

Keynote Presentation | [Event MarTech] Leveraging Event Marketing & Technology to Grow Your Business



SALLY CHUE

Head of Business Development &
Partnership
EventX

THE MARTECH
SUMMIT

13 October 2022 | Hong Kong | Sheraton Hong Kong Hotel & Towers



Leveraging Event Marketing & Technology to Grow Your Business

— About EventX

Offices / Partners



106
Cities Reached

100+
Staff



HKD150M+
Total Funding
Amount



120% ↑

QoQ User's Event
Attendees in Q4 2021

5,000,000
Guests Served

6,000
Events Completed

TRUSTED BY

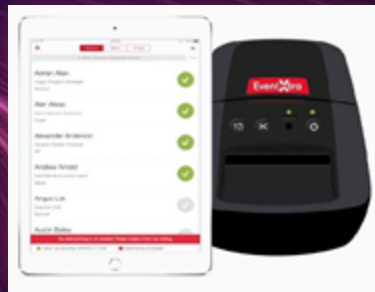
Leading Event Organizers & Professionals



Our Products



Registration



Check-in



Event App



Lead Capture App



Virtual Event Platform

Our Product is Specialized for Asia Including China



Stable, Smooth & Secure Network in China

Streaming in and out of China
(With special license)



Asia-localized Support

Localized support in
local language,
timezone and payment



Seamless Attendee Experience in China

With China & non-China server
architecture



Multi-Languages



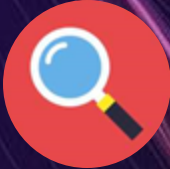




Event as Marketing Strategy



Unique MQL (Marketing-Qualified Leads) Generation

(Search Engine
Optimization)

(Pay-per-click)

	SEO	PPC	LinkedIn	Email	Webinar
					
Lead	2.1%	0.7%	2.2%	1.3%	0.9%
MQL	41%	36%	38%	43%	44%







But conversion rates are **low, and results are not guaranteed**
Tactics are ineffective and passive

Marketers are looking for a solution that offers better performance output

Unique MQL (Marketing-Qualified Leads) Generation

(Search Engine
Optimization)

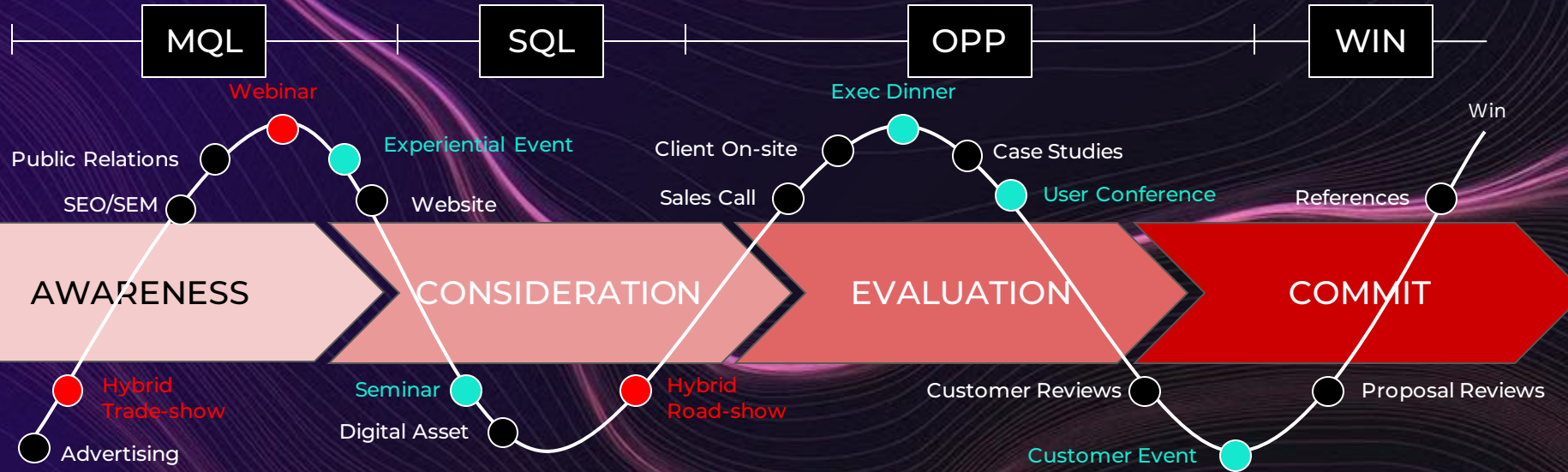
(Pay-per-click)

