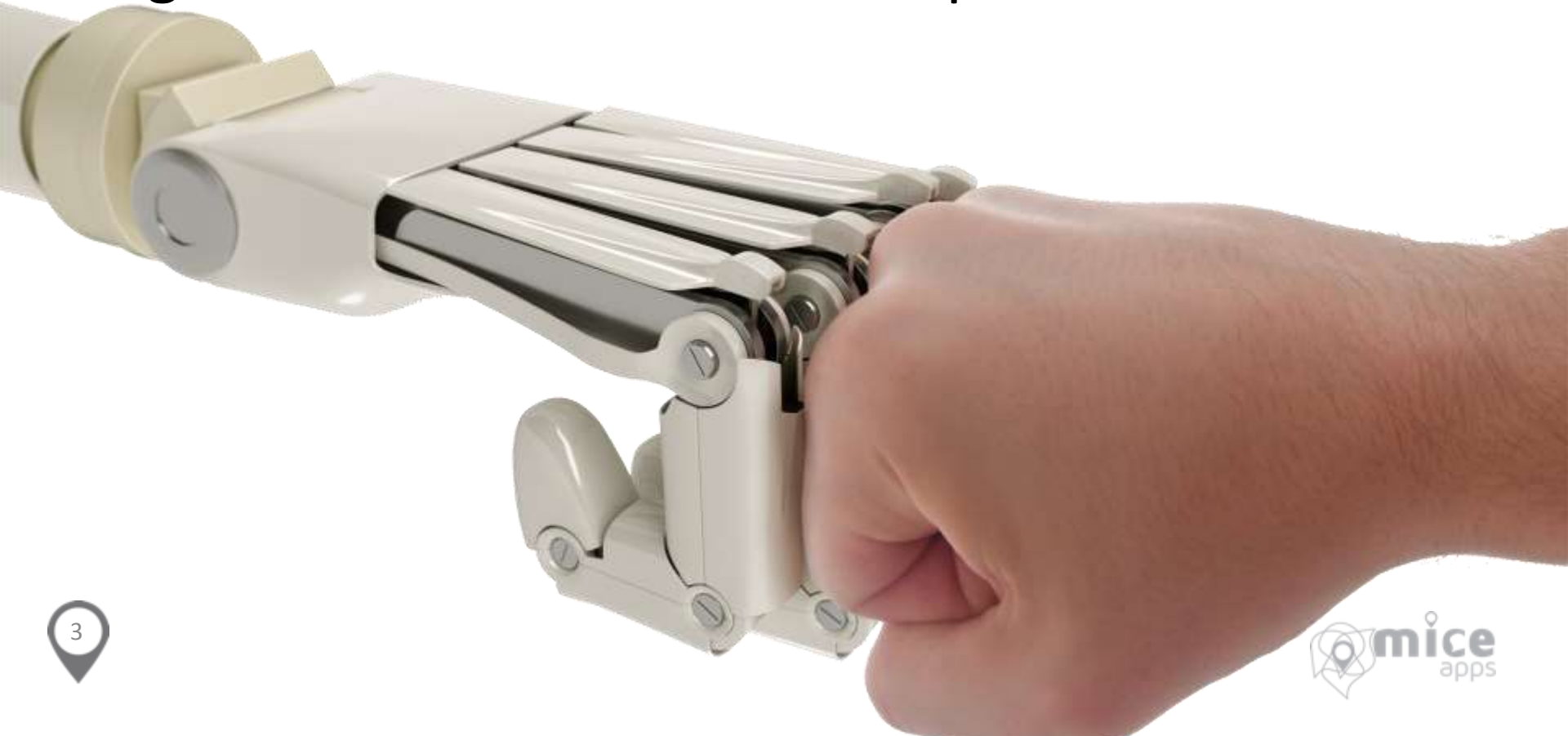
Factfile
Event MICE coLAB
Group size More than 150 participants



Embrace Digital Technology



“Digital leadership and technology are two main ingredients for a successful implementation.”



Technology Transformation

Digital strategists and executive are investing in digital transformation, but without insight or purpose.



