



# Hybrid.

The new normal





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# What is Hybrid?

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Hybrid is about **creating connections, engaging virtual and live audiences** as equally as possible and making them **feel they're a part of the same event**.



**Enable** smarter connections

**Facilitate** stronger relationships

**Build** closer communities



# Visit + Jublia.

It is a widely held view that no one company can be the best at everything and that in order to be the best in breed a high degree of focus is essential.

Visit & Jublia understand this and instead of trying to be the best at everything, we've partnered to offer you the best of both worlds – **live and digital**.




There's no recipe for staging a perfect hybrid event. But we can make sure you have the **right ingredients for it**.







Visit is an award-winning event registration, engagement, lead retrieval and event intelligence solution, established in the UK, in 1992, deployed on **over 850+ events** annually, in more than **50 countries** around the world.



EVENT  
REGISTRATION



ON-SITE  
DELIVERY



VISITOR  
ENGAGEMENT



EXHIBITOR  
ROI



EVENT  
INTELLIGENCE



DIGITAL, SMART  
SHOW FLOOR






Started in 2013, headquartered in Singapore and powering events in every continent of the globe, Jublia provides an **engagement platform** for virtual & hybrid events from a myriad of **over 40 different industry sectors**.




E-MARKETPLACE




MULTITUDINOUS AI  
MATCHMAKING



DIGITAL  
BOOTHS



MEETINGS



AI  
MAPS



CONTENT DISCOVERY  
& MANAGEMENT





# Who Benefits?

## ORGANISERS

Use Visit + Jublia to:

- Execute smart events
- Collect valuable data
- Report value events (ROI)
- Improve KPIs
- Drive behaviour
- Uncover event insights and trends.



## EXHIBITORS

Use the Visit + Jublia portal to plan, engage and measure their event experience:

- Increase brand awareness
- Gain knowledge of customer trends and market movements
- Increase sales base by connecting & engaging with visitors pre, during and post event
- Drive ROI after measuring event success

## VISITORS

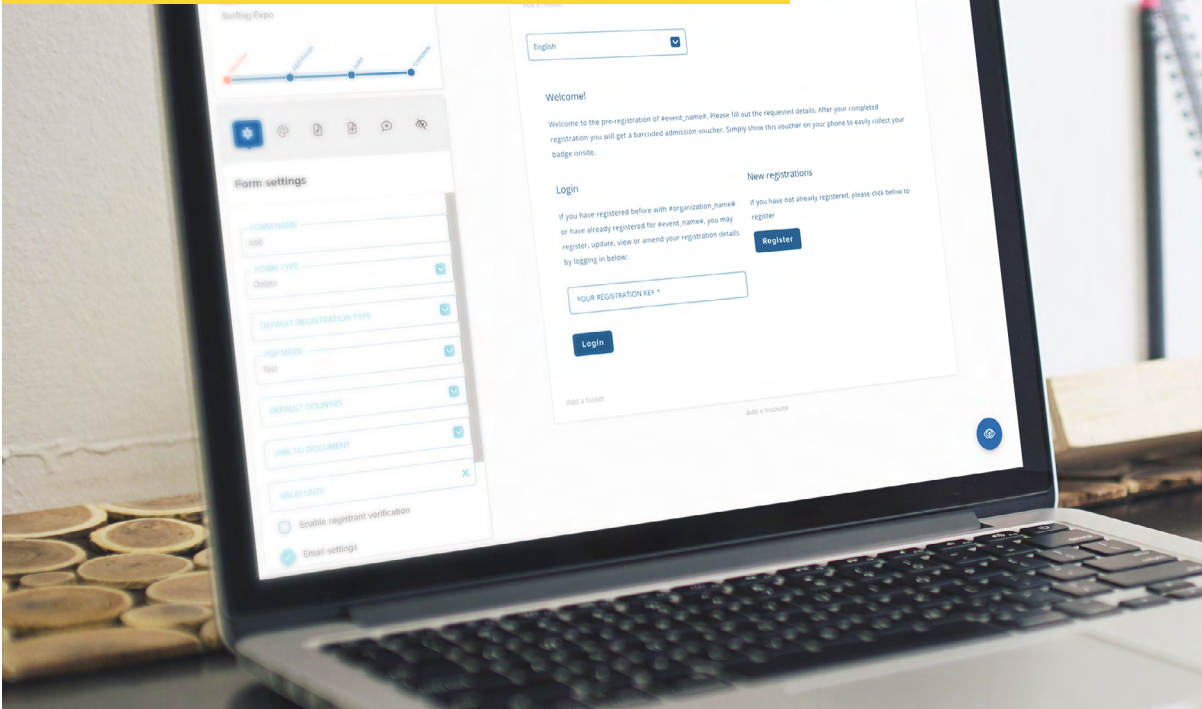
Network, attend sessions, learn and collect valuable content.