	SEO	PPC	LinkedIn	Email	Webinar	Events
						
Lead	2.1%	0.7%	2.2%	1.3%	0.9%	6.7%
MQL	41%	36%	38%	43%	44%	76%

(EventX internal data)

Our **Proprietary Prospect Attendee Generation (MQL)** solution to fill your event with **“Ideal Customer Profile”** attendees

Events Plays a Huge Role in the Customer Journey



- Other Marketing Tactics
- In-person events
- Virtual/Hybrid events

Event-First Marketing Strategy



Spending

25%+

of the average organization's
marketing budget on
events

Source: Acrew



Lim Yu Hua
Solutions Architect, ASEAN
Deep Dive on Amazon S3 and Amazon EC2



Deep Dive on S3 and EC2

Yu Hua Lim | Solutions Architect



In partnership with



Tuesday, November 30th @ 11:30
PM UTC (3:30 PM Pacific)

LIVE WEBINAR

Optimising Cloud Experience with Cisco SD-WAN and Microsoft Azure Networking

[Register Now](#)

Including Demo and Live Q&A with the presenters



📺 BRAIN STATION 23

Google Cloud

ONLINE WEBINAR

Why Enterprises Choosing Google Cloud in 2022?

Guest Speaker



Farzana Afrin Tisha
Head of Cloud Business
Brain Station 23

Guest Speaker

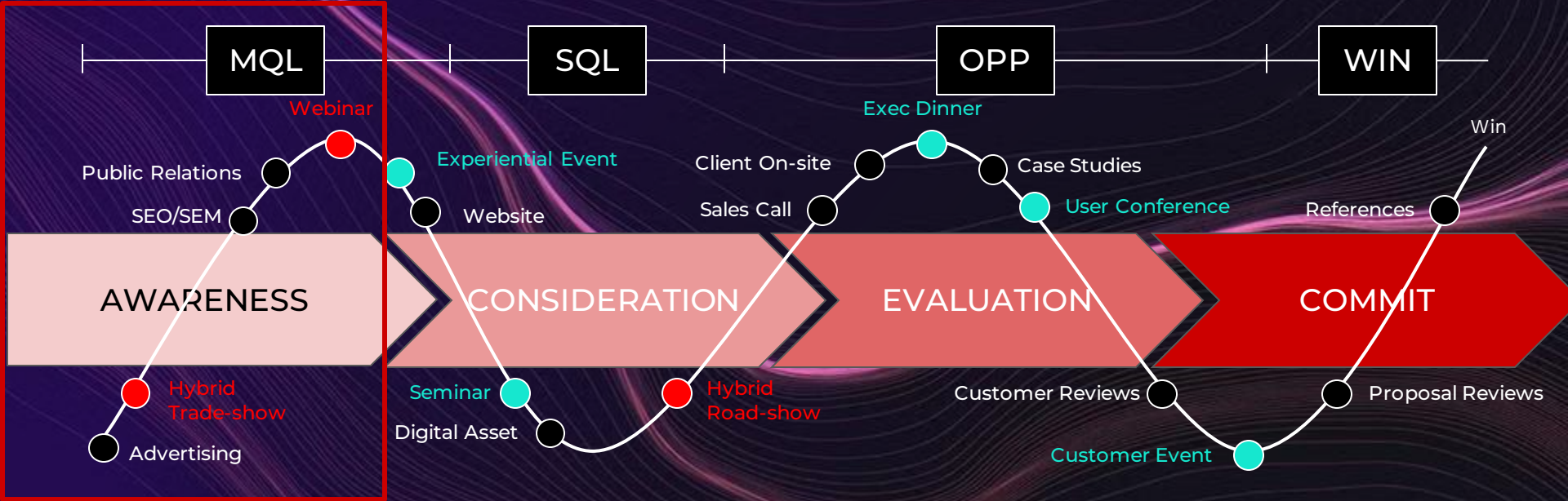


Divya Jain
Head of Corporate Business
Google India

DATE
March 28, 2022

TIME
12.00pm to 1.30pm BST

Events Plays a Huge Role in the Customer Journey



- Other Marketing Tactics
- In-person events
- Virtual/Hybrid events

Event-First Marketing Strategy



68%

of B2B marketers say that
most lead generation comes
from virtual events

Source: VISME

HOW OFTEN?