But, only

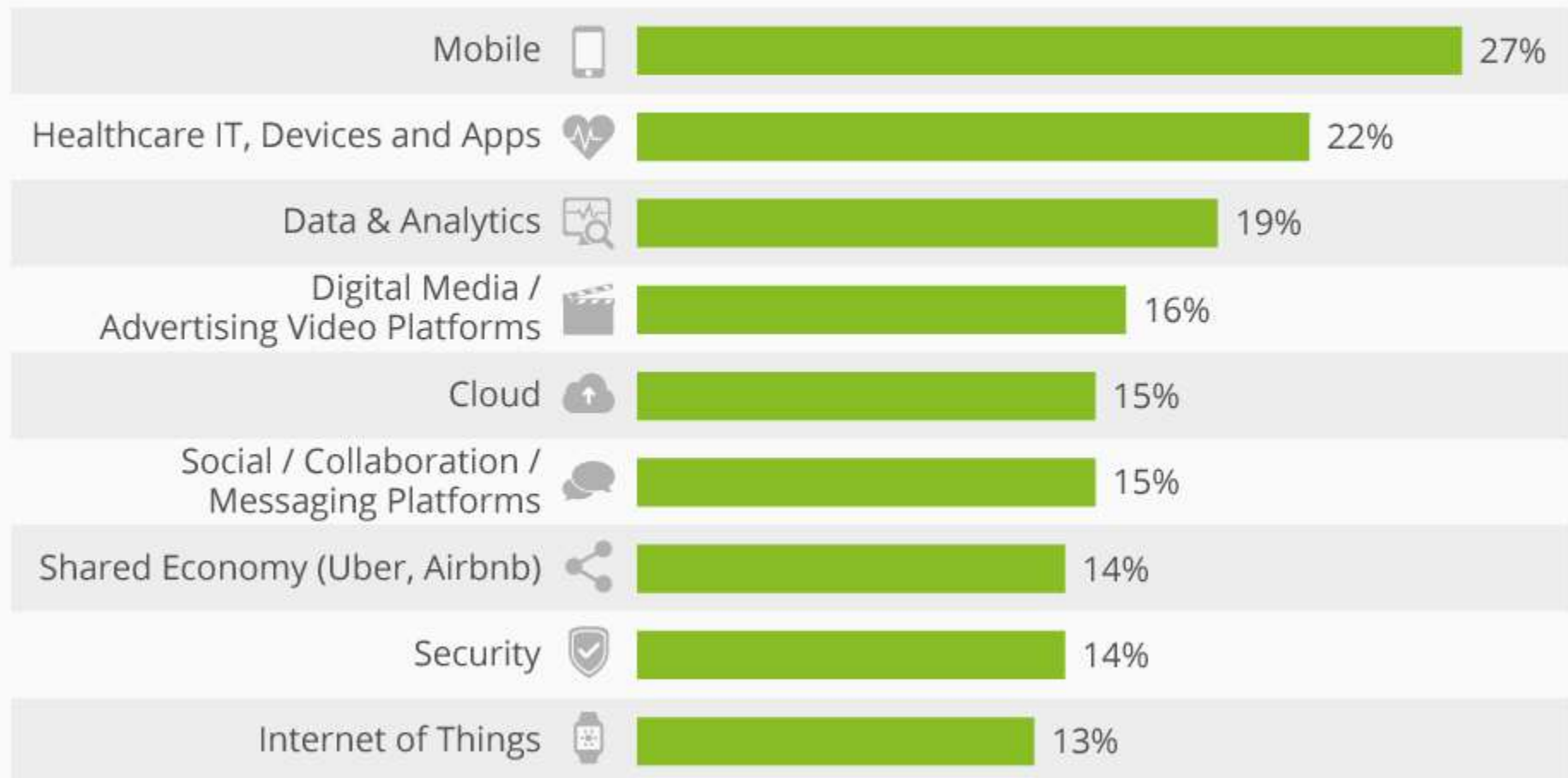


Growth of Technology

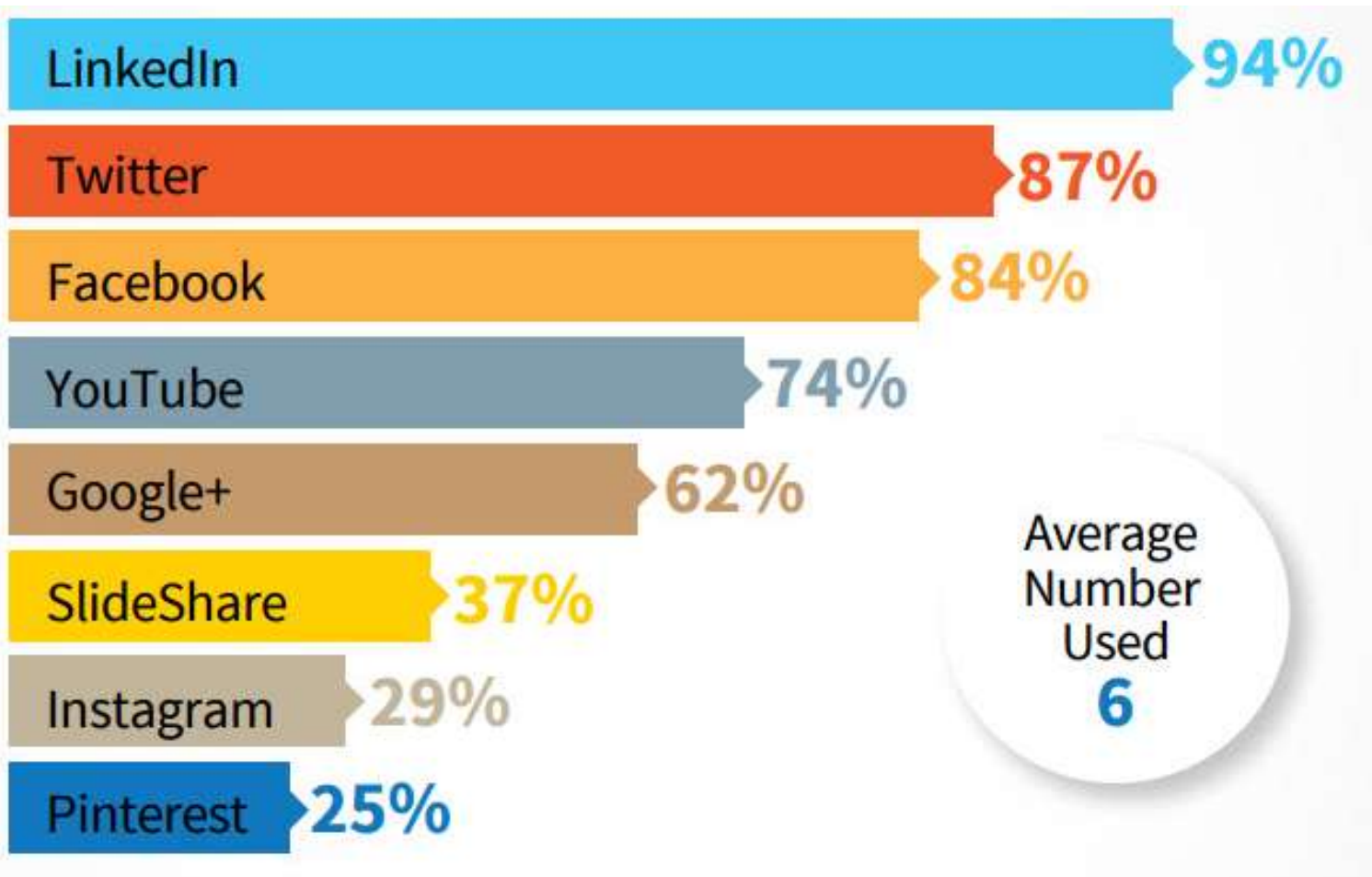


The Biggest Growth Drivers in the Tech Industry

Expected revenue growth drivers over the next 24 months (% of respondents)



B2B Social Media Usage



Where do you start?

- Leadership & management envision
- Organisation and culture
- Technology
- Data
- Marketing and participant experience
- Performance measures

Compelling event tools

- Mobile Web/Apps
- Digital Marketing
- Lead Intelligence
- Appointments
- Personalised
- Analytical



Integrated APIs



PRE-EVENT Planning

- Configure it Yourself
- Project Planner
- Step-by-Step Progress
- Real-Time Updates
- Payment Collection
- Launch with 1 Click

ON-SITE EVENT Engage

- Mobile App eBadge
- Self Service Kiosk
- Rating & Comments
- Audience Q&A Polling
- iBeacon
- Social Wall

POST-EVENT Analyse

- User Behavior Analysis
- Organiser Statistics
- Leads Exchange Analysis
- Heat Map Analytics
- Digital Lucky Draws
- Demographic Statistics



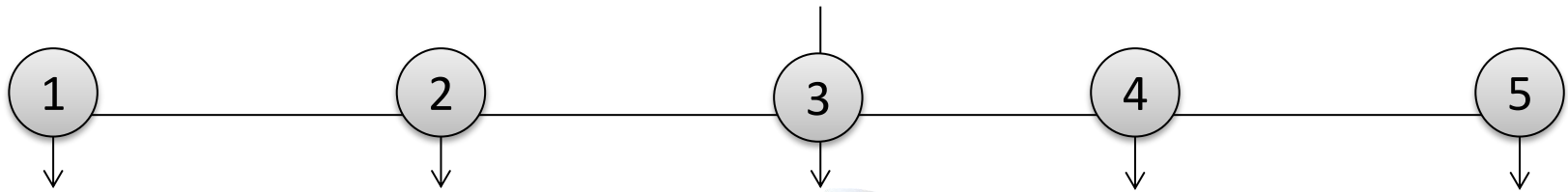
MICEapps Video clips: <https://youtu.be/MXtJ8CpXnfk>

Seamless Platform



CMS Console

Contents Management System for Web, Mobile, Onsite Registration system at single platform



Web Portal

Website contents, maintenance and registration configuration



Mobile App

Paperless Events with Mobile App that drives engagement



Onsite Reg

Event point-of-sale, manage onsite event transactions and print personalised badges



ePoster

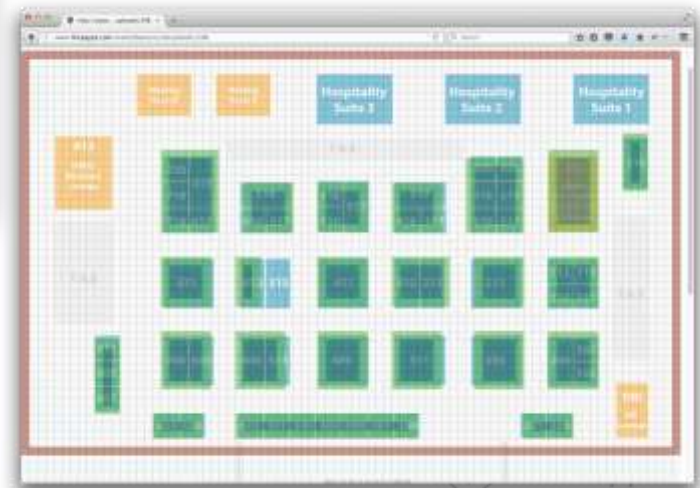
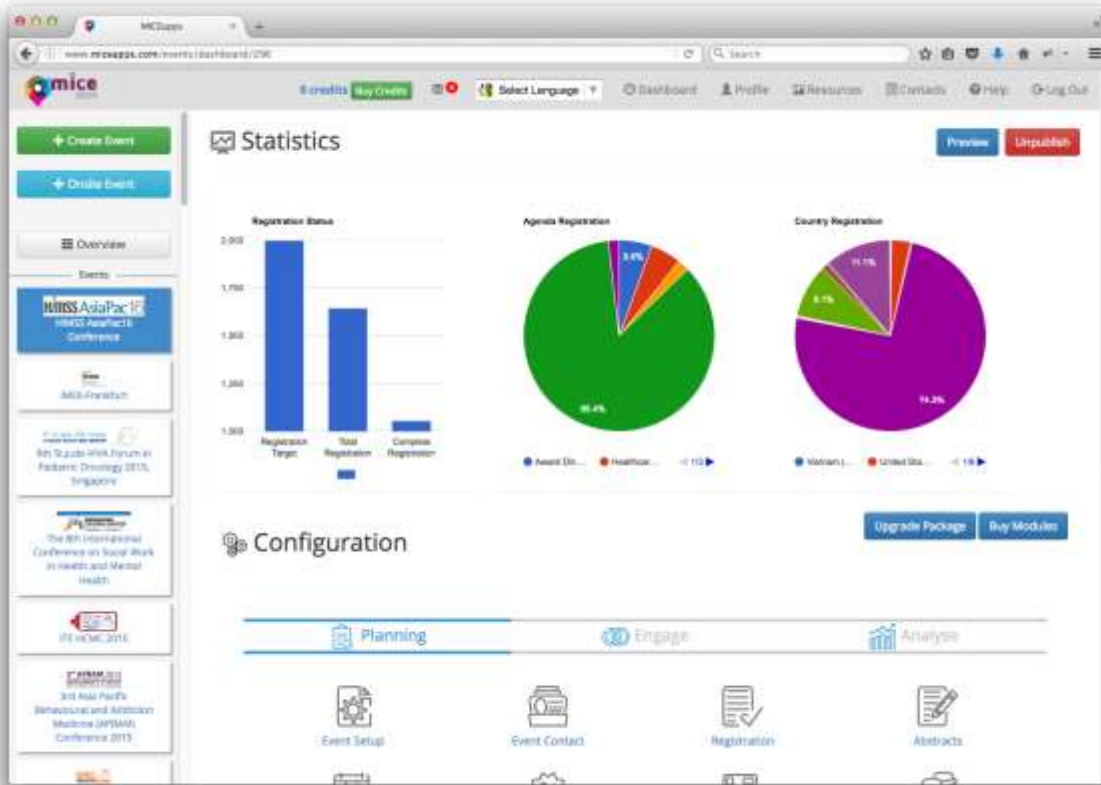
Draft and present your abstract poster in digitalised format during onsite event



APIs/Analysis

Analyse attendees' on their usage of event web and mobile app

Management



Publication



The screenshot shows the HIMSS AsiaPac15 Digital Healthcare Week website. The main banner features the event title, dates (6-10 September 2015), and location (Marina Bay Sands, Singapore). It includes logos for sponsors like IDA, QIC, and HHS, and the tagline "SMART Healthcare - Transforming how we manage health". A login form is visible with the email "nowl_c_radin@yahoo.com" and a "Log In" button. A countdown timer shows "03 weeks, 03 days, 08:24:54". The "Event Details" section lists the dates "Sep. 06, 2015 - Jul. 10, 2015" and the location "Marine Bay Sands Bayfront Avenue Singapore". A "Social Media Making" section is also present.

The screenshot displays the ITE HCMC 2015 website. The main banner features the event title, dates (10-12 Sep. 2015), and location (Saigon Exhibition & Convention Centre (SECC), Ho Chi Minh City, Vietnam). The theme is "ONE DECADE ONE MEKONG ONE WORLD". It includes the tagline "The Key to enter the Largest and Most Established Travel Event in Vietnam and the Mekong" and a silhouette of a person carrying a basket on a pole. The "Event Details" section lists the dates "Sep. 10, 2015 - Sep. 12, 2015".

