## Spot trends
## for event content

# How might we surface and track trends, so that industry can curate more sought-after and forward-thinking content more effectively?

The development of conference topics is a manpower intensive and time-consuming process that currently relies heavily on desktop research, word-of-mouth, or exposure to other events. It is challenging to identify trending topics that the target audience is interested in. Event organisers often determine the topics to develop and present at their events based on their "gut feeling" or talking to their own circle of contacts. There is opportunity here for a more evidence or data-based approach.

## Current situation

- A business event or conference typically pivots on a particularly topic. Organisers will then think of content around the topic and develop the program.

- Before a topic is identified, organisers will exhaust resources to do various kind of scanning like, conduct desktop research to find out the trending subject, talk to own contacts, conduct interviews and attend events. The process is very manual and time consuming. The actual decision on the topic is usually by "gut feel".

- Event topic will affect ticket sales.

## Cause of the problems

- Fragmented information. Information may be available but not processed in a usable way or not in Asia context.

- Lacked of qualified people or technology to collect data and track trends

- Lack of customer interactions to feed market knowledge

## Who is involved in this problem

- Organisers

## Desired Outcomes

A credible and structured way to understand the market demand of intended audience group

**Engage freelancers for event design and planning**

# How might we enable better matching of MICE industry opportunities to skilled freelancers?

In Singapore, there is only a small pool of freelance professionals engaged in the MICE industry, specialising in skills, such as creative development and design proposals, event planning and management, etc. There are other freelance professionals with similar expertise who may not be aware of opportunities in the MICE industry. On the flip side, the MICE industry finds it difficult and time-consuming to engage freelancers with the right skills in times of need. Currently, companies rely on word-of-mouth and the small group of talent whom they each have the experience of working with. That is limiting, and it is time consuming to engage the people they need one-by-one. General employment agencies can provide casual labour or unskilled staff, but not professional talent.

## Current situation

| Freelancers Growth Forecast: USA by 2020: 43% of the total workforces SINGAPORE by 2020: 12-15% GLOBALLY BY 2030 : 80% | |
|---|---|
| **Freelancers' Challenges** | **Employers' Challenges** |
| • Manual, slow process requiring unpaid face-to-face meetings<br>• Many hats: salesperson, marketer, networker, accountant<br>• Small repeat relationship networks reduce task pool, cause inequality<br>• Bidding the lowest price – being under-paid | • Manual discovery process via personal contacts<br>• Time consuming individually contacting past freelancer contacts<br>• Uncertainty of freelancer availability or capabilities |

## Cause of the problems

- **Lack of highly qualified freelancers supporting the industry.**
- **Lack of trusted environment to identify the right candidates quickly and to create long-term professional relationships.**

## Desired Outcomes

- Access to A GLOBAL COMMUNITY OF TRUSTED FREELANCER AND CUSTOMERS.
- Access to the #communities relevant to your diverse skillsets
- Elements of gamification and trust system: eg:
  - Engagement scoring system - engagement currency ($tokens).
  - Total $tokens earned = skill level.
  - Skill upgrade = tailored paid task display
  - One-click claim. No bidding.
  - Live interaction with project owners
  - Paid task = skill upgrade
  - The higher your skill level = the more advanced the content.

**How might we enable different stakeholders in the event value chain to measure and account for waste generated at each event, so they can develop an appropriate plan to reduce waste?**

## Track waste from events

There is a rising demand from corporate clients and consumers for events to go "green". The event value chain involves many parties: event organisers, venues, booth stand contractors, F&B caterers, and other suppliers. There are often high levels of waste arising from F&B, disposables, and booth materials. Yet, there is lack of ownership, traceability, and accountability in managing and reducing event waste.

## Current situation

MEWR & NEA – 800,000 tonnes of food waste
Only 16% recycled
MICE contributes up to 10% to the food waste.

| Caterers | Organisers | Exhibitors & Delegates |
|---|---|---|
| • Preparation and delivery of high-quality food choices to the exhibition<br>• Contingency procedure triggered in case of food re-ordering | • Catering to a large amount of various target groups: delegates, speakers, exhibitors.<br>• Conference and exhibition program with short breaks | • Quality of offered food<br>• Portion sizing<br>• Delivery times |

## Cause of the problems

• Lack of traceability of F&B waste during the events.
• Lack of accountability for the produced F&B waste during events.

Desired Outcomes

• Predictable visitorship quotas:
  • CryptoCurrency rewards redeemable at the exhibition
• Smart food distribution:
  • Dispensing system on demand deploying cook and chill technology
  • Research on market trends supporting a choice of menu for the chosen target group
  • Deployment of heat maps for catering areas to regulate traffic
• Sustainability:
  • Reward system for food recycling measures - a scoring system of exhibitors and building up of reputation records

## Track event delegates

Large events take up multiple floors and have complex layouts that make wayfinding challenging. Event organisers attach dedicated staffers to special or important attendees - the speakers, VIPs, and other special guests - to keep tabs on their whereabouts around the venue. This is to ensure that they do not miss key engagements.

