AEO

GES POKEN + VISIT TECHNOLOGY
MACH CASE STUDY

BACKGROUND

Billed as the UK's biggest event for 'inspiring, innovating and connecting' manufacturing, MACH is a biennial exhibition showcasing the latest advances in the manufacturing industry. With over 500 companies exhibiting and almost 20,000 visitors a staggering £200M of business is attributed to MACH.

CHALLENGE

The team at MACH wanted to prove the interaction and networking that takes place at the show, encourage content exchange and visitor-exhibitor connections and inspire the audience to fully engage with the event.

2018 saw the event move halls and the team wanted to gain real time insight from the show floor, to track and manage traffic flow, prove the success of the event, and the hall move, and to shape and better sell future editions.

Exhibitors to the event display machinery and much of the collateral distributed is in the form of heavy catalogues and machine specification brochures. The team also wanted to find a solution that reduced the carbon footprint of the event by offering digital content sharing.

OBJECTIVES

- Connect - Prove value to visitors and exhibitors.
- Drive engagement – empower visitors to engage, interact and collect digital content.
- Maximise ROI and ROO for exhibitors.
- Understand visitor intent and behaviour – where did they go, who did they see.
- Gain real time insight from show floor – hotspots, busy areas, traffic flow through the new halls.
- Real time visitor feedback.
- Identify new revenue streams.
- Reduce the carbon footprint of the event
- Intelligence lead rebooking campaign.

SOLUTION - PRODUCTS & SERVICES ADOPTED

The answer for the MACH team was to work with GES who provided an integrated Poken and Visit solution.

All visitors were issued with a Smart Badge. All features areas were equipped with Connect Touchpoints; an NFC device which registered the touch of a Smart Badge, and shared digital content. Visitors used their Smart Badge to navigate the event, collect content and share contact details with exhibitors.

They could also interact with feature areas, check into sessions, and complete the "touch" exit survey as they moved between halls, offering real time feedback as to their experience at the show as well as intelligence as to flow between the new halls.

GES
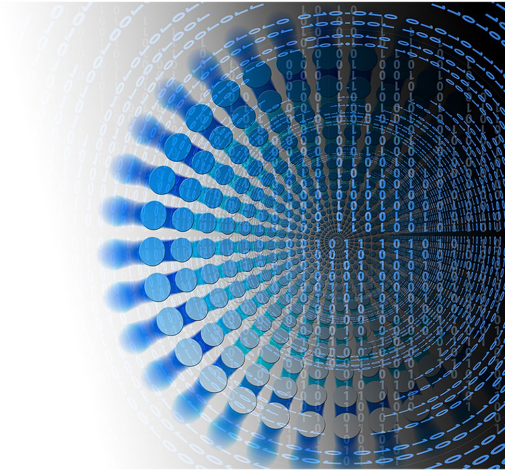
Exhibitors used Connect Touchpoints in one of 2 ways – smaller stands hosted one Touchpoint from which all their relevant digital content could be secured by visitor touch of the Smart Badge. Larger stands used Touchpoints to offer product specific content download about individual Machinery and products.

All stands were able to use the Visit Connect app to qualify leads generated with answers to their own bespoke questions and/or take detailed notes on conversations, for better lead follow up.

RESULTS

This approach gave the visitor exactly the information they were interested in and the exhibitor insight into how much each piece of equipment was resonating with the visitors. Additionally, it provided a means to qualify leads generated.

• 95% of visitors (19,445) created 63,624 interactions using their smart badge.

• Leads generated from the show increased by 28% from the previous event.

The exhibitors didn't need to produce reams of printed material and the visitors didn't need to carry it – all was kept digitally safe by the Smart Badge and saved in real-time to the visitor's online portal.

For the organiser, every tap of a Touchpoint (whether feature, exhibitor or survey) and scan of a badge via the Visit Connect app, gave real-time insight on traffic flow, hot spots, bottle necks quieter zones and exhibitor success. The 'tap' exit survey provided immediate feedback on visitor satisfaction with

• 98.83% of visitors rating the event excellent or good.

The heatmap provided by the GES solution also gave the team the required insight to power its rebooking campaign. Armed with the full knowledge of individual stand and show interactions, the team achieved

• a 58% increase in exhibitor on-site rebooking compared to the previous event.

With GES's creation of bronze, silver and gold packages the organisers were able to offer easily accessible data capture options for every tier of exhibitor, increasing engagement from exhibitor and consequently generating higher quality data to drive re-bookings for the 2020 show.

![AEO]

QUOTES – ORGANISER

"The new systems in place at MACH 2018 offered us a whole new level of insight into visitor behaviour. We're using this data to help shape the floorplan to create an even more positive visitor experience and to provide a platform for exhibitors to promote new technologies and innovations directly to visitors in a way never before seen at the exhibition." - **Nicola Harrison, Commercial Project Manager, MACH Exhibition**

"MACH is always a busy show for FLOYD, but the new data capture technology and support provided by the MTA has really helped us to connect effectively with visitors and provide clients with information specifically tailored to their requirements." - **Richard Floyd, Managing Director, Floyd Automatic Tooling (MACH exhibitor)**

PLEASE SEE THE MACH VIDEO

https://www.ges.com/eu/smarter-by-ges?wvideo=wb6m75nev7