- Gain professional knowledge and collect company and product content
- Join live or on demand sessions and workshops
- Network and engage with exhibitors
- Maximise their event experience





# Registration.



Grow your audience, impact event success, empower your stakeholders, increase engagement and experience new levels of interaction and insight.

## How we provide this solution?

Visitors and exhibitors pre-register via registration form or register on site by opening the camera from their mobile device and scanning the event QR code to start the registration process. After registration, they automatically receive an email with the link of the platform and the details to log in. From the platform, both visitors and exhibitors can access on mobile devices their digital badges.

- Quickly edit forms, emails and logos
- Deliver targeted and personalised campaigns
- Seamless integration with social media amplification

## Main Benefits

- Time saving with DIY solution
- Digital Badges at ease
- Optimal welcome experience





# Visitor Event Portal.

## PUT YOUR VISITORS IN CONTROL

Never has the visitor experience been so personal, never have visitors been so in control on the show floor, never has so much data been available in real-time to analyse your event.



“ Our Visitor Portal is a complete, stand-alone, fully customizable, feature rich web portal. “

### How we provide this solution?

Right after completing the registration process, visitors receive an email with a unique URL that takes them to their own Visitor web space. In there they can learn more about the event and its agenda, build their personal agenda, schedule meetings, chat with other visitors and exhibitors and much more.

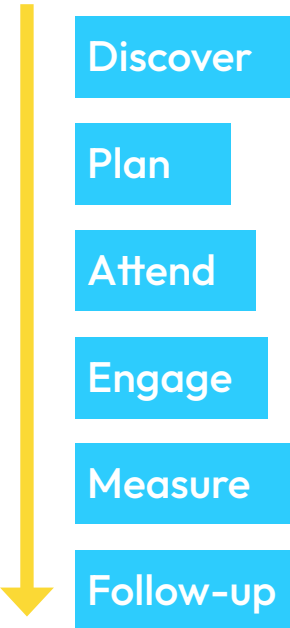
### VISITOR PORTAL FEATURES

- Easy, log in free access
- Agenda
- Digital Badge
- Content streaming
- Content Collection
- Notifications
- Multi-event access
- Matchmaking
- Explore
- Meetings management
- Exhibitor & visitor list
- Messages & chat

### A COMPLETE EVENT VISITOR JOURNEY

#### Main Benefits

- Easy to use interface
- Full control on the interface look & feel
- Increases visitor engagement





# Digital Booth for Exhibitors.



Digital Booths allow exhibitors and sponsors to effectively represent and promote themselves pre, during and post event, bringing attendees as close to making a business transaction with them as possible.

## Main Benefits

- Full brand exposure digitally from pre to post event
- Convenient self-management
- Engage in digital conversations with attendees

## How we provide this solution?



### Featured Image/Video

Exhibitors can embed interactive content from third party platforms such as Youtube, Vimeo & Youku. They can attach a video or a 360° panoramic VR embed which stimulates a physical experience.



### Slide Show

Exhibitors have the ability to attach a well-crafted deck of slides to promote their services. They can use relevant images to make it easier to engage with their audience and capture their attention.