Average yearly webinars
hosted by companies



33 Webinars

LEADS

Average registrants per webinar



251 People



61.7%

TURN-OUT

The average attendance rate
for webinars

The Future of Events - Event 2.0 with AIM

— Automation
Interactive
Measurable

— Event 2.0 Automation

**“It’s costly & difficult to find
people to attend”**



Attendee Generation Module to Help You Find More Attendees

Search your Attendee

Search Results

0 people selected 1-25 of 125 people < 1 / 5 >

Company name
Enter specific companies or URLs

Company HQ location
Enter countries, states, or cities

Industry
Enter industries

Employees headcount
Enter number of employees

Revenue
Select revenue range

Year Founded
Select range of years companies were founded

Contact details
Enter specific companies or URLs

Contact name
Enter contact name

Ben Hui
Product Manager

Product Manager

Employees: 455

Revenue: 1M

Entered the booth

Ada Chow
Product Manager
Show Details

Ben Hui
Product Manager
Show Details

Crystal Siu
Product Manager
Show Details

Jayden Chow
Product Manager
Show Details

Oscar Pang
Product Manager
Show Details

The screenshot displays the EVENTX dashboard interface. At the top, there is a navigation bar with the EVENTX logo, a 'Preview / Enter Event' button, a 'Publish' button, and a 'View Sample Event' button. A left sidebar contains a menu with the following items: Dashboard, Event Settings, Webinar Sessions, Hosts & Speakers, Tickets, Team Management, Video Library, Live Recordings, Email Campaign, Attendee List, Analytics, Lobby, Halls & Booths, and Product Catalog. A 'FREE TRIAL ENDING ON MAR 31, 2022' banner is located at the bottom of the sidebar.

The main content area features a 'Get started to host a successful event' section with a 60% progress bar. The tasks listed are:

- Create your event (Completed)
- Add basic event info (Completed)
- Add or edit webinar sessions (Completed)
- Publish your event (Pending) - Publishing an event allows anyone accessing the event link to view your event page. Before that, everyone will be redirected to eventx.io even with the event link.
- Invite attendees (Pending)

Below this section, there are tabs for 'Pre-event' and 'In-event', with 'In-event' selected. A 'Broadcast Announcement' button is also present. The dashboard displays three key metrics:

- ATTENDED:** 1 (100%)
- PENDING ARRIVAL:** 0 (0%)
- REGISTERED ATTENDEES:** 1

At the bottom, there are buttons for 'SCHEDULE PAGE', 'WEBINAR ZONE', and 'Event Rundown'.

— Event 2.0 Interactive

The Education University of Hong Kong FEHD Virtual Information Day



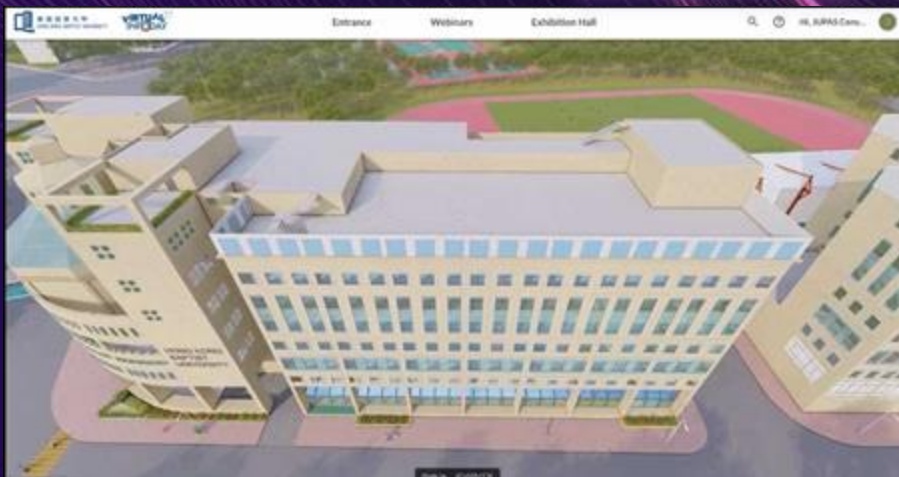
30
JAN

1 DAY EVENT

A virtual information day with virtual booths, programme talks, student sharing and live chat