The screenshot shows the Tourism Technology Asia 2016 website. The main banner features the event title, dates (20-21 July 2016), and location (Marina Bay Sands, Singapore). It includes logos for sponsors like VIA, PRO AV, and others. The tagline is "CREATING EXCEPTIONAL EXPERIENCES THROUGH TECHNOLOGY". The "Event Details" section lists the dates "Sep. 06, 2015 - Jul. 10, 2015". A "Social Media Making" section is also present.

Registration



The screenshot shows the registration page for the 4th International Conference on Social Work in Health and Mental Health. The page includes a header with the conference title and dates (19-23 June 2016), a navigation menu (Home, Signup, Registration, Abstract, Speaker, Hotel Booking), and a registration rate notice. The main content area is titled "Registration" and contains instructions for delegates from developing countries, group registration, and individual registration. Below the instructions is a navigation bar with tabs for Dashboard, Profile / Payment History, Registrations, Abstracts, Speaker, Hotel, and Confirmation/Payment. The "Profile" tab is active, showing a form with the following fields:

- Email: desmond@equineacademy.org.sg
- Password: [masked]
- Prefix (Mr, Mrs, etc): Mr
- First Name*: Desmond
- Middle Name: [empty]
- Last Name*: Wong

This screenshot shows the "Registration" page with a list of pre-conference workshops. The page header and navigation menu are the same as in the previous screenshot. The main content area is titled "Registration" and contains a notice about pre-conference workshops. Below the notice is a table with the following columns: Description, Registration Type, Singapore, and Fee:

Description	Registration Type	Singapore	Fee
Workshop 1: 21 June 2016	Workshop	20000	USD 100.00
Pre-conference Workshop A: Prof Robert A. NEMMER - 17 - 18 June 2016	Workshop	20000	USD 100.00
Pre-conference Workshop B: Prof Kenneth SOH - 18 June 2016	Workshop	20000	USD 100.00

This screenshot shows the "Abstract" page. The page header and navigation menu are the same as in the previous screenshots. The main content area is titled "Abstract" and contains a notice about abstract submission. Below the notice is a form with the following fields:

- Title: [empty]
- Working Abstract? (checkbox) [checked]
- Abstract Submission: [empty]
- Submission: [empty]
- Submit: [Submit button]

Engage



www.miceapps.com/client/registrationForms/form/ict/213

ITE HCMC 2015
10 - 12 September 2015
Saigon Exhibition and Convention Center

Home Signup Tours Login Contact Us Select Language

ITE 2015 HCMC
THE MEGALOPOLIS LARGEST TRADE FAIR

10-12 Sep. 2015
Saigon Exhibition & Convention Centre (SECC),
Ho Chi Minh City, Vietnam

**ONE DECADE
ONE MEKONG
ONE WORLD**

BUYER AND SELLER REGISTRATION, AND PRE-SCHEDULED APPOINTMENT IS CLOSED.

Note: Please contact leo.li@informa.com (sellers) and ite.operations@informa.com (buyers) for any inquiries.

Create an account [Already have an account? Login](#)

Please select a registrant type:

- Regional (CLMTV) Hosted Buyer Programme
- International Hosted FIT Buyer Programme
- Exhibitor / Seller

Buyer Account

View Schedule

September 10, 2015

Time	Appointment With
09:00 - 09:30	MARA MARKETING TOURISTIC, 10 Green Park Square
09:30 - 09:45	WORLDWIDE TOUR AGENCY, 10 Green Park Square
10:00 - 11:00	Taxi Stand
11:00 - 11:30	HANOI ADVENTURE TOUR, 10 Green Park Square
11:30 - 11:45	INDICE LAQUIN NIGHT HOTEL, 10 Green Park Square
11:45 - 12:00	HANOI ADVENTURE TOUR, 10 Green Park Square
12:00 - 13:00	Lunch
13:00 - 14:00	SOUTH PACIFIC TRAVEL, 10 Green Park Square
13:00 - 14:00	THE TRAVEL, 10 Green Park Square

Buyer Account

Online Diary

September 10, 2015

Time	Appointment With
09:00 - 09:30	
09:30 - 09:45	
09:45 - 10:00	
10:00 - 09:00	
10:00 - 11:00	Taxi Stand
11:00 - 11:30	
11:30 - 11:45	
11:45 - 12:00	
12:00 - 13:00	Lunch
13:00 - 14:00	

Automation



TOURISM TECHNOLOGY ASIA 2016 | **PRO AVL ASIA 2016**
 CREATING EXCEPTIONAL EXPERIENCES THROUGH TECHNOLOGY

Tourism Technology Asia 2016
 20 - 21 July 2016
 Marina Bay Sands, Singapore

Home | Visiting | TTA Conference | Features & Activities | Exhibiting | Press | [Logout](#) | [Contact Us](#)

Exhibitor Account

Dashboard | Profile | Booth Details | Entitlements | Marketing Forms | Services | Business Matching | **Buy Conference Pass**

To-Do List

Below are the list of items that exhibitors need to fulfill.

Item	Status
1 PROFILE	Completed
2 BOOTH DETAILS	Completed
FORM 01 - Hall Idemnity & Authorized Signatures (compulsory)	Not Completed
FORM 02A - Exhibitor Badges (compulsory)	Completed
FORM 02B - Additional Exhibitor Badges	Completed
FORM 03 - Shell Scheme (compulsory)	Not Completed
FORM 05 - Raw Space (compulsory)	Not Completed
3 ENTITLEMENTS	Completed
Co-Exhibitors	Completed

Announcements

- Please note that the forms marked as **compulsory** are required to be filled by the each exhibitor.
- To purchase Conference Passes, click the **Buy Conference Pass** tab.

Important Dates

Below are the deadlines for all the forms. Please note that if the form will not be submitted on or before the deadline, a certain amount will be incurred.

- Form 01 - Hall Idemnity & Authorized Signature - **6 June 2016**
- Form 02A - Exhibitor Badges - **6 June 2016**
- Form 02B - Additional Exhibitor Badges - **6 June 2016**
- Form 03 - Facia Name, STANDARD Shell Scheme Package - **6 June 2016**
- Form 04 - Contractor Badges - **6 June 2016**
- Form 05 - Special Design of space only / Upgrading of Shell scheme stands - **6 June 2016**
- Form 06 - Furniture Rental - **6 June 2016**
- Form 07 - Lighting - **6 June 2016**
- Form 08 - Dresser Symbols - **8 June 2016**

TOURISM TECHNOLOGY ASIA 2016 | **PRO AVL ASIA 2016**
 CREATING EXCEPTIONAL EXPERIENCES THROUGH TECHNOLOGY

Tourism Technology Asia 2016
 20 - 21 July 2016
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Home | Visiting | TTA Conference | Features & Activities | Exhibiting | Press | [Logout](#) | [Contact Us](#)

Exhibitor Account

Dashboard | Profile | Booth Details | Entitlements | Marketing Forms | Services | Business Matching | **Buy Conference Pass**

Co-Exhibitors

Below are the list of exhibitors who are co-exhibitors.

Sl. No.	First Name	Last Name	Company	Email	Country
1	Lee	Chun	ARK Systems	lee_chun@ark.com	Singapore
2	Harish	Varma	INTEL	harish@intel.com	Singapore
3	Lee	Yong	FOU	lee_yong.fou@outlook.com	Singapore
4	Prithi	Prithi	Autelery	prithi@autelery.com	Singapore

Supported By: **AFCCA**, **AVL**, **seperdyne**

TOURISM TECHNOLOGY ASIA 2016 | **PRO AVL ASIA 2016**
 CREATING EXCEPTIONAL EXPERIENCES THROUGH TECHNOLOGY

Tourism Technology Asia 2016
 20 - 21 July 2016
 Marina Bay Sands, Singapore

Home | Visiting | TTA Conference | Features & Activities | Exhibiting | Press | [Logout](#) | [Contact Us](#)

Exhibitor Account

Dashboard | Profile | Booth Details | Entitlements | Marketing Forms | Services | Business Matching | **Buy Conference Pass**