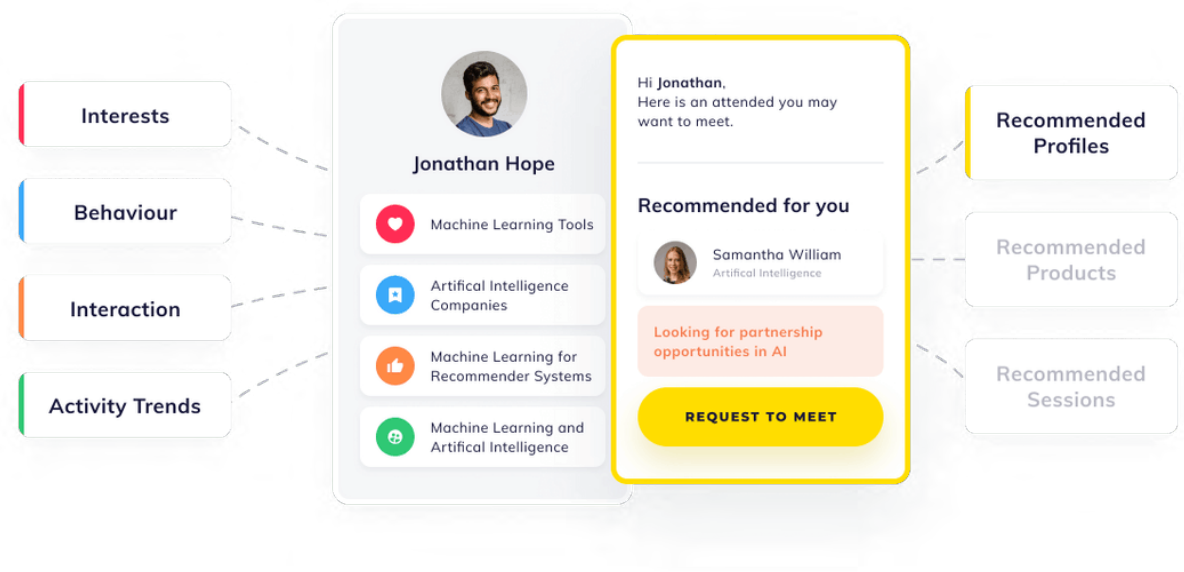
### Data Visualisation

Exhibitors can access precise analytics to gauge their digital presence effectively, enabling them to derive critical trends that will help shape their involvement in the event.



# Matchmaking.

Technology alone will not deliver. We believe the best matchmaking process starts with a well thought out strategy. Our team of specialists will implement the most end-to-end experience to satisfy your audiences' 1:1 meetings need.



## How we provide this solution?

No 2 events are the same. We work together to craft a high performing matchmaking experience that encompasses the unique needs of your audiences.

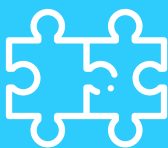
- **Design** to organisers' specific matchmaking requirement.
- **Execute** in accordance to event KPIs.
- **Control** direction of the matchmaking by the organiser.
- **Improve** based on data driven approach for next events.

## MATCHMAKING FEATURES

- Multitudinous Matching
- AI Personalisation
- Specialized consultation
- Matchmaking management tools
- One stop matchmaking shop
- Integrated analysis
- Real time trends
- Data transparency & Compliance

## Main Benefits

- Easy to use interface
- Full control on the interface look & feel
- Increases visitor engagement





# Meetings Manager.



Accessible worldwide with no third parties involved, all meetings are secured for 1-to-1 formats. Exhibitors can choose to meet in person or virtually. Our anti-spam platform requires both parties to accept the request before a meeting is facilitated.

## How we provide this solution?

Once an exhibitor or an attendee joins the hybrid platform pre-event, recommendations of profiles to aid the audience's discovery will help to spur on actual meeting requests for onsite and/or virtual meetings:

- A Smart Scheduler is automatically displayed with mutual availability for both parties to meet onsite or virtually
- The requester can specify the discussion topics based on pre-fill tags
- Participants receive updates and reminders via email, push notifications (native app), and SMS
- Organizer can manage all meetings actively on the backend to engineer the best outcomes.
- Users rate their meetings and provide comments which organizers can use to gauge the efficacy of meeting satisfaction.

## Main Benefits

- Superior Security with encryption algorithms
- Privacy first & Anti-Spam
- No download or geographical limitations

Our software learns and builds a unique profile that further enhances the type of content, or recommendations sent out.



# e-Marketplace.

e-Marketplace is empowering visitors and exhibitors to engage in effective buying and selling both on the show floor, and virtually. It supports dynamic product view and description and allows exhibitors to do online product showcases. Exhibitors can engage attendees in conversations and respond to RFPs too.

