



O2O EVENTS

COMPANY INTRODUCTION

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The Future of Digital

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What is O2OEvents?

**The all-in-one digital partner for
event organisers**


The Future of Digital Engagement

Modern event planners are looking for a complete digital system that can bridge the gap between attendees at every stage of the Event Cycle. Before, During and After the Event. O2O Events creates unique engagement experiences, Higher On-Site conversions and optimised Event Experiences through a sophisticated Marketing and Engagement Platform complete with specialised Event Modules.





THE SOLUTION



Get O2OReady

O2OEvents is every planner's digital partner for delivering successful events and engaging attendee experiences. Since 2016, we have been pioneering seamless O2O events, transforming leads to sales, and bringing about positive business impact.

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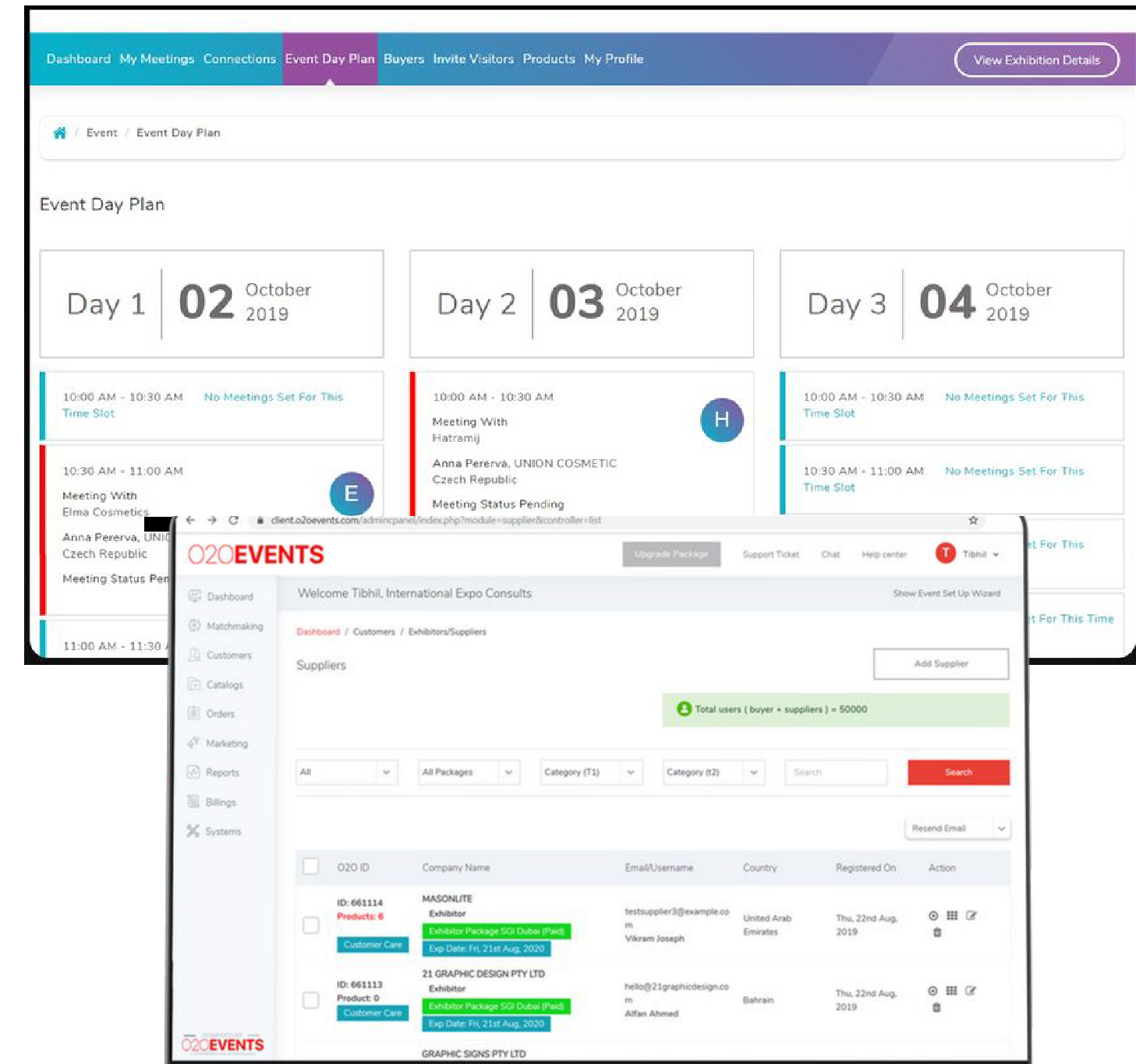
O2O Ready Events

