

EVENT

MANAGEMENT

DIGITIZATION IN EVENT MANAGEMENT

With the constant advancements in the technology sector, it's easy to not be up-to-date with the latest advancements and gadgets. This is particularly apparent in the events industry, while it is important to do so for remaining in this business. And this is the only reason there has been a gush of tech-related events in recent times. Although in India, most of the event management firms are still operating their business in a traditional way. The event industry is exponentially blooming with each passing year and no doubt there is cut-throat competition among the event management companies. So, if you want to survive and gain a competitive edge it becomes mandatory to apply technology to event management, administration, effective internal & external communication and events marketing.

DigiLantern is a leading digital marketing company which not only provides you diverse technological solutions but business intelligence solutions as well. We have designed an integrated set of solutions specifically for the events industry in order to help you in administration and communication of your staff, simplifying the complex event processes by using special tools of technology, managing finances by reducing the operational costs, amplify your customer/audience reach and robust marketing solutions.

OUR SERVICES

Big corporate houses and other businesses are investing a large amount of their marketing budget in events, exhibitions, MICE & brand activations. This is the new way of communicating with their target clients. And hence, it is now of utmost importance for event management companies to ensure their best delivery by monetizing on the advancements of technology premeditated to sustain audience engagement, personalization, lead generation and automation of events marketing.

- ✔ Web Hosting & Web Solutions
- ✔ Mobile App/Mobility Solutions
- ✔ Customer & Lead Intelligence
- ✔ Marketing Automation Integration
- ✔ Big Data
- ✔ Improving Audience Engagement
- ✔ Bespoke Experience
- ✔ Social Media - Your Planning Tool
- ✔ Augmented And Virtual Reality
- ✔ 3D Printing
- ✔ Sensor Integration And Wearable Technology
- ✔ Robots and Drones

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Web Hosting & Web Solutions

DigiLantern provides you complete web solutions for administration and marketing of your events. Our web solutions allow you to create a special website for your event, sell tickets, launch online marketing campaigns, and have on-site check-in and updates.

2

Our skilled consulting with Mobility Solutions can assist you manage your company's information on mobile devices and secure it. We enable you to stay connected to your employees, prospects and customers anytime, anywhere. DigiLantern helps you prepare a Mobile Strategy, Application Development/Porting, Offshore Android App Development, Blackberry Mobile Application Development, Offshore iPhone App Development, Windows Phone App Development, Mobile Security, Mobile Business Intelligence, Mobile Testing and Support Services and Industry-specific Mobile Solutions.



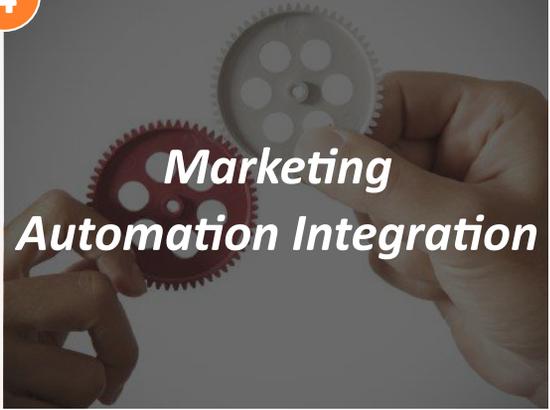
3



The data collected via registrations and other methods at an event can be used to convert attendee data into engagement statistics which can optimize your sales and marketing follow-up. This is only possible if you're digitally equipped to create and save profile, engagement data attained during the event and pooled with data from marketing automation systems. Refining this data will enable you to produce a vivid and precise picture of each individual customer and their respective needs.

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Accurately tracking the return on each event is critical. By integrating event management and marketing automation systems, the data collected before, during, and after the event, can be used to enhance the entire event management cycle and ultimately improving the reach and impact of your event.