Product Services

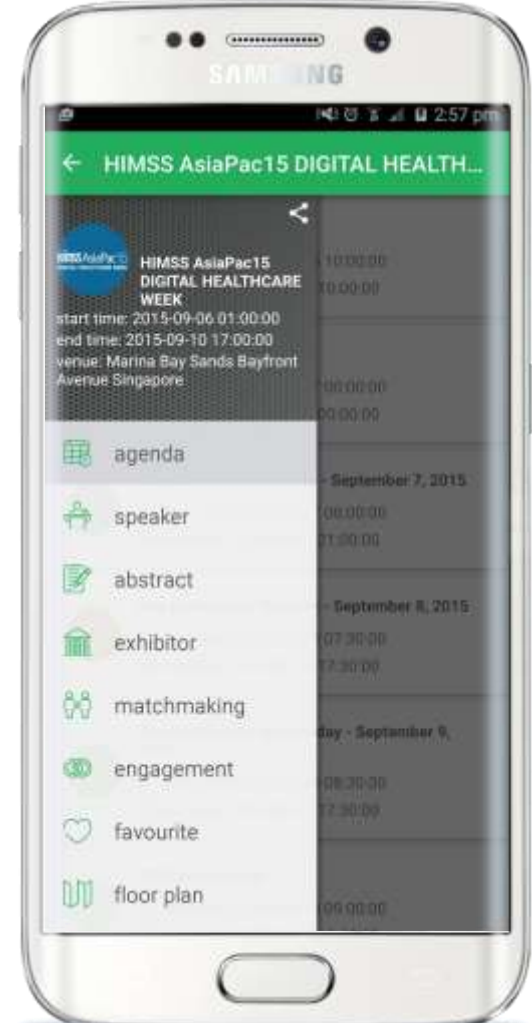
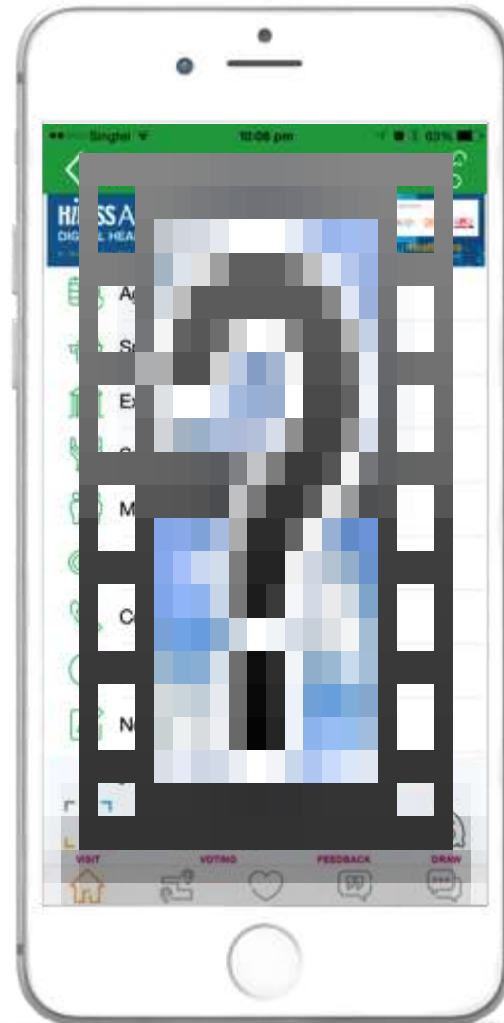
Below are the list of services that exhibitors can purchase.

Categories: [Search](#)

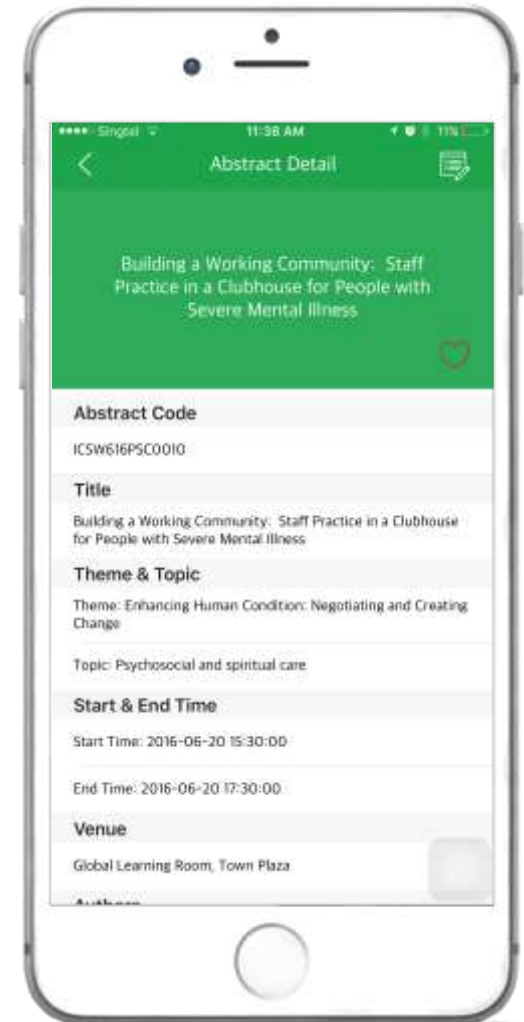
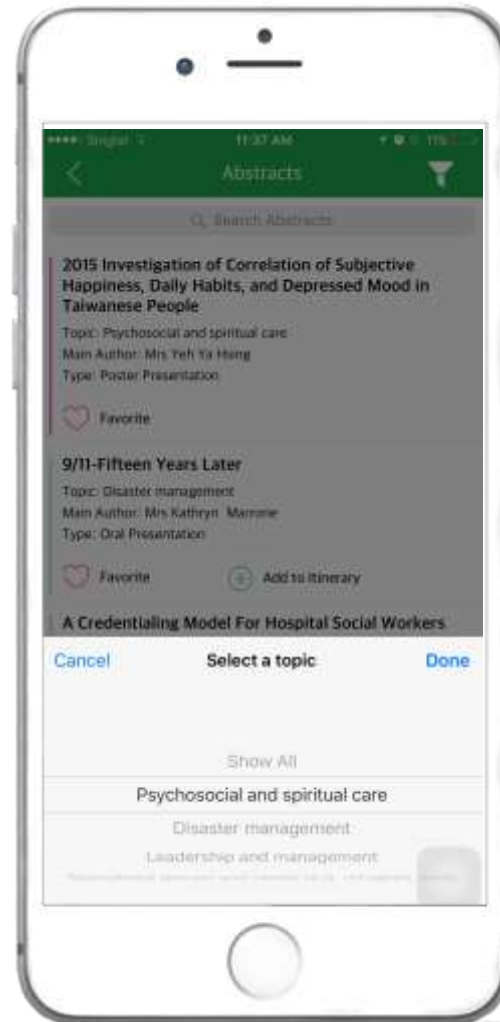
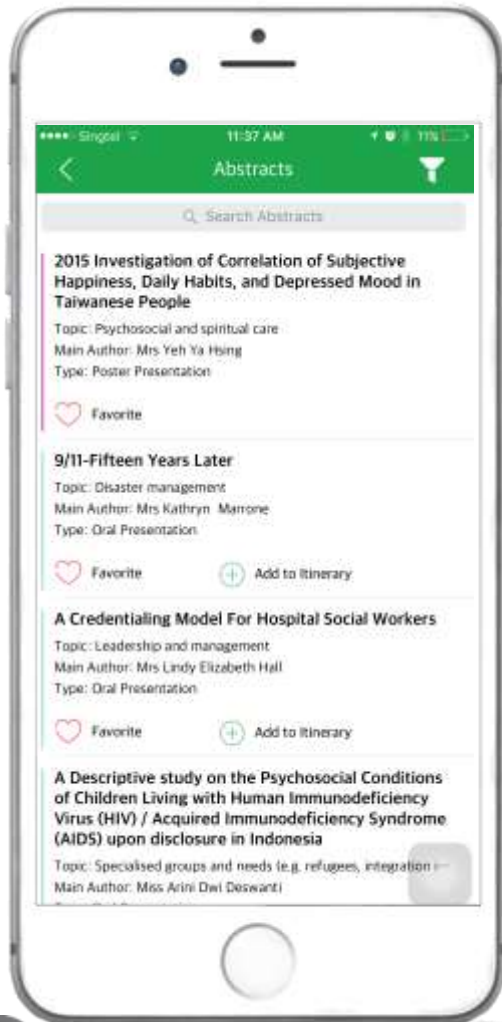
View Cart | **View Orders**

 FF800214 - Metal Folding Chair Price: 12.00 View Add to Cart	 FF800215 - Metal Folding Chair Price: 12.00 View Add to Cart	 AC35 - Back Leather Arm Chair Price: 45.00 View Add to Cart	 FF800216 - Metal Folding Chair Price: 12.00 View Add to Cart
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MICEapps



