



Inspiring the next generation of events for VenulQ

Event planning processes in a digital setup can be challenging, sometimes leading to less favorable outcomes. Our client approached us with the unique challenge of using digital technologies to boost virtual event planning and provide personalized experiences for customers across the globe. We tackled this challenge head-on and paved the way for the future of events.

Client in spotlight

VenulQ is a UK-based company that offers event software services. Their cutting-edge technology allows customers to create and publish their bespoke native apps for various events, exhibitions, conferences, venues, retailers, and membership organizations. As a fast-growing company, they continuously innovate to transform event planning for marketers with their innovative digital solutions.



◆ FUN FACT

New technology for the events industry is continuously changing, giving event creators a regular source of exciting opportunities.

Key challenges

- 01** With a **limited audience reach, high running costs**, and inconsistent outcomes, our client faced challenges in augmenting their outreach efforts, eventually weakening their market position.
- 02** Creating and delivering superior experiences was becoming exceedingly challenging due to **legacy-driven processes**, which made them overly complex and inflexible.
- 03** Connecting with other professionals at networking events was often a **haphazard and unproductive process**, which led to a frustrating experience for customers.

Solution

Our client's enterprise architecture was analyzed in-depth to determine its readiness to support its business objectives. With our innovative approach and foresight, we **developed a SaaS-based platform** that makes event planning a breeze, providing customers with greater flexibility, intuitiveness, and choice. We **integrated various features** to help manage the event planning process, from speaker profiling and management to custom badge creation, registration, ticket tracking, and push notifications to keep attendees updated.

The core of every platform design feature is **personalization**. Our newly designed platform allows customers to tailor events to suit their business needs while resonating with their target audience. Attendees benefit from quick and easy registration processes and access to event information at their fingertips.

Our experts used IoT technology to revolutionize our client's event planning landscape. By integrating diverse business systems, we **streamlined data flow**, captured insights on a single dashboard, and made it easily accessible. To measure event attendance, clients used Card Beacon Gateways for attendee tracking, **Automated Check-In and Proximity Alerts** for configuring arrivals, and Heatmaps.

The platform also integrates an **Artificial Intelligence-based event solution**, which enhances networking. Attendees can exchange messages, arrange meetings, and receive matchmaking recommendations based on their attributes. With our platform, event planning has never been easier.



Insights and impact | Revolutionizing virtual events with Digital Transformation

The virtual event industry is going through significant changes, with the **integration of digital technologies and artificial intelligence (AI)** leading the way. This powerful combination transforms the virtual event tech landscape, providing improved experiences for organizers and attendees. Virtual event platforms can now offer immersive and captivating environments that replicate the energy and interactivity of in-person events.

With the integration of AI algorithms, **virtual event platforms can now collect vast amounts of data**, including attendee engagement and preferences, and content consumption patterns. This data can provide valuable insights to event organizers, enabling them to better tailor future events to meet attendees' expectations.

AI-powered analytics also **enables real-time monitoring and optimization of event performance**, allowing organizers to make data-driven decisions that maximize engagement and ROI. As the virtual event industry continues to grow, leveraging digital transformation and AI will play a vital role in delivering exceptional experiences and shaping the future of virtual events.

First Mover Advantage

With an innovative, one-of-a-kind platform

Improved sales and ROI

With personalized event planning processes

Brand Equity

With new business partnerships and recognition