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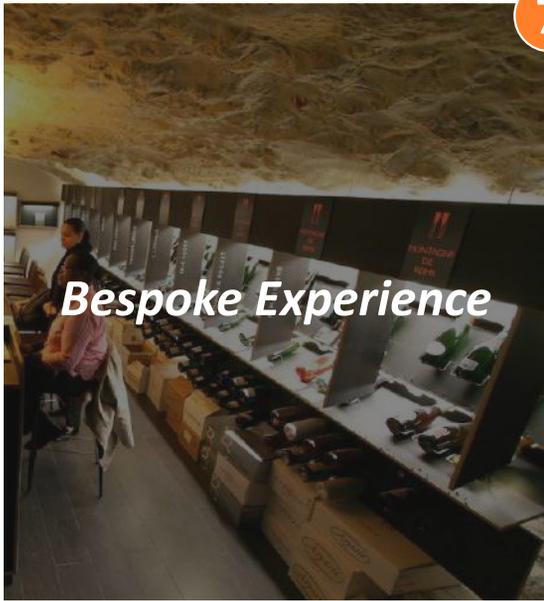
Your ability to gather large amount of data can only be beneficial when you are able to analyze and refine and utilize it for various business purposes. For example, you can use Google Analytics to find out which online campaigns are inducing registration or being talked about on various social media platforms. The movements of attendees of an exhibition can also be tracked with the help of GPS, Wi-Fi, low-energy Bluetooth (via tools like Topi and Loopd) to observe the footfall on each and every booth at the exhibition. DigiLantern assists you for acquiring and analyzing real-time data because it empowers you to figure out the interests of your attendees.

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There was a time when conferences had passive audiences and it was difficult for event management companies to attract their target audiences. However, with the ever growing technological advancements, it is now an easy task. There are a number of tools such as Speecheo which helps the listeners to take notes and view presentation and again it provides them a personalized experience. Evolero is another effective platform which increases the engagement of various benefactors of conferences such as speakers, audiences and sponsors to associate with each other by creating/linking their profiles before, during or after the event.



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The technological advancements allow event managers to provide a made to order experience to each customer. Actually, with the help of tools like Pathable and Goombal you can easily customize the event experience as you have the knowledge of tastes & preferences of your target audience. Other than that DigiLantern helps you in:

- ✔ Teaser videos
- ✔ Special web pages for your event
- ✔ Sharing photos or videos of the event (Vine)
- ✔ Event specific Online contests
- ✔ Video testimonials
- ✔ Post event reports/blogs

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Social Media is the next level in marketing and DigiLantern combines it with traditional SEO, to help you achieve your targets such as increase in targeted traffic, broadened client base, improved brand awareness and makeovers, proliferate suitable inbound back-links, lucrative online marketing and to ultimately boost the impact of other marketing strategies. DigiLantern holds an assortment of outstanding competence to digital marketing, comprising of

- ✔ Real-time data assets
- ✔ End-to-end campaign alterations for agile marketing
- ✔ Real-time ROI reports
- ✔ Content Marketing Solutions
- ✔ Competitor Analysis
- ✔ Gaining media exposure



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Augmented And Virtual Reality

Augmented & Virtual reality is the future of events as it could provide attendees an astounding experience. Virtual reality can make it possible for people around the globe to be present at and experience an event without even physically being there.

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3D printing has various possibilities to the future of events as it allows you to gain a competitive edge. 3D printing can be used for decor and entertainment purpose be it a corporate event, social event or an exhibition.

3D Printing

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Sensor Integration And Wearable Technology

Digital technology is also changing the landscape of events thanks to sensor integration. By using wearable technology, in this case an RFID wristband, to accept cashless payments, connects to social media accounts, and replaces paper tickets. Sensor integration can also be used to create innovative games and displays at events. In fact, Bright Interactive recently teamed up with Victoria Hill to create one of the most technologically advanced exhibits ever, the Marvel Avengers S.T.A.T.I.O.N. in Times Square.

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Another technology that was heavily present at this years CES was robots and drones--yes, drones. Robots were being used as booth attendants, bartenders, and entertainment. Mobile tele-presence was also on display, from companies like MantaroBots, TeleMe for people who can't physically attend an event--they call into Skype, for example, and have a robot roll around an event so that they can hear and see what's going on. As for drones, they are being used to capture aerial photography or even to deliver drinks that have been ordered through a Smartphone app.

Robots and Drones

About DigiLantern

DigiLantern is a global leader in Digital solutions and technology services focused on helping our clients achieve digitization of business process, data driven insights for better ROI and create amazing brand experience in the digital space. We are a team of talented experts working on latest technology stack and providing solutions to wide range of customers. We use our in-depth industry knowledge to understand the business complexities and combine the creative and technical expertise to produce effective solutions .Our fundamental key metrics is built on investigating, understanding, brainstorming, creating and optimizing. We firmly believe in being accountable for the results.

OUR LOCATIONS

United States

newyork@digilantern.com

India

info@digilantern.com
+91-8100003355