Immediate cost reduction

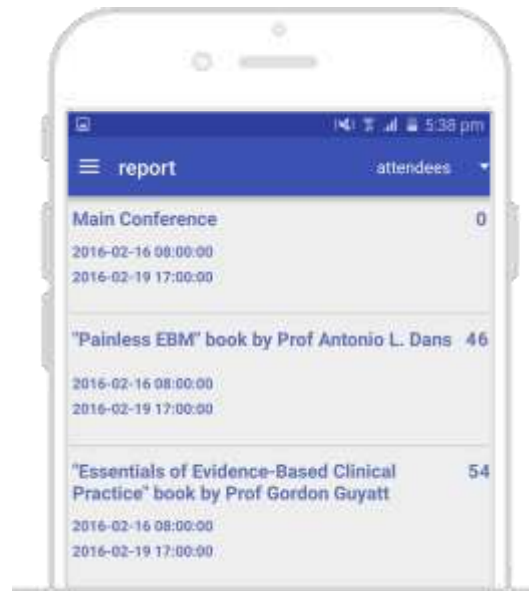


Organised



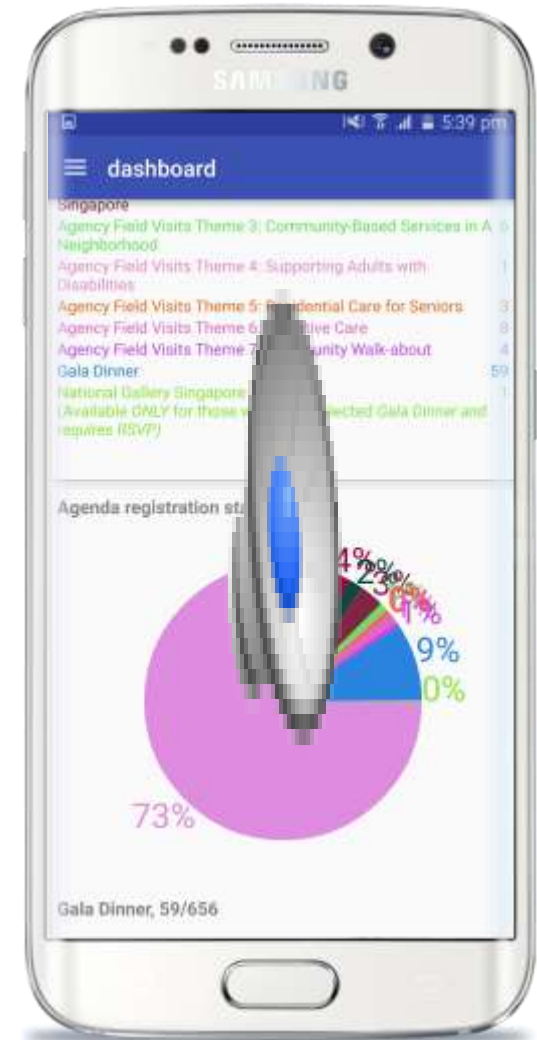
Registration Status

Agenda registration,
Attendee type,
Registration Status



Attendance

Individual attendee type, track/
Session attendee track for
CNE/VCF point

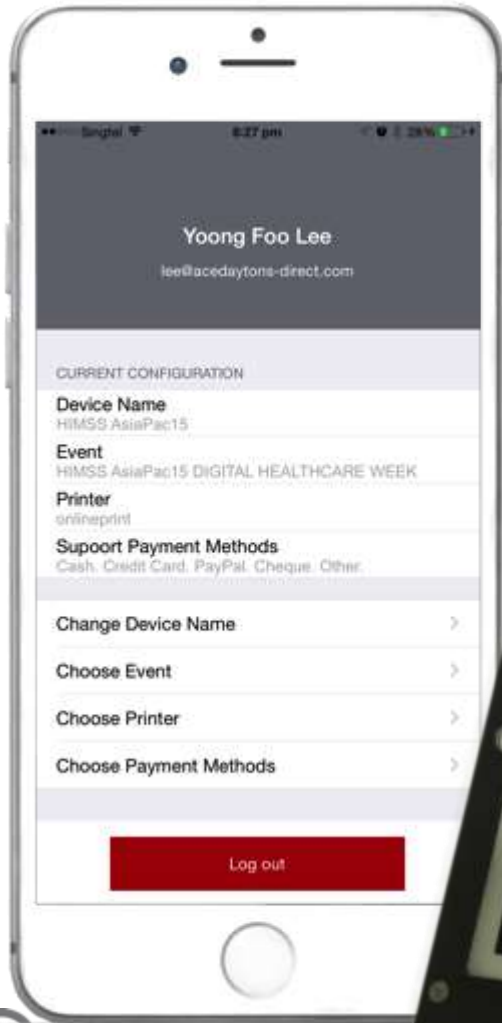


Developer & User

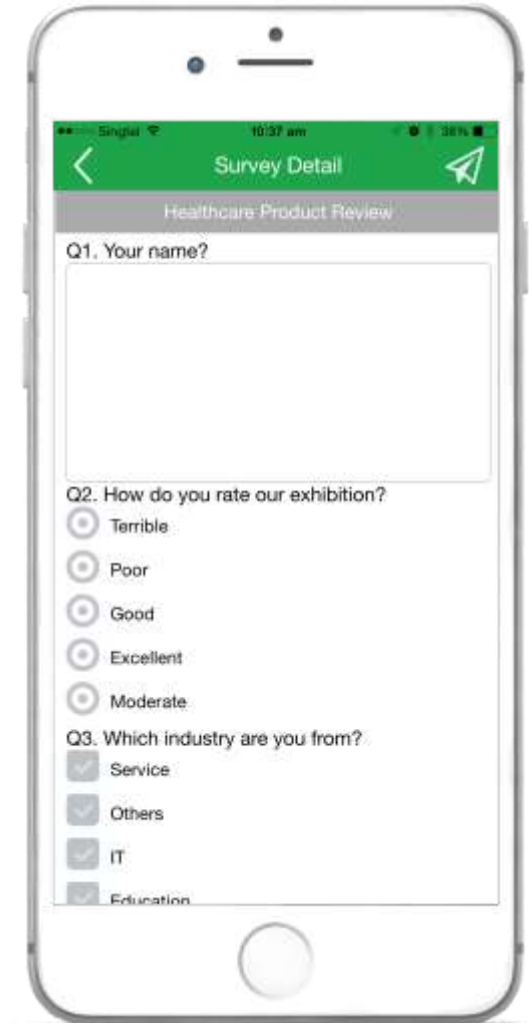
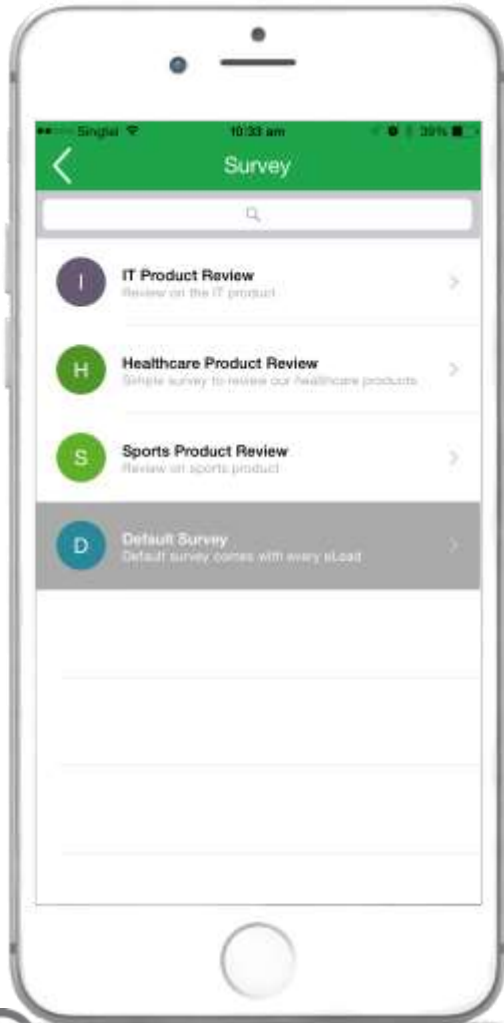




Onsite Registration



MICEleads





Compelling and increase revenue

79% of CMOs indicate that **“increasing revenue”** is the most compelling reason for adoption technology, Follow by **“high quality”** leads by 76%.