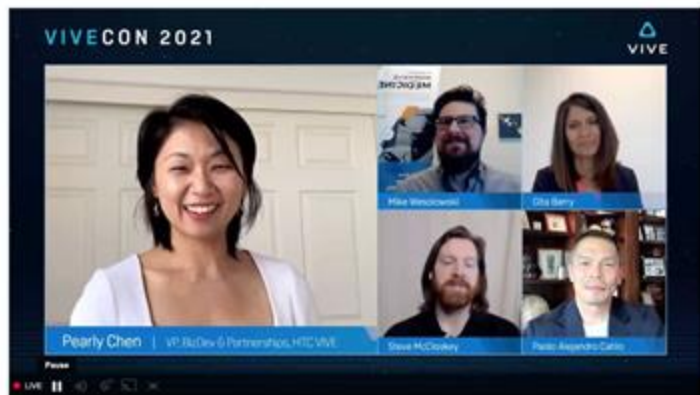


3D VR lobby



Bring your attendees The Immersive Experience with Metaverse Solution





- Class
- Collaboration
- Design
- Developer
- Healthcare



Experience during the Event

Visit the Booth

Introduction video/image

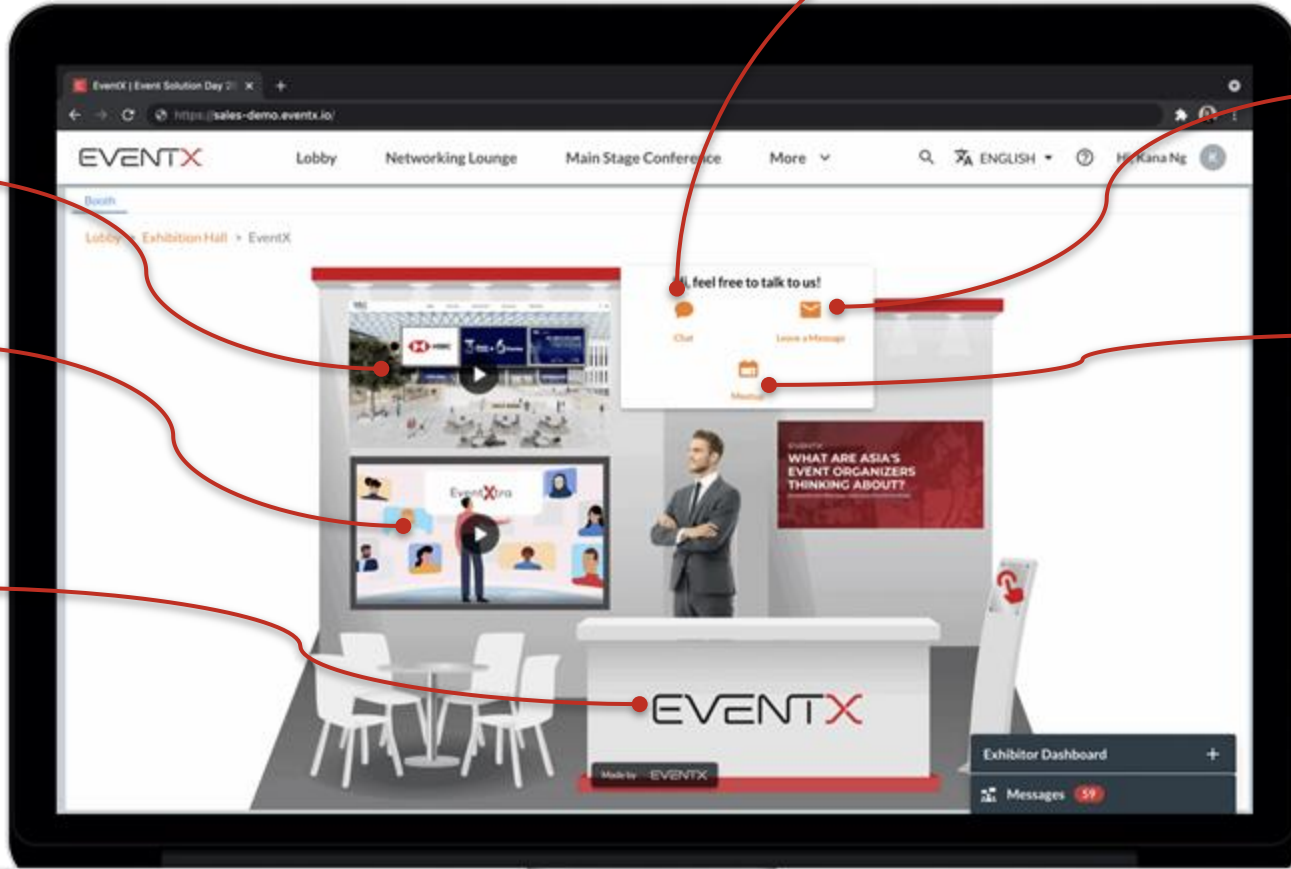
Poster

Company logo/image

Public Chat with Sales Rep

Leave a message by email

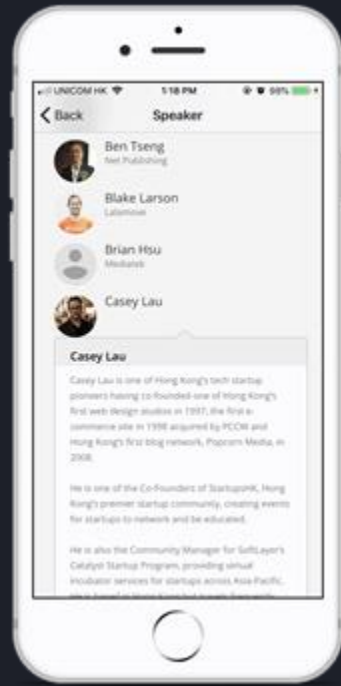
Schedule an online/offline meeting



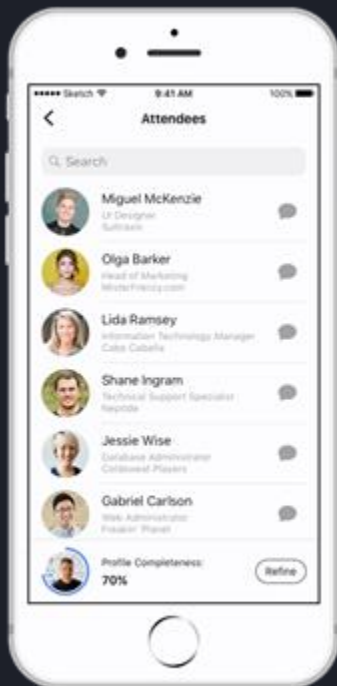
Pre-Event

In-Event

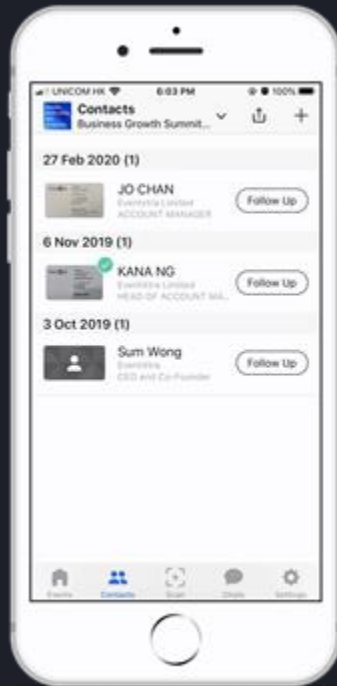