Create a seamless O2O attendee experience with our platform

2

New Revenue Channels

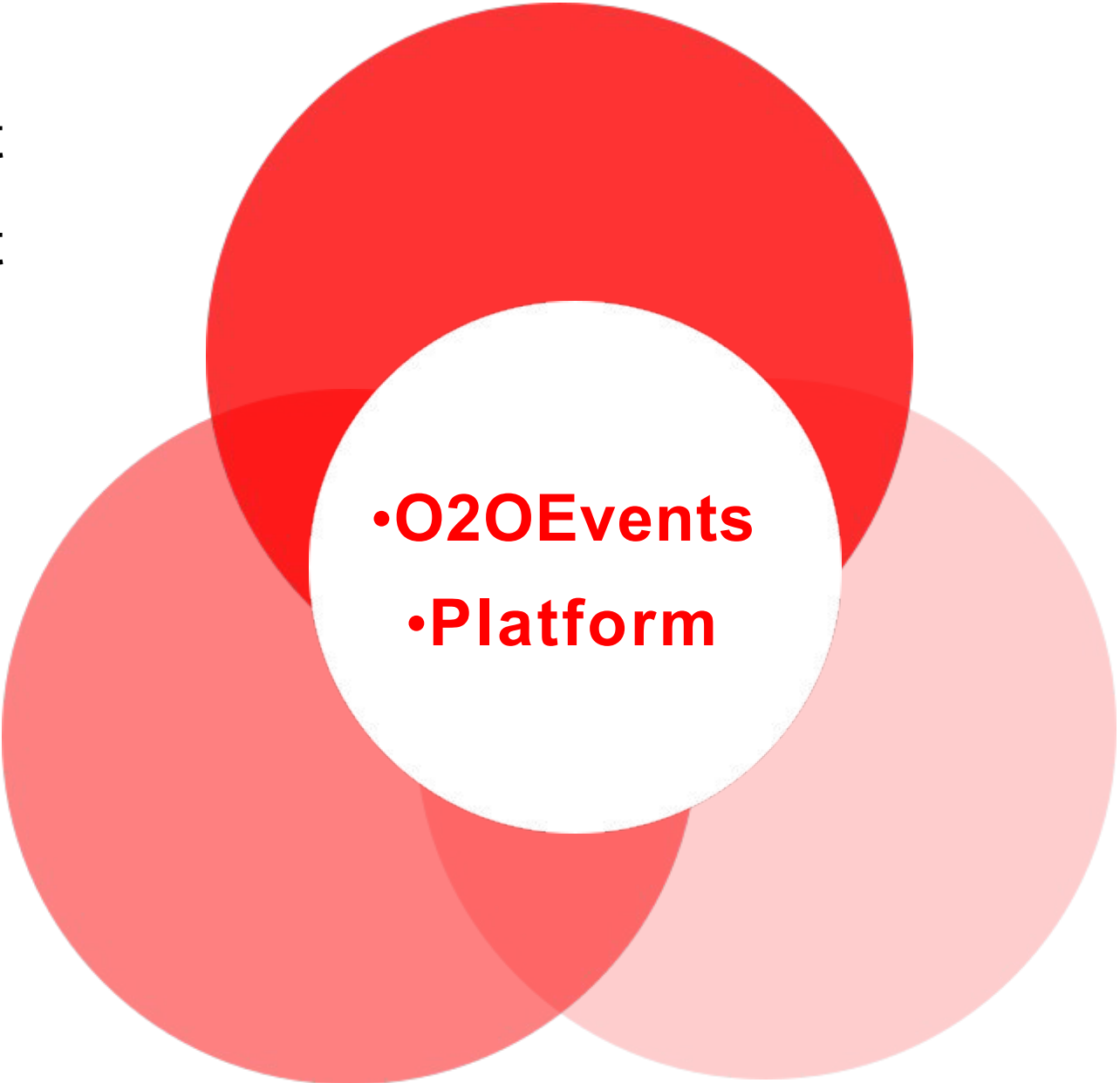
Our personalised tools help maximise both Client and Exhibitor ROI




How We Do It


Plan
Event
Development



Engage
Attendee
Communication




Connect
Attendee
Networking

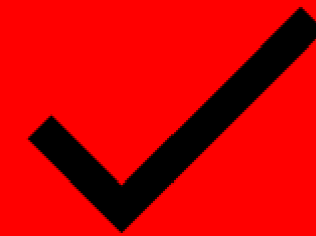


FEATURES & BENEFITS



Plan

Pre-event



Organiser Benefits

- Easy to use development features to create events
- Powerful ticketing engine that can cater to any event size and delivers organised inventory management
- Effective lead generation via customised marketing campaigns