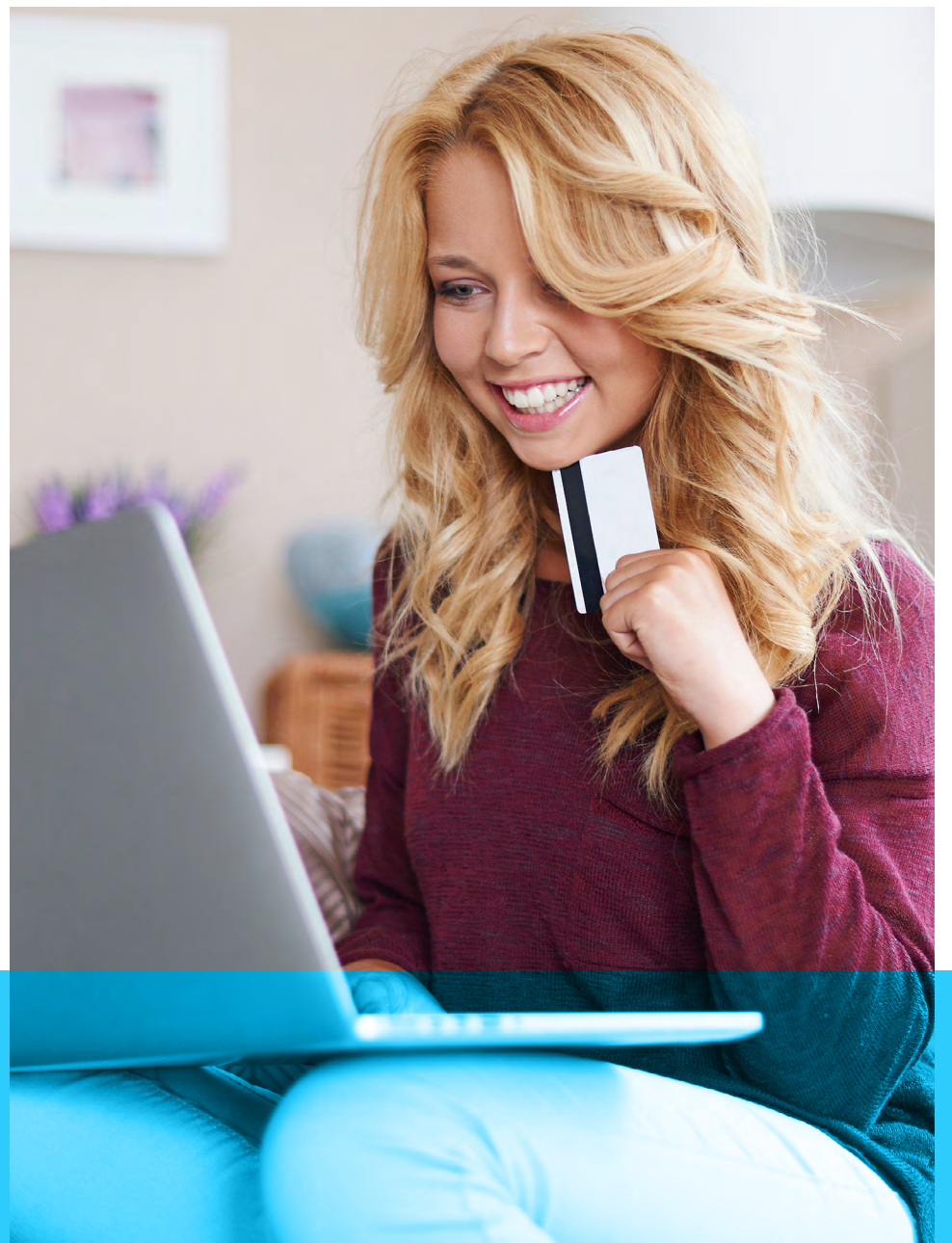
## Main Benefits

- Dynamic product view in different formats
- Reap maximum ROI through selling, buying, discovering across the pre, during and post event lifecycle.
- Exhibitors' ownership on product display (live & digital)

## How we provide this solution?

Buyers search relevant exhibitors and products to purchase. They can visualize exhibitor profiles that showcase a digital booth containing relevant information about their products - from presentations, to video product ads, and live stream demonstrations. All these come to complement the physical booths at event show.

Exhibitors upload their product information, which enables event attendees to maximise their business engagement across pre-, during, and even post-event.





# Networking.



Networking is conveyed through conversations created through meetings, 1-1 chats, RFPs and inquiries with people, company or on products. Chat is the foundational driver for networking as it allows participants to clarify meeting agenda, exchange namecards, promote through e-brochures and more.

## How we provide this solution?

Attendees can search for specific contacts within the platform, and also the platform recommends matches based on interests, keywords, product categories, and the meetings already held.

- Both parties must agree for a chat to be initiated.
- They receive a chat request with a short note or pre-filled tag attached for the discussion start point.
- Participants receive an email notification which sends them to the encrypted chat once chat is initiated.

## Main Benefits

- Unstructured networking in an encrypted chat
- Seamless across all devices, with no download needed
- Anti-spam enabled and flexible multi-styled engagement that is decided by organizer



## Why?

- Ability to share files
- Digital namecards exchange
- Built-in instant video calls



# Access Control.

Access control makes it easy to track, manage, and verify attendance for events and seminars based on the parameters pre-set by the organiser.

- ➔ Measure attendance for events and seminars based on pre-defined parameters
- ➔ Restrict access to some areas by adding rules to access control settings
- ➔ Allow access control for multiple seminars in one location
- ➔ Create event data to visualize and analyse performance

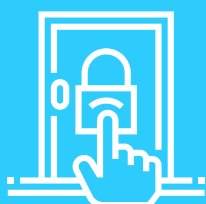
## Main Benefits

- Organisers easily manage access at events and seminars to suit their event needs
- Streamline check-in procedure for attendees with custom experience (digital badges)
- Heightened security measures such as profile check and clear status displays

## How we provide this solution?

Prior to the event, organisers configure how access control should be performed on-site for both the event and seminars. At event, access control points are created which work according to the pre event configuration. Visitors scan their badge and are allowed at the event and into sessions.

