

Designing engaging, world-class events

Spot trends for event content

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.

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

Engage freelancers for event design and planning

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.

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

Managing and using customer data more effectively

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' profiles and needs to customise communications with them, which in turn helps retain their interest for future events?

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.

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

Tracking people movement and event waste

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?

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.

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 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.

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?