Exhibitor Benefits

- User-friendly interface that allows for off-site point of contact for potential buyers
- A marketplace for pre-event products' and service exposure and pre-order sales
- Customisable digital package with a varied mix of advertising platforms, branding features

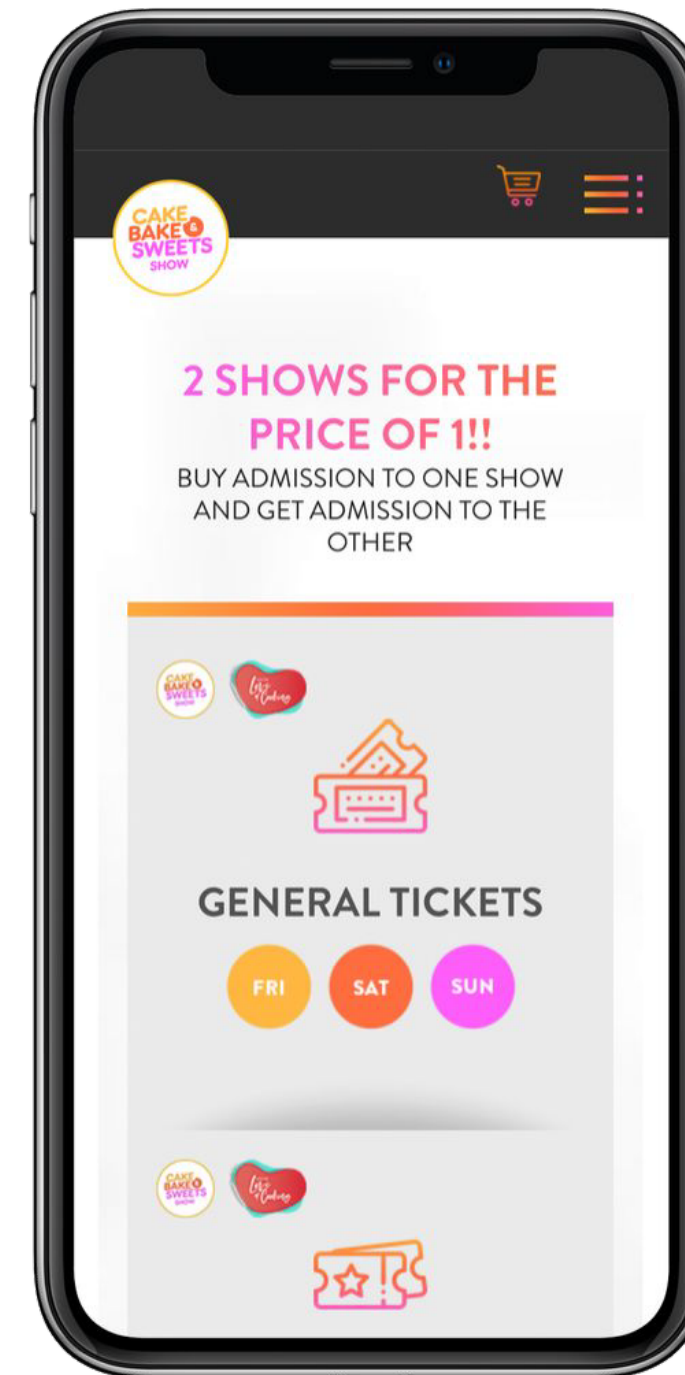
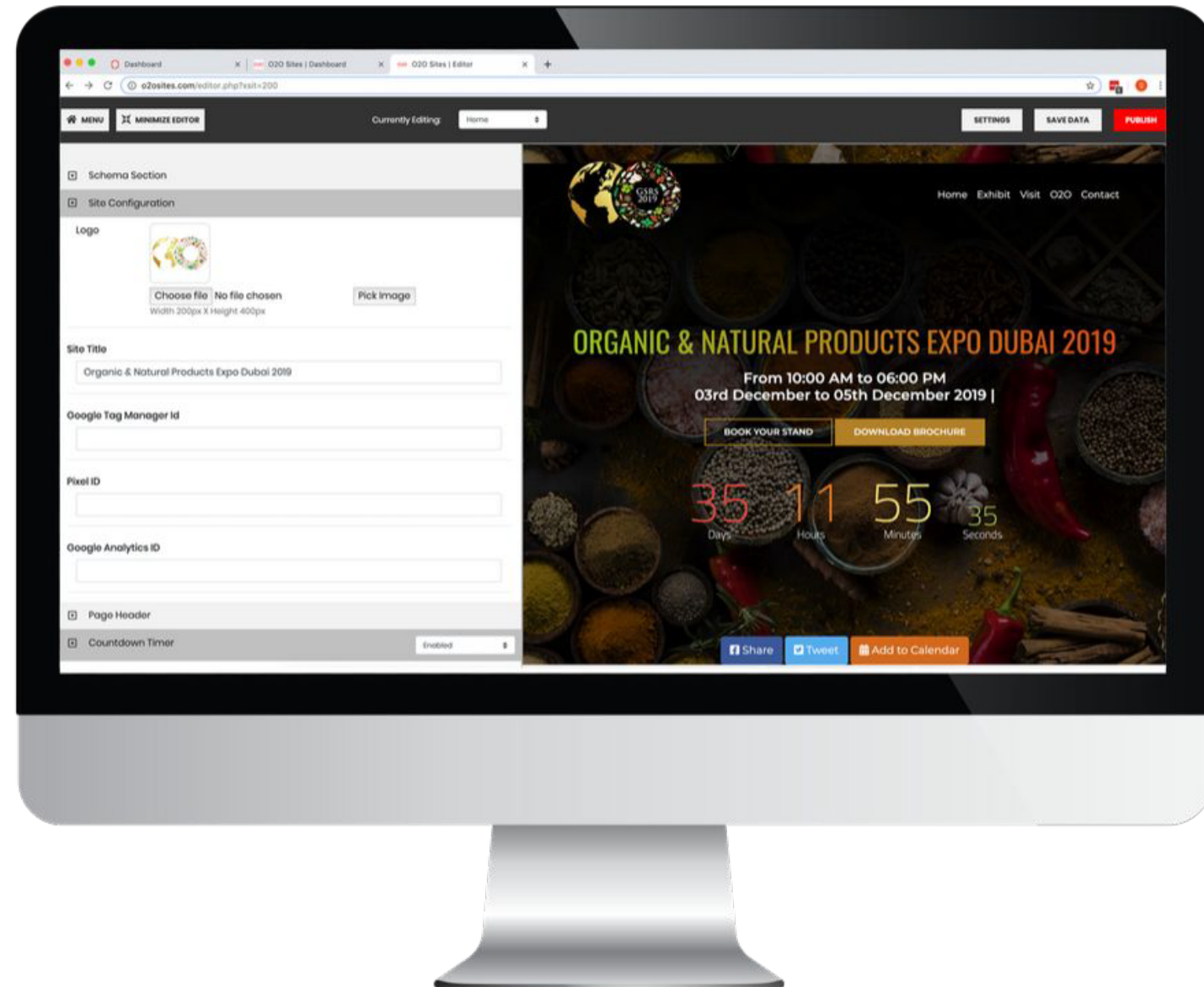