Data is fed back into Visit which provides insights into what happened on the show floor.





# Collect.



Visitors are provided with all the information they need about the event, specific companies, or products and services by tapping their badge on a touchpoint, or scanning the displayed QR codes. Collected content is automatically saved in their Visitor Portal. Organisers and exhibitors can make presentations, brochures, videos, images and virtually any type of digital data available for collection.

## Main Benefits

- Simplified information collection and access to a different range of media.
- Data automatically saved in one single platform for a greener event.
- Enables organisers and exhibitors to track who collected their information, and which information is most popular.

## How we provide this solution?

- Organisers upload profile and product at event or exhibitor level, or for both in Visit.
- Exhibitors upload information about their company and/or product(s) in Visit Connect portal.
- QR Codes and/or Touchpoints can be personalised with a logo.
- The information that visitors collect can be updated after the event – visitors always see the most up to date version in their account.
- No need for internet connection as Touchpoints work on NFC technology and QR codes can be collected offline.





# Lead Capture.

Exhibitors can capture qualified leads by scanning their visitors' badges, answering pre-set questions, adding notes, voice memos, and photos for effective follow up. They can also effortlessly collect leads when visitors tap their badge on a touchpoint or scan the QR code displayed on their booth.

- ➔ Add notes
- ➔ Add media files (images or voice memos)
- ➔ Qualify leads with questions bespoke to your business
- ➔ Engage with visitors



## Main Benefits

- Powerful lead generation that brings valuable ROI
- Collect leads even offline and have them all in one single place
- Export all leads and share them with the team for personalised follow up

## How we provide this solution?

Exhibitors connect with potential leads through Visit Connect scan app in two ways:

- They create profile questions specific to the business needs, scan the visitors' digital badges, and retrieve the contact details as well as answers to the pre-set questions.
- Visitors scan QR codes or tap their badges on a touchpoint, and exhibitors receive their contact information.





# Lead Management.



Once captured, a list of leads collected can be exported and shared with your team, or you can continue networking directly in the platform through messenger chat or meetings.

## How we provide this solution?

All leads - scanned, captured by Touchpoints & QR codes and the ones collected via the platform are easily accessible in one central place.

- Leads are verified and rated according to pre-set status, priority, value and interests.
- Leads are assigned to colleagues for rapid follow-up.
- Leads are displayed on the dashboard based on common interests
- They can be contacted through chat or video calls

## Why?

- View the sales pipeline and monitor forecasts.
- Manage the follow-up process and track progress.
- Networking through messenger chat
- Connection can be established through 1-to-1 meetings