How technology increase revenue

- Sponsorship Opportunities
- Advertising
- Exhibitor Exposure
- Revenue share



Usage Data of APPs



12244 iBeacon push notification sent

3146 Feedback questions answer

2827 Conference attendance track

911 Mobile app installs

388 Leads exchanges

251 Matchmaking

212 Lucky draw participants

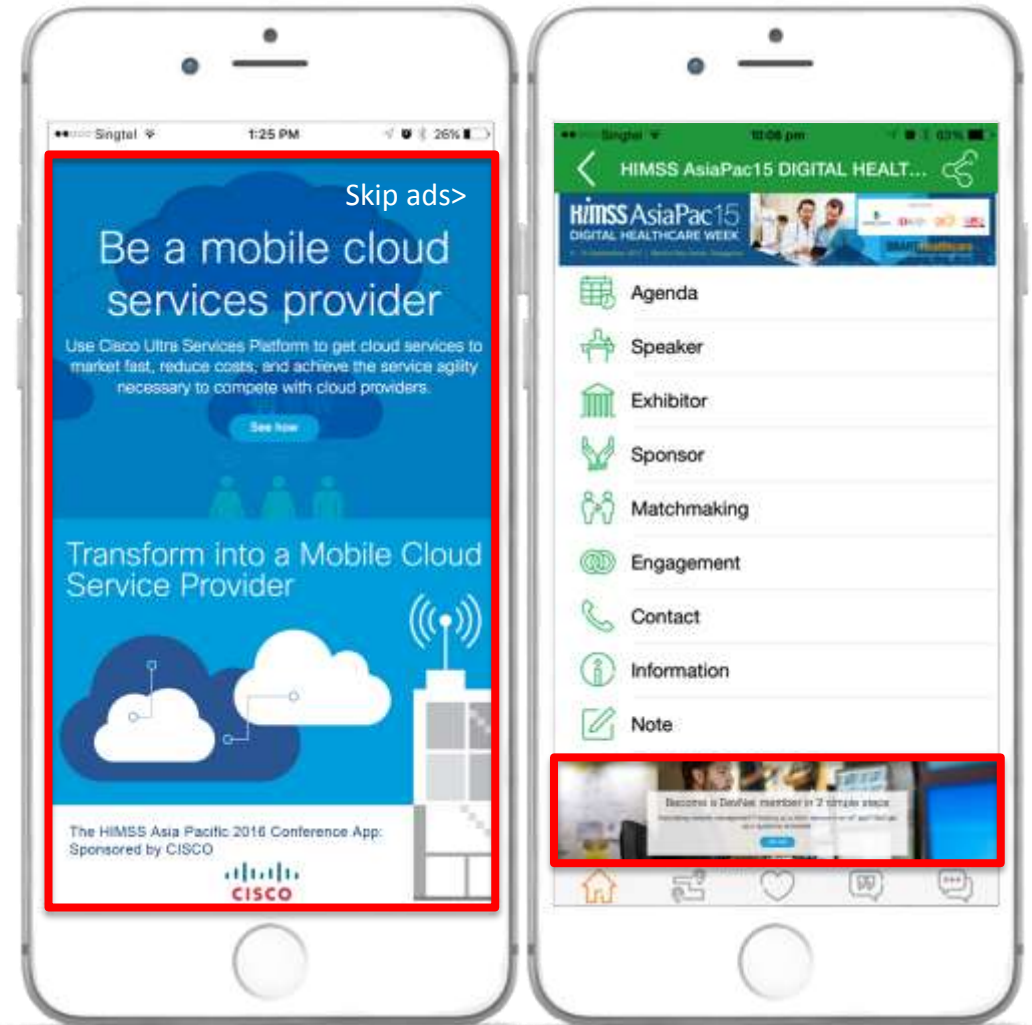
158 Innovation project voted



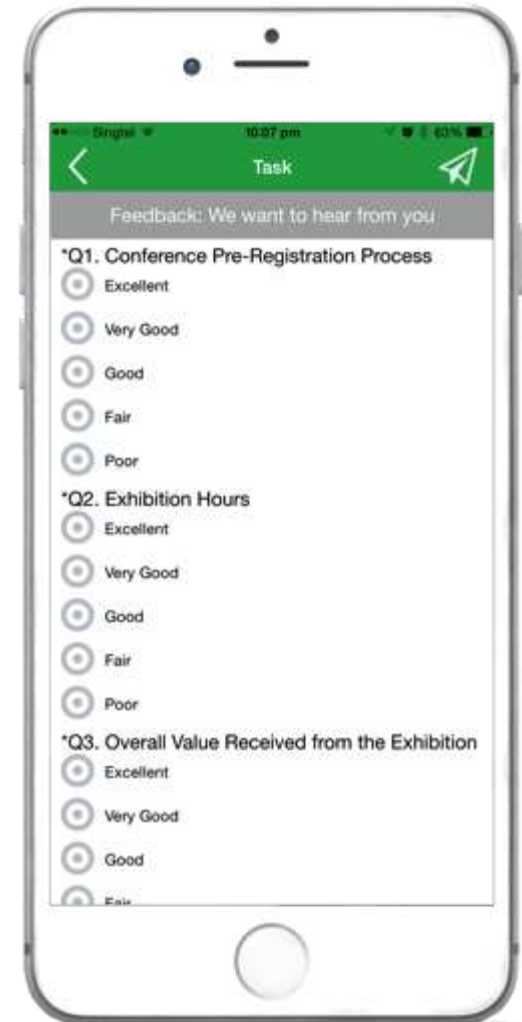
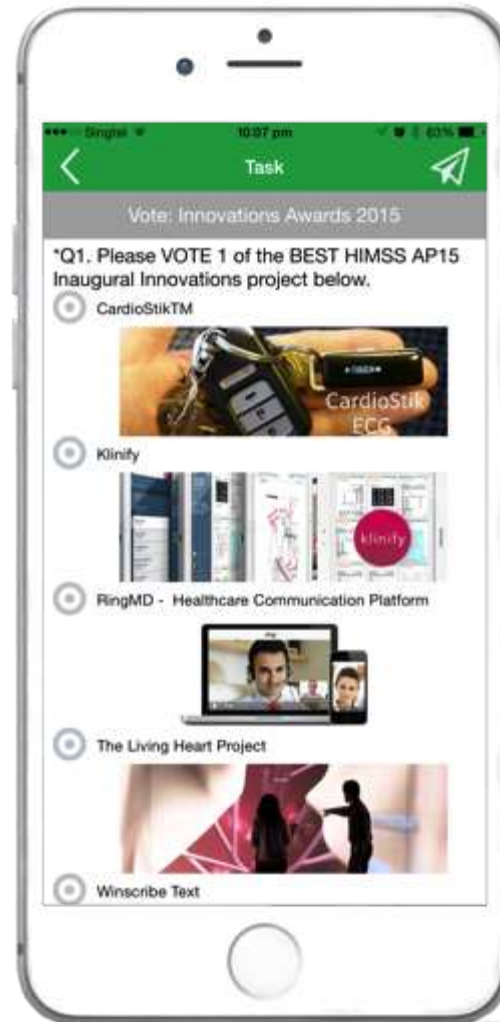
Exclusive Sponsorship



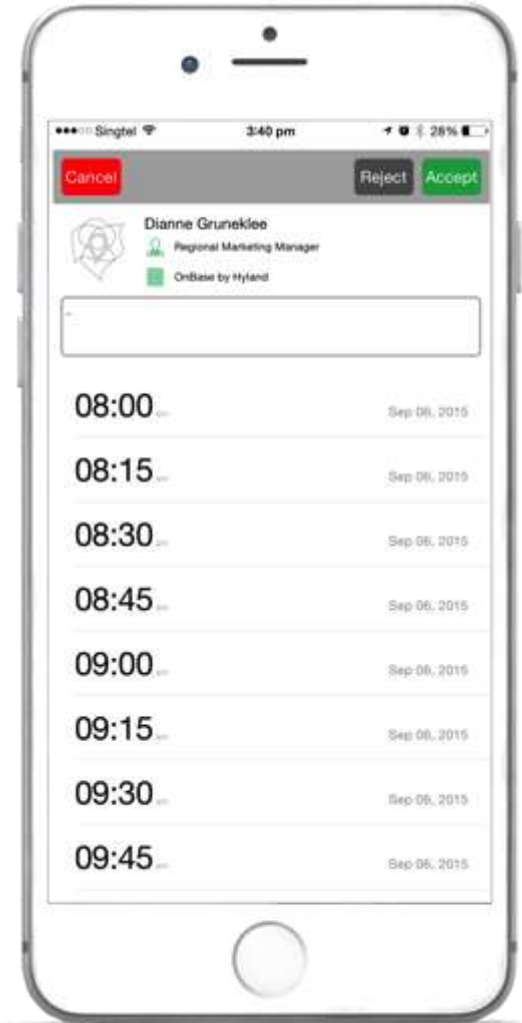
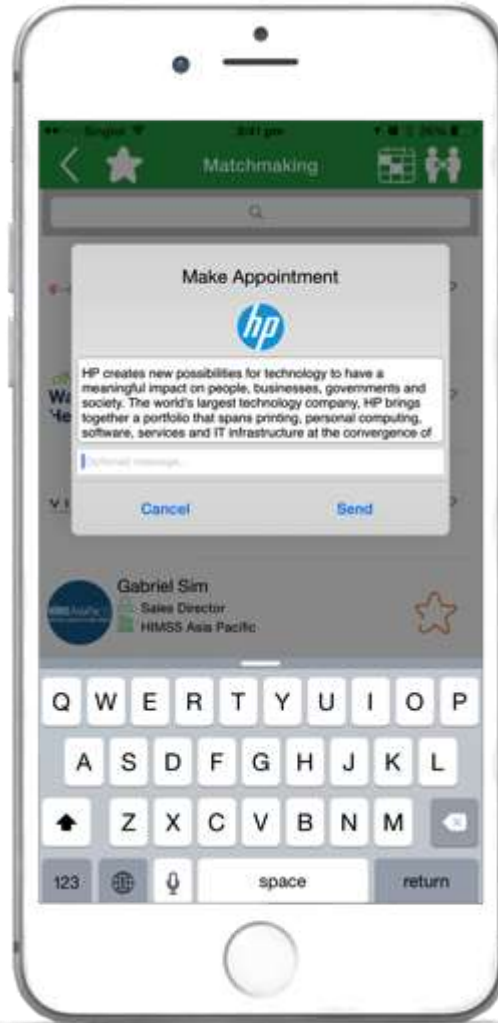
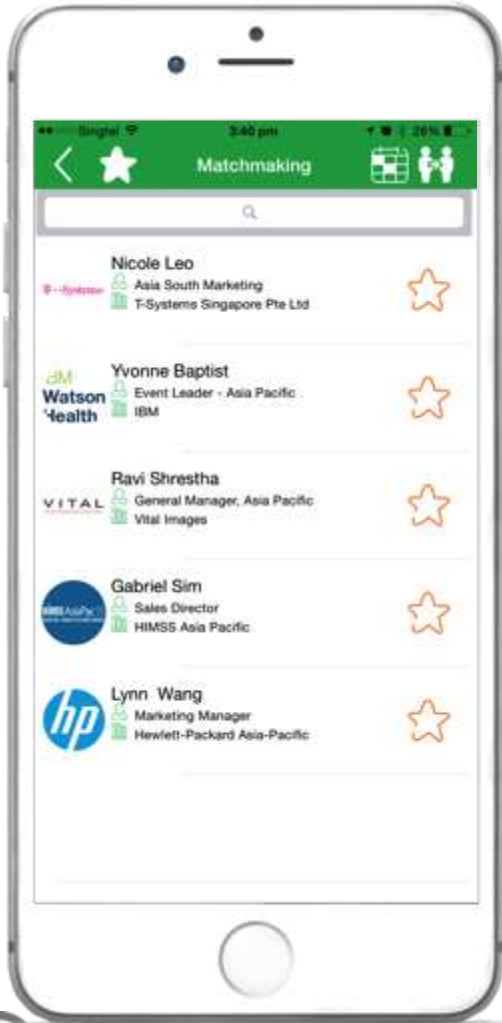
Offer organizations the chance to sponsor the entire app and highlight their company in a big way (think of all the marketing opportunities you can provide for “**The Conference App: Sponsored by YY**”).