Visitor Benefits

- Convenient, easy, and secure ticket registration and payment
- Easy access to event and exhibitor details
- Pre-show engagement, enabling buyers to interact and schedule on-site appointments

Planning Features

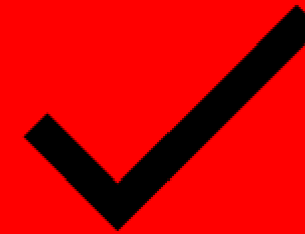
CMS to build
your Event
Website



Sophisticated
Ticketing
&
Payment
Gateways

Engage

Marketing & Attendee Communication

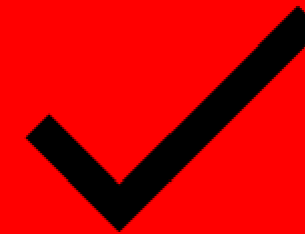


Organiser Benefits

- Dashboard that provides real time insights on registration and more
- Tools fostering on-site recommendations to exhibitors & attendees based on preferences
- 24/7 support

Exhibitor Benefits

- Marketplace that allows exhibitors to add their products (new marketing channel)
- On-site smart B2B/B2C matchmaking feature to convert leads to sales
- Active platform for lead retrieval and engagement post-event



Attendee Benefits

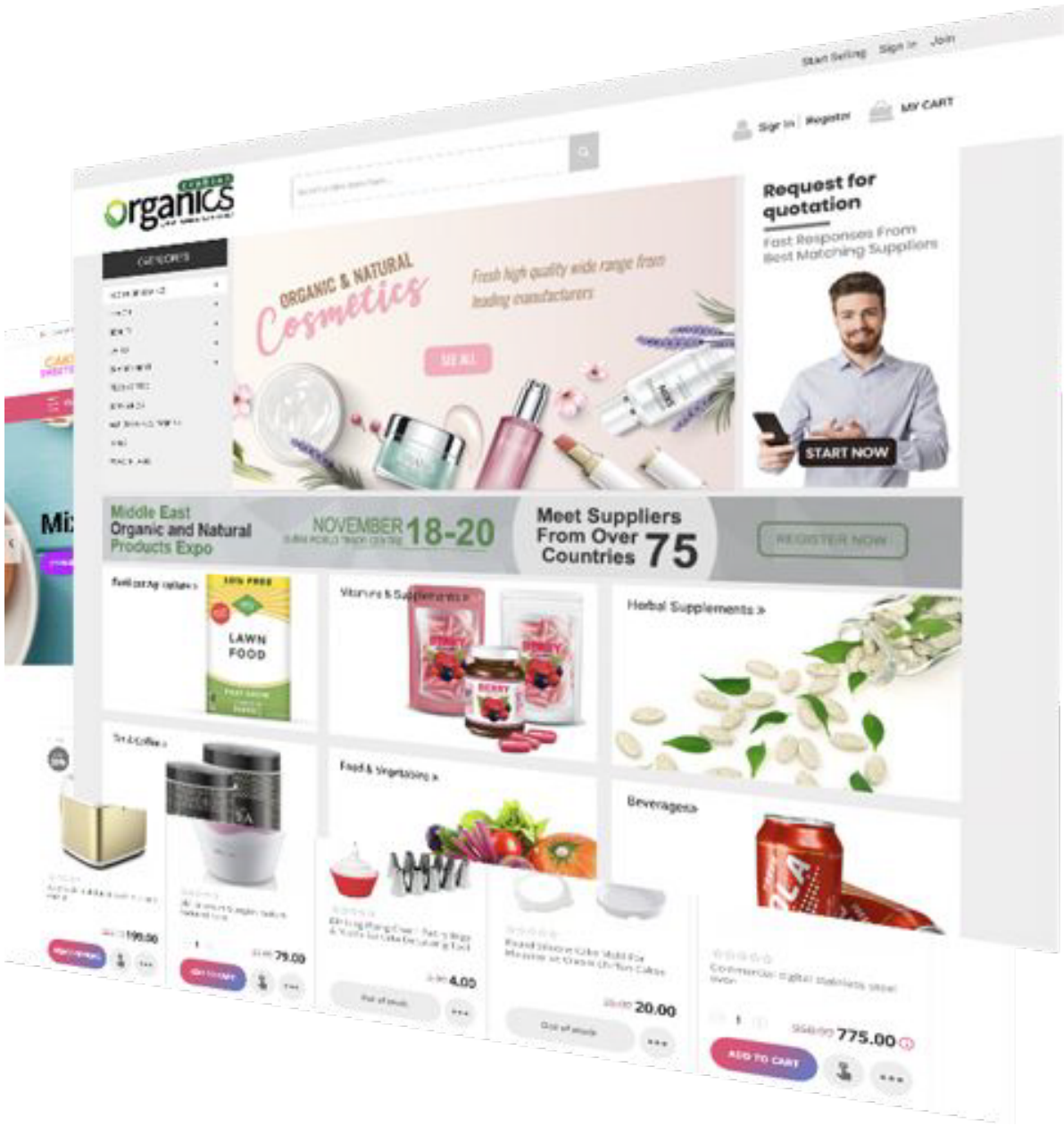
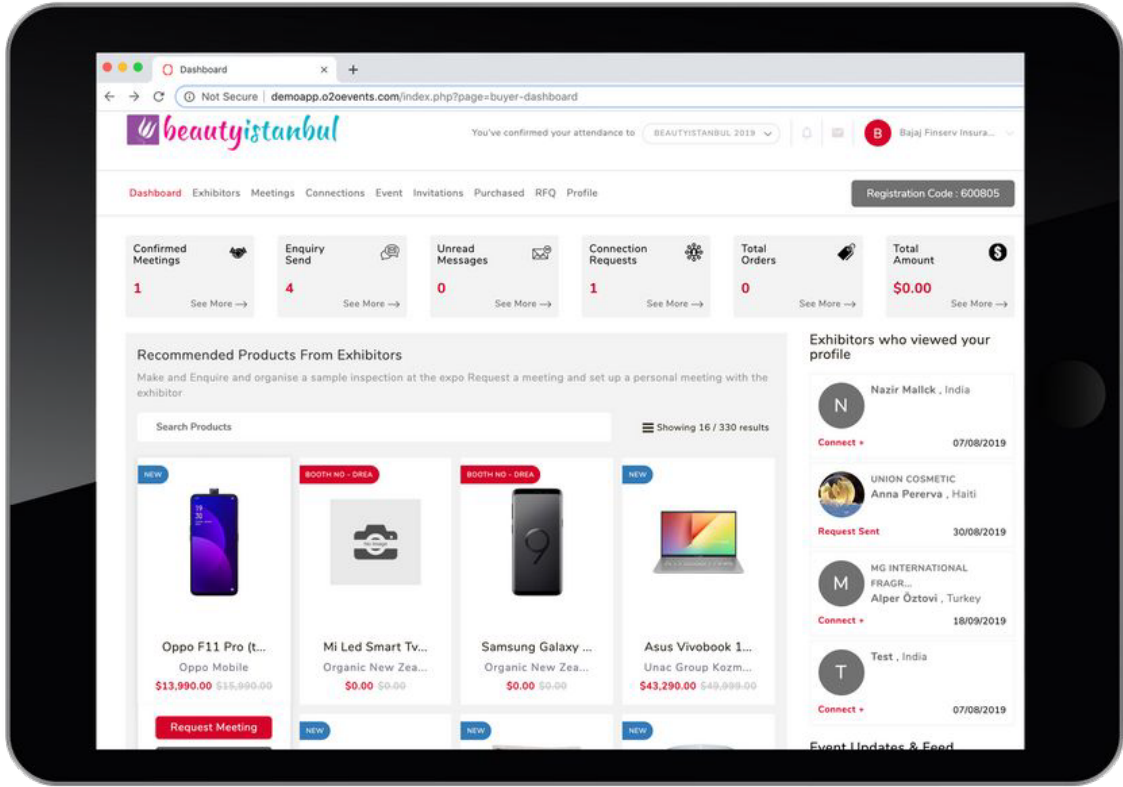
- Fast self check-in process with QR Code-enabled visitor's badge
- Meeting sellers made easier through an AI powered platform with a reminder function
- Connect and engage with other attendees