# How might we pinpoint the location of VIPs or special guests, so that it is more efficient and less manpower intensive to manage them at the event?

## Current situation

- Hassle to check for presence of speakers/VIP to ensure they are "mic-up"/on standby before their segment

- Pressure for event owners to anticipate the arrival of their VIPs, and prepare the necessary welcome hospitality upon arrival

- Event Organiser may assign "Liaison Officers" to VIPs/Speakers (depending on the scale of the conference) to ensure there is a representative who can provide update on their movement, if the guests allow

## Cause of the problems

- Depending on the scale of the event, event organizer depends heavily on tracking their VIP/speakers via mobile phone, if they answer their phone promptly

- VIPs rarely pre-empt the welcome party prior to their arrival, hence organizers will depend on the driver's update. Driver are not able to provide update while driving

- Privacy concern

## Who is involved in this problem

- Liaison Officers/ Drivers of vehicles for VIP
- Event coordinators
- Speakers/ VIP

## Desired Outcomes

Event Organizers to have the ability to communicate effectively to their VIPs/Speakers on the expectation of their presence during event operation

**How might we track or pinpoint the location of vehicles ferrying delegates, so that the event planners can be more responsive to delays and adjust the programme on-the-fly?**

## Track vehicle fleet

Sometimes, big groups of delegates are moved between locations in chartered buses, and there could be many such buses deployed at one time. Unplanned delays, such as traffic jams and lost drivers, can cause significant disruptions to the programme and negatively impact the delegates' experience. Event organisers find it difficult to track where these buses are and communicate with the drivers or their accompanying staff in real time.

**Current situation**

- For mass transfer, event organisers depend on representatives on board individual vehicles as well as manpower deployed at pick up and drop off points to provide updates on transfer movements.
    - Existing mass communication platform e.g. Telegram/ Whatsapp can be messy for massive transfer e.g. transferring 1000pax with around 30 coordinators in 1 chat group reporting on situations.
- For airport transfers and VIP transfers, event organizers depend on diligence of drivers to provide updates prior to pick up/drop off of VIP because drivers are not allowed to use communication device while driving.

**Cause of the problems**

- Mass Transfer
    - Manpower intensive
    - Existing communication platform is not optimum for mass transfer update
- Individual Transfer
    - Dependence on driver to provide update
    - No update for unforeseen circumstances during travel e.g. traffic jam

**Who is involved in this problem**

- Bus driver
- Transfer staff
- Event coordinators
- venue in-charge

Desired Outcomes

Event Organizers to have the ability to monitor and track all their chartered vehicles in real time. To be able to provide estimation of arrival/departure to clients especially during peak hour transfers.

# How might we better understand delegates' profiles and needs to customise communications with them, which in turn helps retain their interest for future events?

## Improve communications

For many event organisers, having a good system to capture customer-related information (sales, registration, leads, survey results, etc.) is key to the success of their events. Currently, the information is obtained using various tools and kept in different systems, and some of the systems are not in sync with each other. Thus, event organisers (and owners) do not have an end-to-end view of their customers. Also, organisers usually get poor responses to post-event surveys, which is important for them to determine whether the event is considered a success. Overall, better use of the data that the event organisers already hold can help them to understand and communicate with their customers more effectively, and consequently generate greater value to not just these customers but also for their clients or sponsors.

# How might we better understand delegates' expectations and needs to provide personalised recommendations, so they get the most of the event experience?

## Improve event experience

Event delegates have various objectives in attending an event and preferences on how they go through the event and engage with the content. Some of the event information and business contacts are made available in-app or on the event website. Still, delegates sometimes spend a lot of time finding relevant business contacts on the event floor to meet, which is not an optimal use of their time.

## Current situation

- Exhibition organisers have traditionally focused on understanding their customers (exhibitors) rather than their customer's customers (attendees.)
- Data collection is focused on exhibitors (price, yield, retention, growth etc)
- Data collection for attendees is primarily pre-show and focuses on job function, sector, country rather than show experience, post show, needs being met and levels of satisfaction

## Cause of the problems

- Focus around show KPIs rather than our customer's customers and customer experiences
- Unsatisfactory post show data collection methodologies
- General lack of interest of attendees sharing their post show experiences
- Inability to match attendee needs with exhibitor offerings
- Poor onsite collection techniques
- Under-investment in understanding customer outcomes

## Who is involved in this problem

- All project and leadership teams
- Internal processes and external suppliers

## Desired Outcomes

- Greater customer insights – both exhibitors as well as attendees.
- Methodology to collect, analyse and then plan for better customer experiences.
- Greater matching between attendee needs and exhibitor offerings.