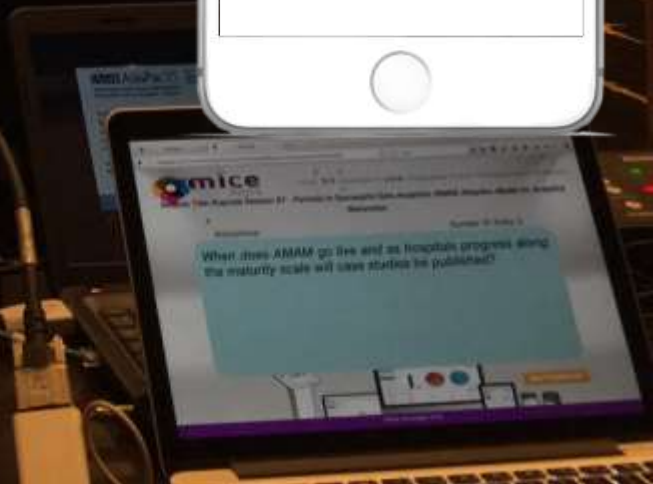
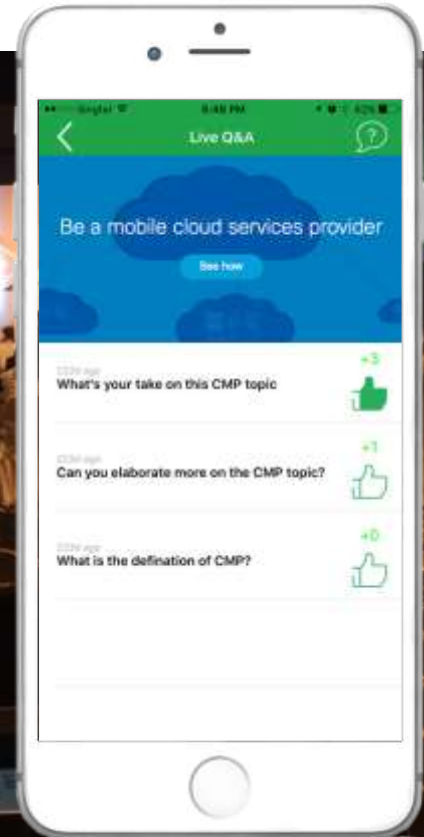
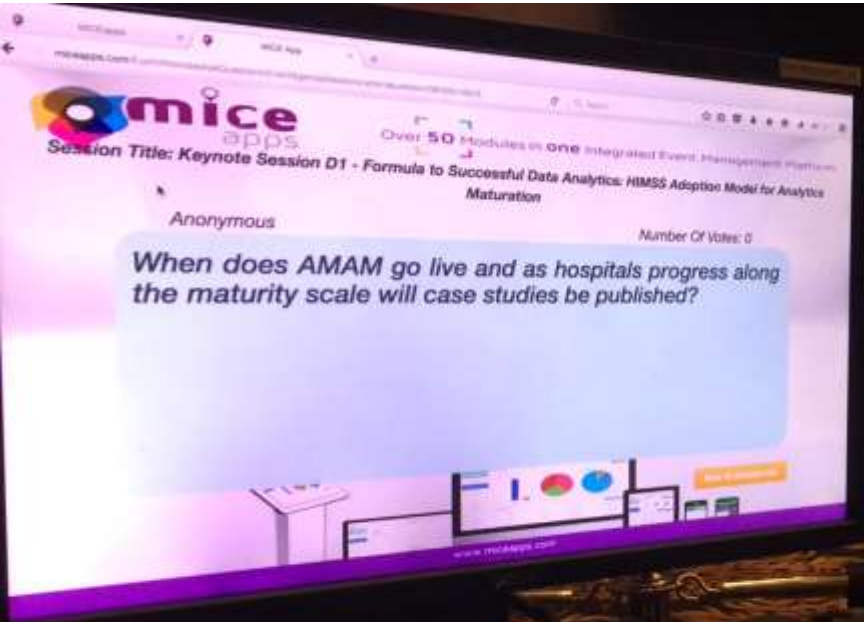
Audience Engagement



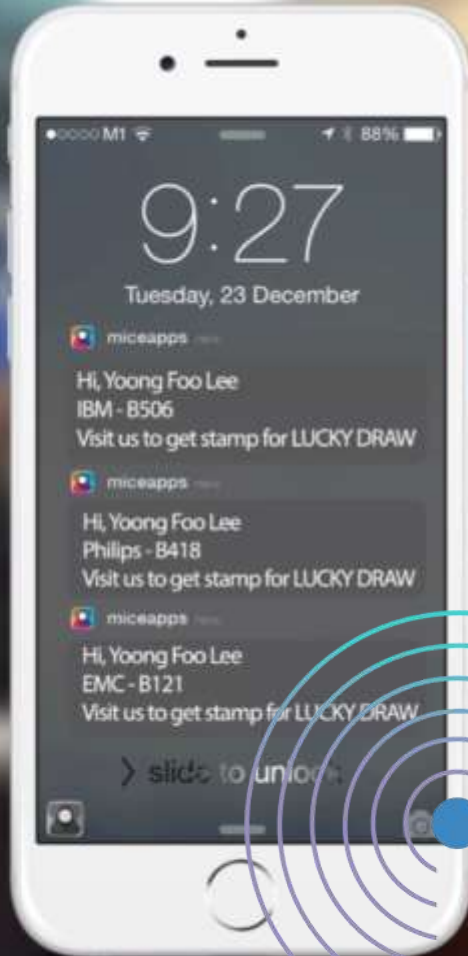
Social Matchmaking



Real Time Q&A



iBeacon Notification



Total **12244** iBeacon traffic pushed

Main Door	8100
Inter-System	416
Philips	560
IBM	1056
HP	584
Citrix	592
Vital	464
EMC	472



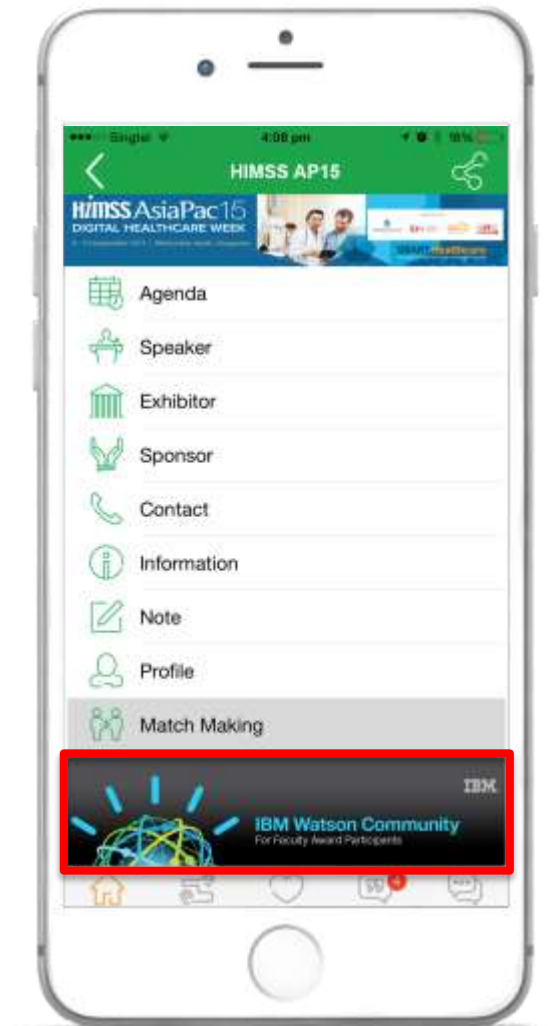
iBeacon



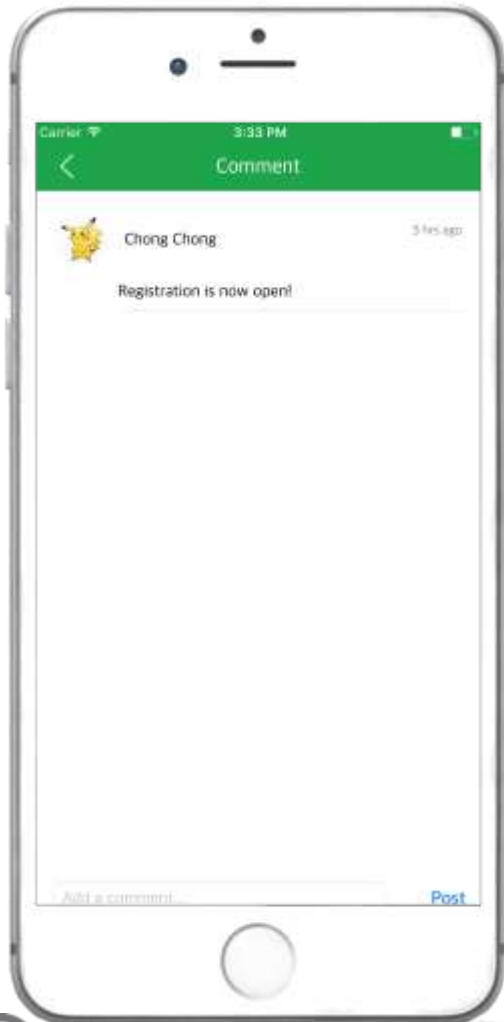
Driving Web Traffic

Help sponsor out by making one of the banner in the app a link to their site. Drive attendees to this feature by sending a push notification to them with a special content offer from sponsor.