Engagement Features

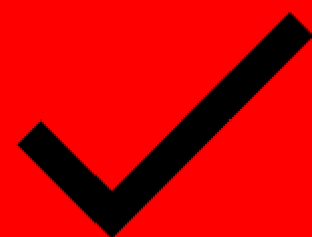
Marketplace

Smart
Matchmaking
Feature



Connect

B2B Networking



Organiser Benefits

- Automated communication touch points for complete attendee journey
- RFQ and lead generation to offer clients
- Foster active engagement of exhibitors and attendees through matching services, live updates, and automated reports

Exhibitor Benefits

- Set up meetings & network using the B2B Engagement Platform
- Encrypted WhatsApp messaging allows for effective management of customer inquiries
- Promotional emails, reminders & event follow-ups for

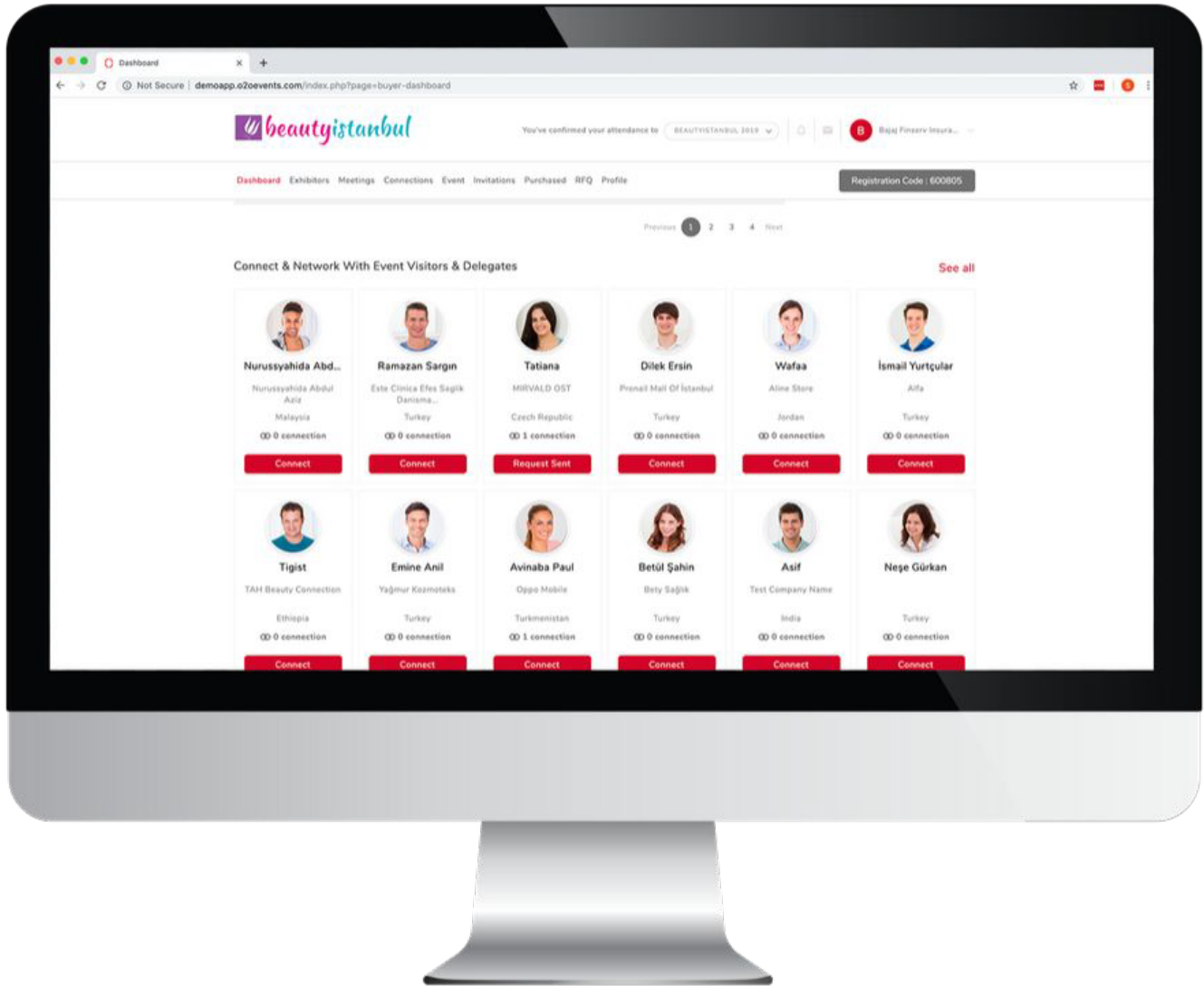
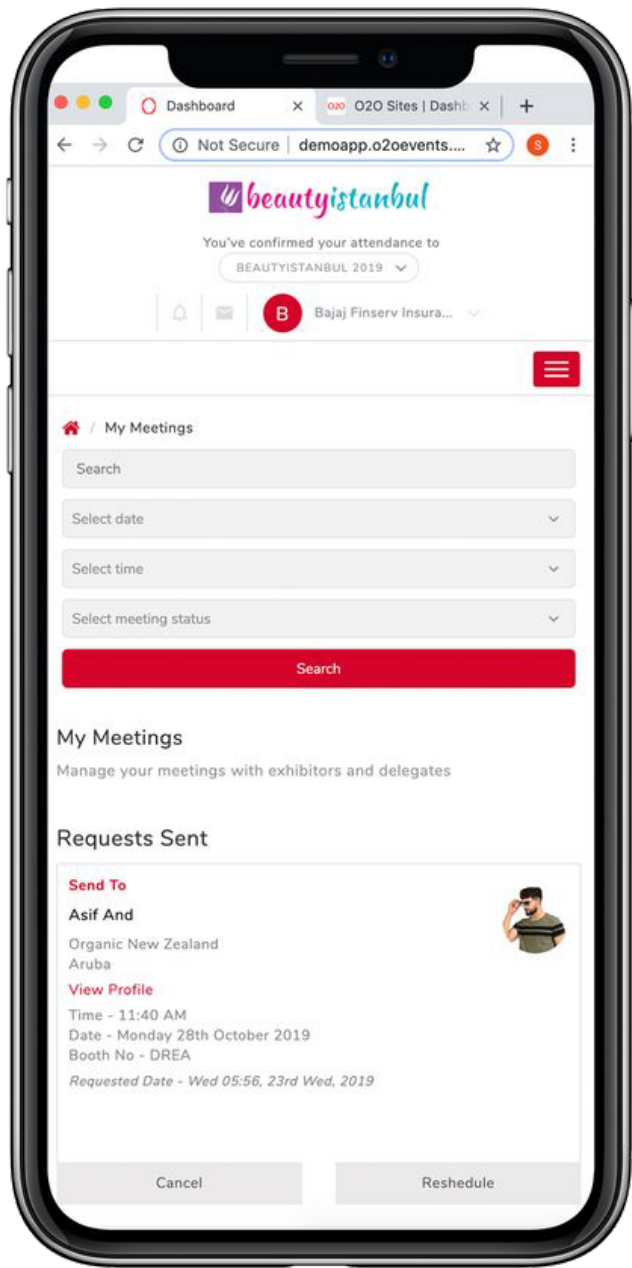
sales generation