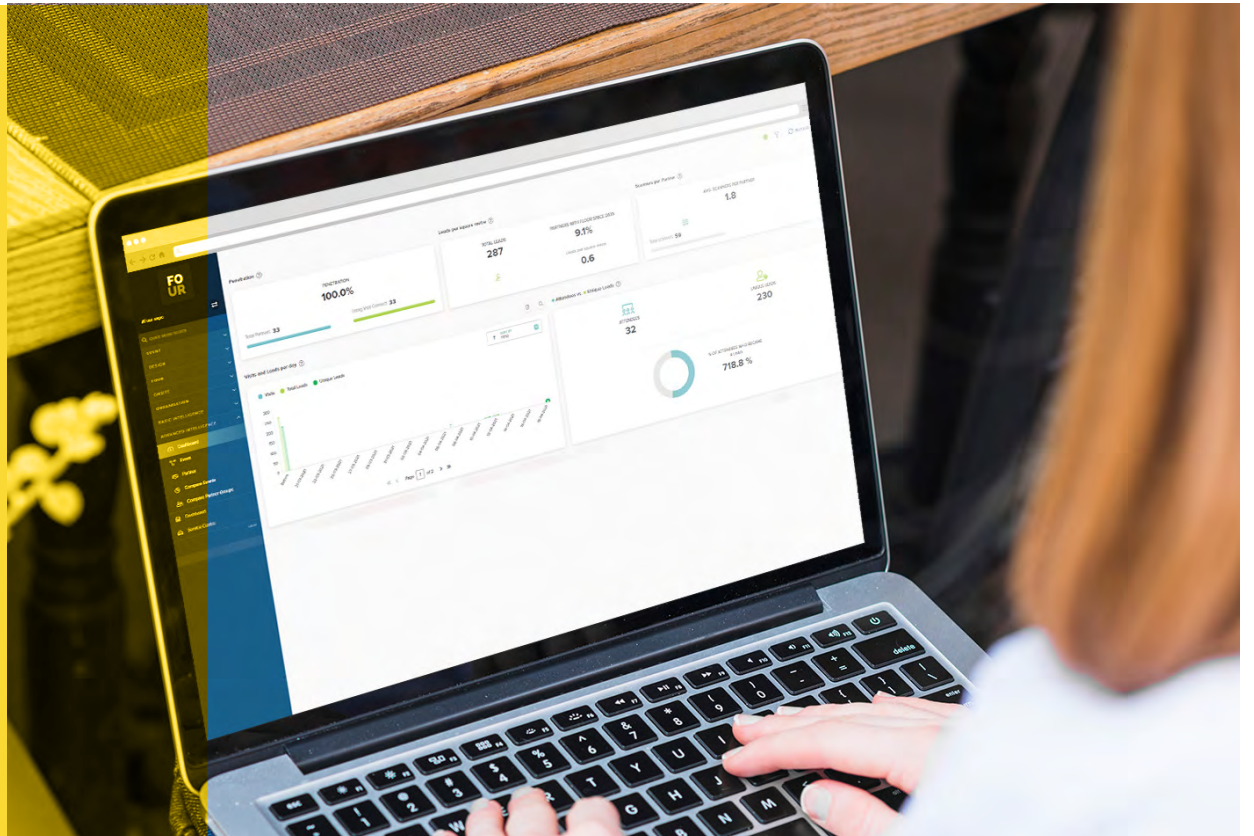
## Main Benefits

- One single platform to capture, review, and measure lead generation success
- Dynamic and personalised view of the leads based on AI algorithm
- Quick export capabilities and sharing with the entire team



# Event Management.

The event dashboard allows management of all events – contacting registrants, access control, viewing statistics, keeping track of achievements, storing and analysing the participant's behaviour.



## How we provide this solution?

Event organisers, managers and exhibitors can manage all aspects of an event. The event management dashboard allows for customisation of registration, from badges to exhibitors' access, sponsor's visibility, and mobile app. All data is available in real time so the client can measure and improve all event stages.

- Easily create events
- View and edit event details
- Configure registration forms
- Email marketing
- Manage exhibitors
- Manage attendees' experience

## Main Benefits

- Flexibility in management and execution to best suit event needs
- Measure event success, compare metrics and analyze data
- Drive ROI





# Participant Management.

All participants, from visitors to exhibitors and sponsors contribute to an event’s success. With real-time automating, enhancing and measuring participant journeys – pre-event, during and post-event – the participant dashboard optimises and brings even more value to your events.



- Registration
- Shop
- Lead generation
- Access Control
- Attendance tracking
- Analytics
- Activity log
- Reporting

## Main Benefits

- Gain insights on the show floor heat map and adjust accordingly
- Assist participants in achieving ROI and drive retention
- Plan and grow the next event with in-depth data about participants

## How we provide this solution?

Organisers are empowered to take control over their event management, but they also play a crucial role in creating participant journeys, by giving them the ability to plan, engage and measure their investment in the event. Visit Connect for exhibitors and Visitor Portal for visitors give a customized view of the event, while organisers assist in the experience and mine data from participant interactions to promote loyalty and reduce inconveniences.





# Advanced API.

Advanced API enables deep integration of Visit & Jublia eco-systems, both internal and with third-party platforms to optimize customer experience and ensure consistent data capture and flows.



## Visitor & Exhibitor information

- Contacts
- Visitors / Visitor profiles
- Exhibitors / Exhibitor profiles
- Orders

## Setup Information

- Events
- Questions
- Registration types & forms
- Translations

## How we provide this solution?

Once an account is created, clients can set up API keys and decide what to read, create, update and delete. There are 2 types of API keys available: organisation level or event level. All communication is processed via http get, post, put and delete messages.

API can be used for:

- Extracting registration data for use in 3rd party applications
- Automated management of exhibitor details/ accounts in the platform
- Automated management of visitor's personal records to pre-populate registration forms or to create registrations from a 3rd party system.

## Main Benefits

- Facilitates automated communication with 3rd party systems
- Interactive console
- Helps create seamless integrated customer experiences



# Metrics.



Metrics help organizers understand participant interactions, prove exhibitor ROI and sell smarter. They offer real-time insights into the effectiveness of the campaigns as well as detailed behavioral analysis from both the show floor and virtual.

## How we provide this solution?

With advanced, easy to use tools, the dashboard enables organizers to take complete control of their event as it happens, offering insight into which exhibitors are having a good show, where visitor flow is high, potential bottlenecks, and promotes sales rebooking. Data can be downloaded or exported, depending on your needs.