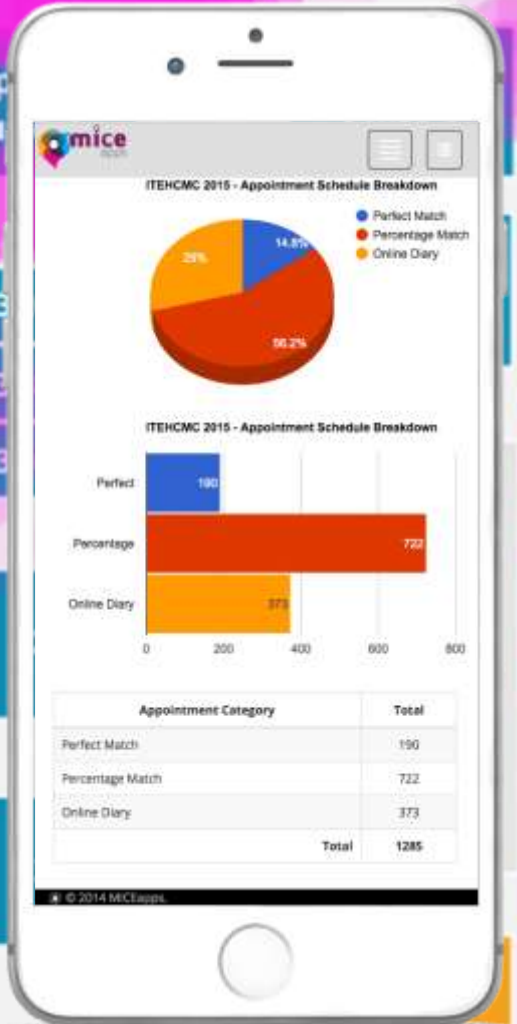
We can also highlight sponsor's thought leadership by including their reports or white papers as part of the content available in the app. Attendees can even email this content to their network, which helps extend your sponsors reach even more.



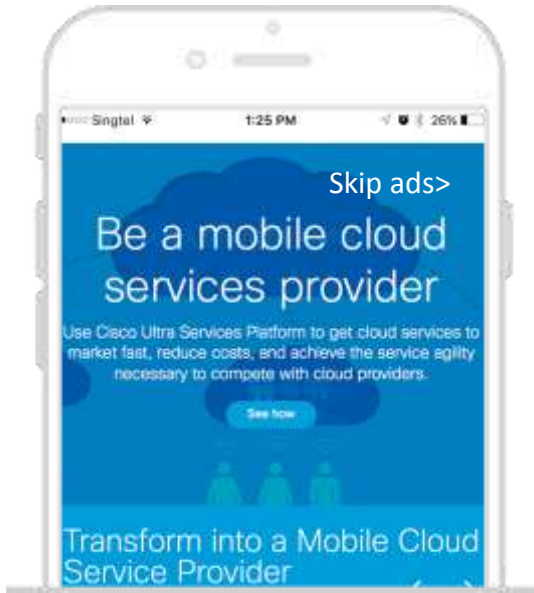
Ads Feed



Audience Behaviour



Sponsorship items 1



**Exclusive
Sponsorship**
SGD3000 x1

Splash Screen

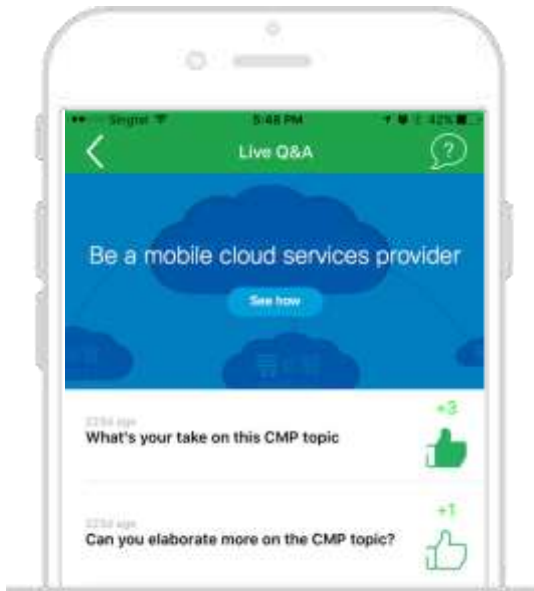


**Audience
Engagement**
SGD1000 x10
Visit-To-win and
evolution survey



**Social
Matchmaking**
SGD1000 x10
Be the 1st making
appointment

Sponsorship items 2



Live Q&A Session

SGD3800 x1

Speech Bubble
Projection



iBeacon Push Notification

SGD1000 x10

Ibeacon nearby
push notification/
x2 Global push

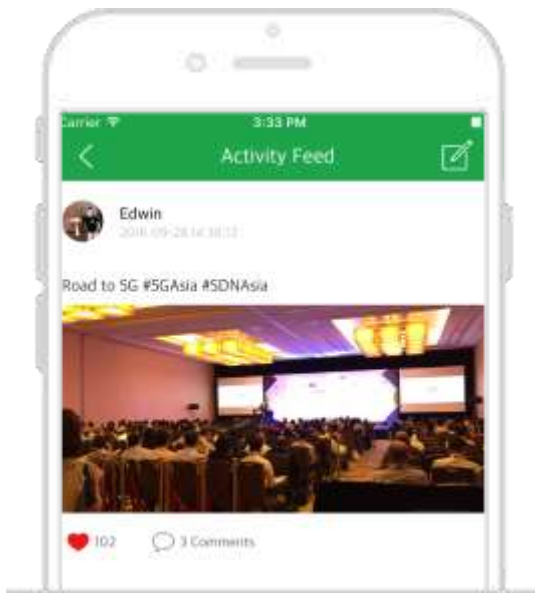


Driving Web Traffic

SGD600 x10

Banner ads with
hyper web link

Sponsorship items 3



Ads Feed

SGD1500 x1

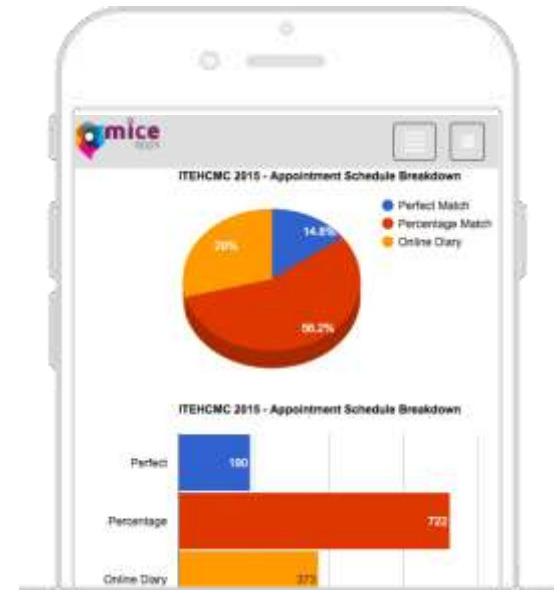
5 feeds per days
Likes, Comments



Digital Lucky Draw

SGD1500 x1

Luck draw
projection



Audience Behavior

SGD3500 x1

Data Analyst
Statistic

Apps Sponsorship Items



Projected Attendees

2000 members & non-members

Sponsors

100 exhibitors

SGD3000 x1: Exclusive Sponsorship - Splash Screen

SGD1200 x10: Engagement Visit-To-Win - Ads with QR code task and evolution survey

SGD1000 x10: Social Matchmaking - Be the 1st making appointment

SGD3800 x1: Live Q&A Session - Speech Bubble Projection

SGD1000 x10: iBeacon Push Notification - ibeacon nearby push notification/ x2 Global

SGD600 x10: Driving Web Traffic - Banner ads with hyper web link

SGD1500 x10: Driving Web Traffic - Banner ads with hyper web link

SGD1500 x1: Digital Lucky Draws - Luck draw projection

SGD3500 x1: Audience Behavior - Data Analyst Statistic

Total: SGD64,800


App promotion Strategy is the Key to High Usage Rates

As you've probably established, app usage is a critical aspect of overall sponsorship strategy.

Ensuring attendees use, refer, and return to the **"years round"** app on a regular basis before and during the conference and post event, helps you justify your sponsors' investment.

Sponsorship Packages



Digital Sponsorship Strategy					
 Description	PRICES	PLATINUM	GOLD	SILVER	COMMUNITY
	S\$	1	2	3	Unlimited
Exclusive Sponsorship Splash Screen	\$3,000	✓			
Social Matchmaking Be the 1st making appointment	\$1,000	✓	✓	✓	✓
Driving Web Traffic Banner ads with hyper web link	\$600	✓	✓	✓	✓
Engagement Visit-To-Win Ads with QR code task and evolution survey	\$1,200	✓	✓	✓	
iBeacon Push Notification ibeacon nearby push notification/ x2 Global	\$1,000	✓	✓		
Ads feed x 5 feeds per days, likes, comment	\$1,500	✓			
Live Q&A Session Speech Bubble Projection	\$3,800	✓			
Digital Lucky Draws Luck draw projection	\$1,500	✓			
Audience Behavior Data Analyst Statistic	\$3,500	✓			
Sponsorship Cost	\$30,600	\$30,600	\$3,800	\$2,800	\$1,600

Embrace future of event technology



- Big Data
- Engagement
- Sensor Integration @ Wearable Technology
- Personalised Experience
- Social Media
- Augmented and Virtual Reality
- Robots and Drones
- 3-D printing
- Integrated of apps



Driving the Revenue



WEARABLES

Total: 48 million units

Fitness activity trackers:

28 million units (+60%), \$2.2 billion in revenue

Smartwatches:

12.2 million units (+15%), \$2.8 billion in revenue

Source: U.S. Consumer Technology Sales and Forecasts (July 2016)

Consumer Technology
Association™



VIRTUAL REALITY

800,000 units (+296%)
\$432 million in revenue (+332%)

Source: U.S. Consumer Technology Sales and Forecasts (July 2016)

Consumer Technology
Association™



DIGITAL ASSISTANT DEVICES

2.2 million units (+32%),
\$392 million in revenue (+32%)

Source: U.S. Consumer Technology Sales and Forecasts (July 2016)

Consumer Technology
Association™



3D PRINTERS

171,000 units (+56%),
\$148 million in revenue (+35%)

Source: U.S. Consumer Technology Sales and Forecasts (July 2016)

Consumer Technology
Association™

Thank You!



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