Post-Event



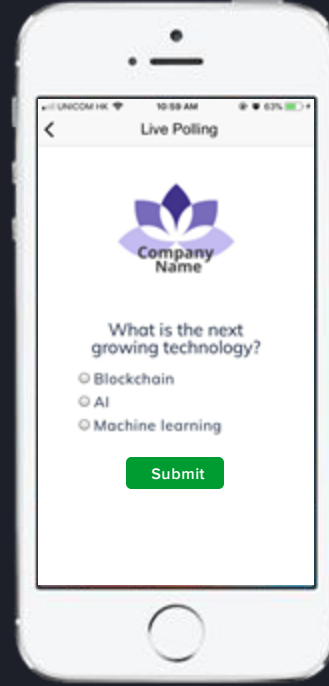
View speaker list



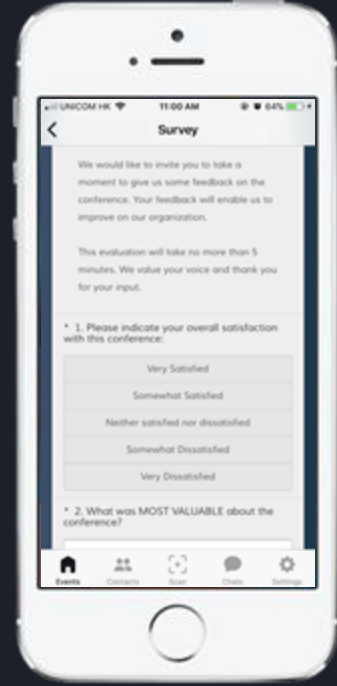
View attendee list



Exchange contact by scanning QR code or business card



Live Polling, Q&A
Interact with speakers



Event survey
Know attendees' feedback

EventX x HSBC Premier - Turn Family Photo into NFT

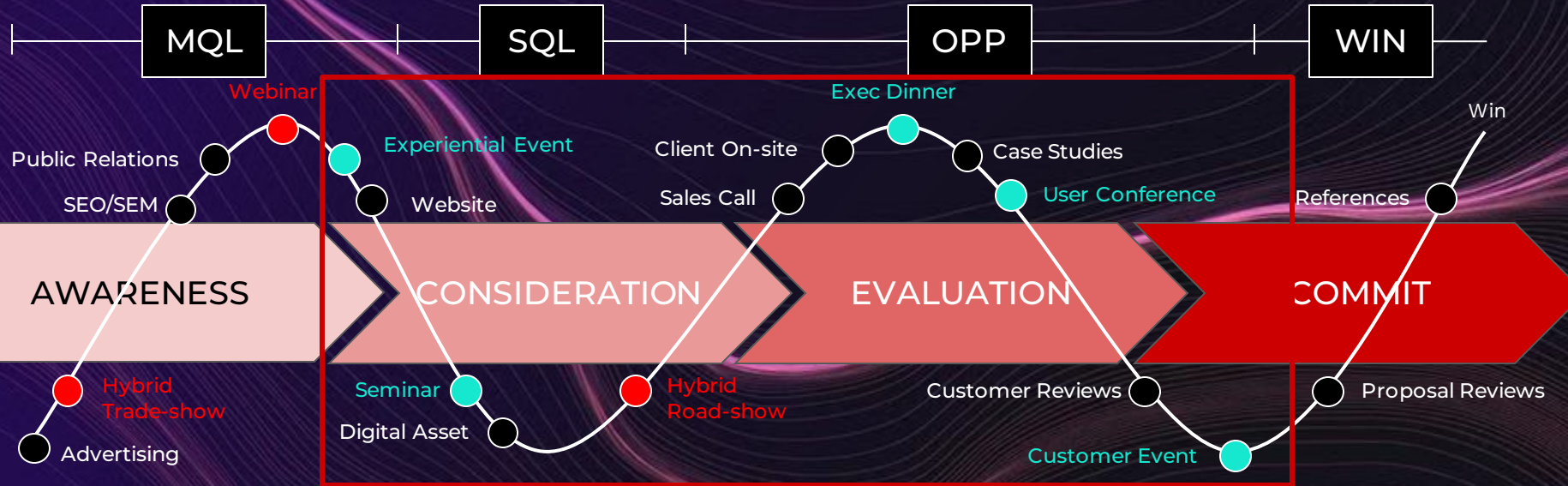
Minted by EventX





— **Event 2.0**
Measurable

Events Plays a Huge Role in the Customer Journey



- Other Marketing Tactics
- In-person events
- Virtual/Hybrid events

Level of Conference

Target	Event Size (attendee)			
	> 300	100 - 300	30 - 100	< 30
Business Growth	Rank S	Rank A	Rank B	Rank C

Level of Conference

Rating scale	In-Person Conference			Virtual Conference
	Booth	Self-organized Panel	Attend External Panel	External Guest Speaker
Rank S	✓	✓ (at least one)		> 3
Rank A	✓	✗		1-3
Rank B	✗	✓	✗	1
Rank C	✗	✗	✓	✗

Manpower Arrangement

Rating scale	Event Director	Project Manager	Content Support	RSVP	Technical Support	Total Headcount	Lead Time
Rank S	1	1		≥ 1		≥ 3	> 12 weeks
Rank A	1	1		1		3	~ 8 weeks
Rank B	1	0		≥ 0		≥ 1	~ 4 weeks
Rank C	1	0		0		1	< 2 weeks