- Registration data
- Attendee behavior
- Compare events
- Before & after event metrics
- Revenue
- Trace to source
- Exhibitor lead reports
- Compare exhibitor groups
- Meetings
- Engagement

## Why?

- Data insights
- Smarter sales
- Happy exhibitors & visitors
- Networking
- Learning
- Create experiences

## Main Benefits

- One single platform to capture, review, and measure lead generation success
- Dynamic and personalised view of the leads based on AI algorithm
- Quick export capabilities and sharing with the entire team





# Sponsorship.

Organizers can benefit from Visit & Jublia’s sponsorship opportunities to ensure maximum exposure and bring novelty.

- ➔ Banner Ads
- ➔ Visual sponsors tiering
- ➔ Highlighted video showreel
- ➔ Preferential sponsors placements in listings
- ➔ Highlight sponsored agenda sessions



## How we provide this solution?

There are different levels of participation as a sponsor, depending on business size and objectives, to amplify business opportunities and maximize return on investment:

### Event Portal

Sponsors can maximize their impact by having their logo in the visitor portal banner and by pre-loading sponsor-related content in visitor accounts.

### Touchpoint or QR Codes placards

Sponsors can have digital documents with branded content available to visitors. They provide visitors with information and gain visibility away from their booth.

## Main Benefits

- Reach out to every visitor and increase sponsor visibility
- Enable quick and easy access to all sponsor information
- Increase sponsorship revenue



# Driving ROI in a 360° event experience



All event instances – organisers, exhibitors, visitors – are empowered to plan for, monitor, affect and measure their ROI success.

- Shop
- Sponsorship
- Lead Generation
- Content Collection
- E-Merchandise
- Matchmaking
- Meetings Manager
- Event & Participant management



## ROI

- Buy, sell and discover
- Generate maximum exposure and brand awareness
- Drive information sharing
- Green event
- Gain metrics in real time
- Ignite conversations and boost networking
- Boost connections and drive retention
- Effective event planning and execution



# Visit & Jublia Facts & Figures.



12,898

EVENTS HELD

1,532,631

REGISTRATIONS

321,762

EVENTS HELD

122,029

EVENTS HELD



# Your Features.

Feature	Characteristics	Benefits	Tick the Boxes
Registration	Includes event set-up, registration forms, badge set-up, translation, reports.	Green events via digital badges and customised journeys in a timely manner, at no extra costs.	
Address Lookup	Allows for postcode and address validation using professional 3rd party services.	Accurate capture of complete addresses in a fast and secured manner.	
Explore	Event lobby that is personalised for every exhibitor and participant of the event with the power of AI and a personal concierge.	Dynamic interface based on individual preferences that helps attendees obtain a snapshot of their business matchmaking.	
Matchmaking	The user gets recommendations based on interests, keywords, product categories and powered by the proprietary algorithm RevRank.	High performing event matchmaking experience that encompasses the unique personal needs of the audiences.	
Capacity Management	Allows for set up and review venue capacity limits.	Monitor room filling based on timeslots and cameras to efficiently plan room usage.	
Content Management & Sharing	Content can be uploaded and shared with attendees.	Boost network and establish connections by getting the contact details of attendees interested in the content shared.	
e-Marketplace	Dynamic product view and description and allows exhibitors to do online product showcases.	Unleashes ROI potential through selling, buying and discovering.	
Chat	Attendees can network in an unstructured format in a secured environment.	Flexible, anti-spam platform that deepens the interconnection between exhibitors and visitors.	
Video Meetings	Enables 1-to-1 meetings between attendees of the event.	Secured, anti-spam video meetings that focus on privacy and quality.	
My Schedule	Includes personalised notifications, time zone support and automated calendar sync.	Improve attendee experience with real-time calendar and content sync.	

Your Features.

Part 2.

Feature	Characteristics	Benefits	Tick the Boxes
Content 360°	A central place for session content, pre-recorded videos, live streams, speaker bios, presentation slides, real time polling and Q&As.	User-friendly interface that allows watching and exploring across different devices.	
Bulk Email	Enables mass emailing to specific categories of attendees using templates.	Time saving method by using different templates that can be personalized based on attendee category.	
Group Registration Management	More than 1 person can be registered within the same registration session.	Auto-fill functionality for quick group registration that share common contact details.	
Advanced Deduplication	Allows the detection of duplicate records so that the organiser can easily declutter irrelevant event data.	Customised search criteria defined by organiser and a simplified process for deduplication.	
Shop	Organisers can create products and services and set up the rules for these to be sold during registration.	Control over early bird, normal and last-minute tickets, as well as product items that are linked to specific attendees.	
Exhibitor Manager	Allows for exhibitor registration. Includes exhibitor staff badges, customer invites.	Create ownership for exhibitors to manage their content, profile, staff and leads.	
PSP via Spreedly	Allows activation of preferred payment gateway from over 120+ gateways available.	Support for a wider choice of payment gateways (PSPs) for smoother and accessible payments.	