Case Study - Renishaw



Purpose : Centralize Leads from expo

Event Type: Exhibition

Industry: Manufacturing

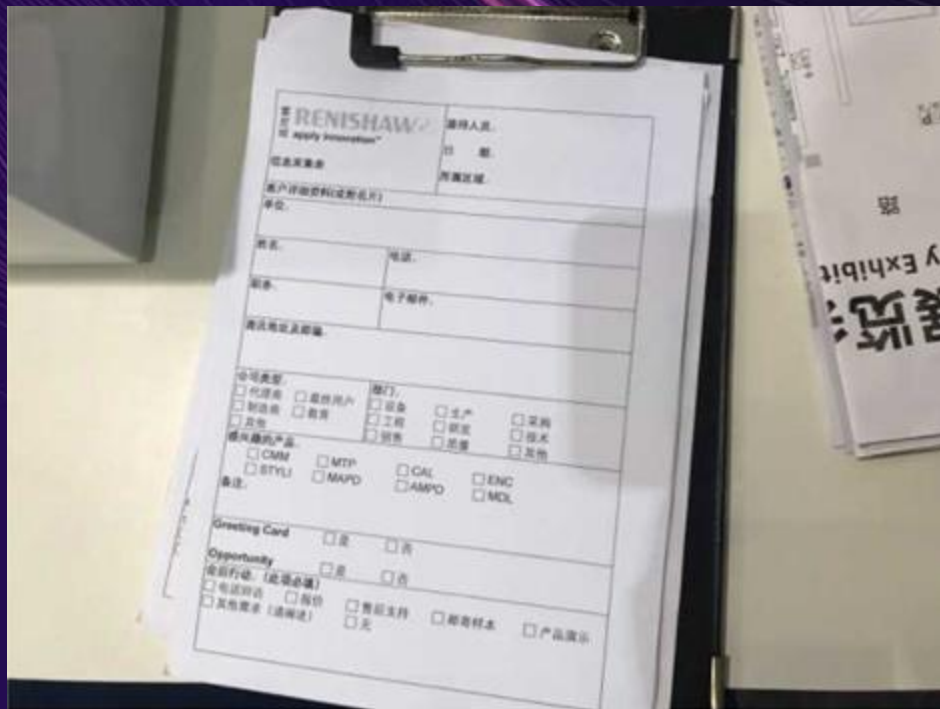
Number of event attended/year: 40-60

Sales team: ~200



Case Study - Renishaw

In the Past



Now



Pre-Event

In-Event

Post-Event



On-site name badge Printing

Just a second to print a name badge on demand - no more worry about searching the right one on table or last minute sign ups.



Walk-In? No Problem!

Register your walk-in guests like all the pre-registered. To save more time from data input, scan the guest's name card with our OCR technology in our event check-in app!



Edit attendee info

Updates from the attendee side at the last minute? Just edit the info on mobile event check-in app with a tap. Couldn't be easier!

Event Performance



Arrival Notifications



**Track attendance in
real-time**



**Assign attendees to
groups**

Measure Event Result with Conversion Dashboards

ACCUMULATED TOTAL ATTENDEES

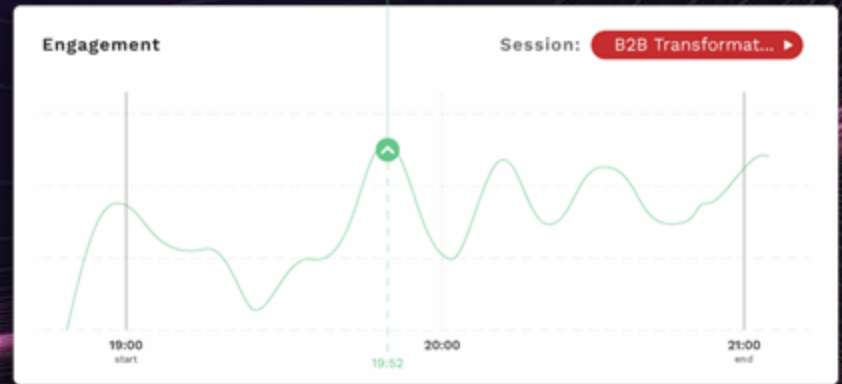
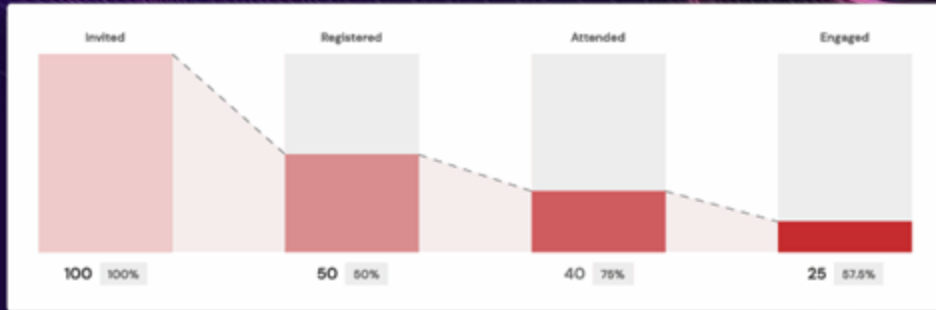
116

Post Event Survey

FILLED IN THE SURVEY: **24** 32%

AVERAGE RATING: **4.25**

Conversion Funnel



ATTENDING

106 54.3%

PENDING ARRIVAL

924 34.7%

REGISTERED ATTENDEES

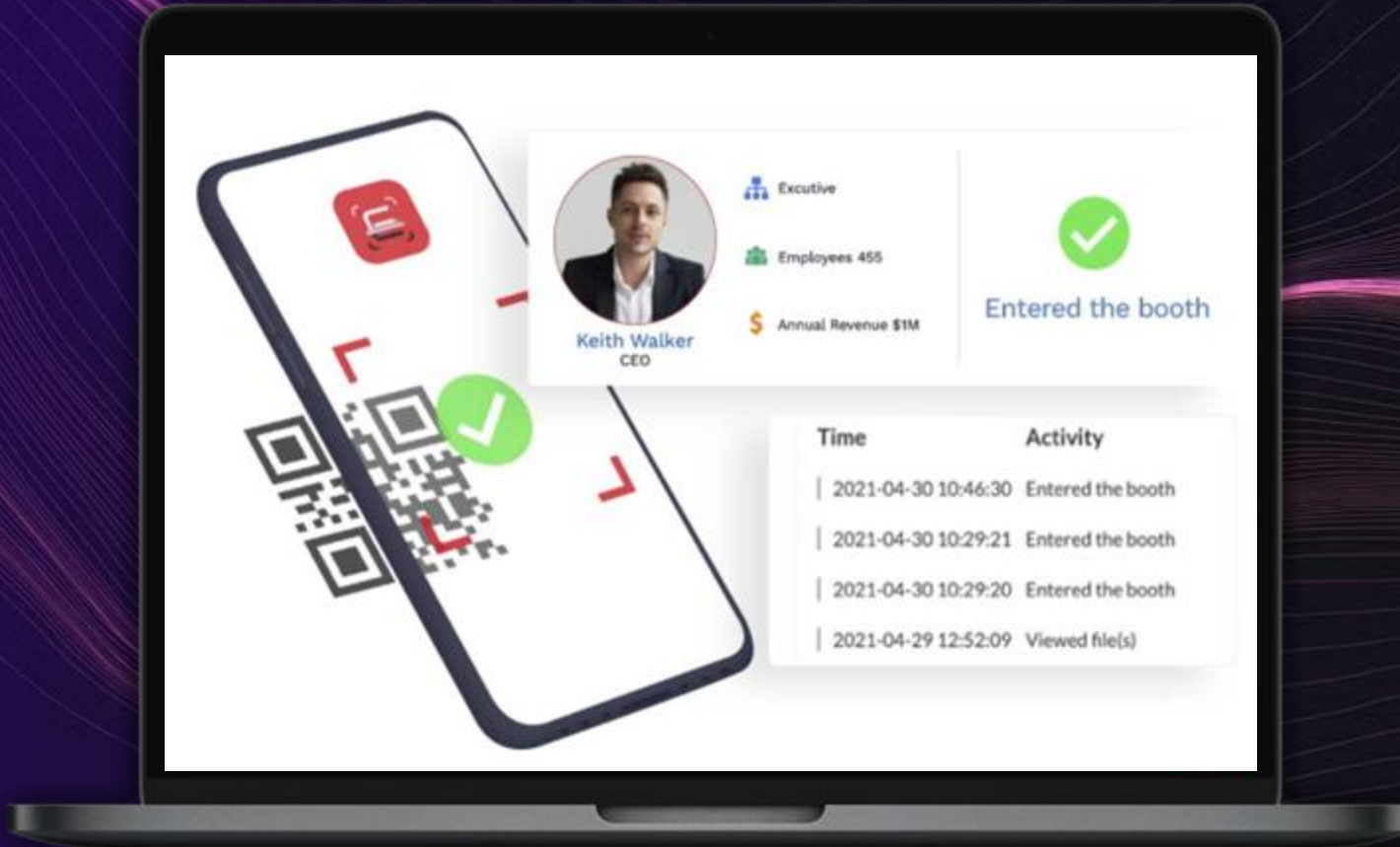
1030

Live Event Activities

Last updated: 3:03 PM | Updated at 1 min Interval

Activity	Count
Lobby	5
Schedule & Sessions	288
Halls & Booths	42
Networking Lounge	12
Product Catalog	102

Track all attendee footprint & hotness



The image shows a laptop screen displaying a user profile for Keith Walker, CEO. The profile includes a circular photo, a green checkmark icon, and the text "Entered the booth". Below the profile is a table of activities. To the left of the profile is a large QR code with a green checkmark icon overlaid on it. The background of the laptop screen is white, and the laptop is set against a dark purple background with wavy lines.

Keith Walker
CEO

Executive
Employees 455
Annual Revenue \$1M

Entered the booth

Time	Activity
2021-04-30 10:46:30	Entered the booth
2021-04-30 10:29:21	Entered the booth
2021-04-30 10:29:20	Entered the booth
2021-04-29 12:52:09	Viewed file(s)

Event 2.0 with AIM

— Automation

Interactive

Measurable

EVENTX

Connect Us on LinkedIn to Get the Latest Updates



EVENTX

Visit our booth today!

EVENTX

The End

EVENTX