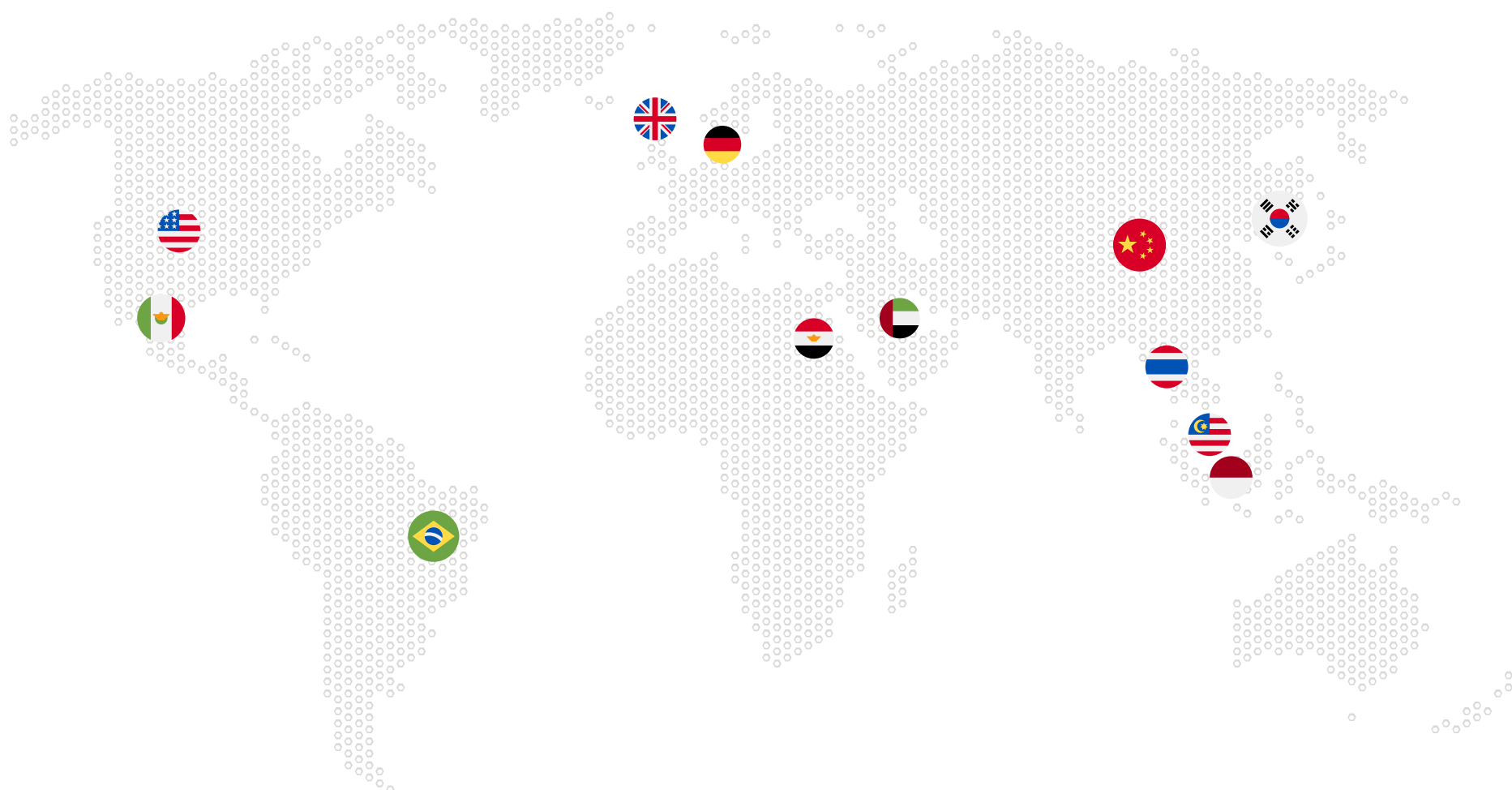


Your Features.

Part 3.

Feature	Characteristics	Benefits	Tick the Boxes
Touchpoint	NFC hardware used to distribute profile and product and collect leads.	Interactive and personalised, visitors access profile and product with a simple tap.	
Vetting	Organisers can verify registrants prior to permitting or denying them access to the event.	Total control over attendee list and increased security for access to specific areas.	
API	Link between external software components and Visit & Jublia system that focuses on creating, reading, updating and deleting visitor and exhibitor information.	Facilitates automated data transfer between third party systems and Visit & Jublia database.	
Advanced API	Organisers can create custom code to achieve bespoke integrations and data formats.	Powerful resource for programmatic functions to exchange information.	

# Visit & Jublia Locations.



## Visit HQ



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