Attendee Benefits

- Visitor dashboard that enables the evaluation of exhibitors and their products
- Easy & effective connections with advanced privacy for negotiations with exhibitors and other attendees
- Easy check-out function directly on the marketplace platform

Connect Features

Build On-Site
Appointments
for Effective
Event
Scheduling



Facilitate
Improved
Business
Outcomes with
Attendee
Networking

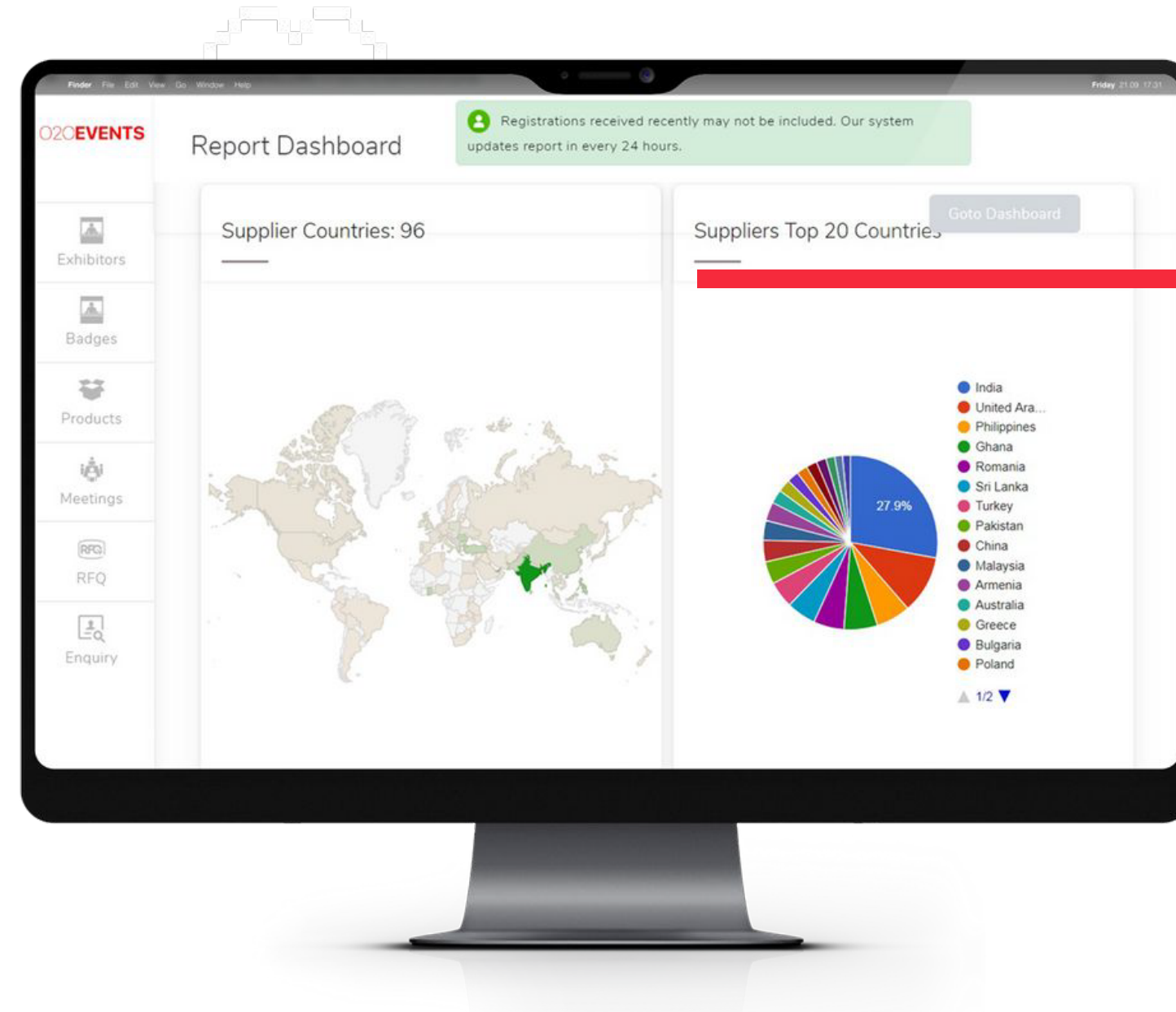
Advanced Analytics

Data That Drives ROI

- Our data analytics tool determines audience motives and key performance insights to drive action - from marketing optimisation to sales.

35%

More pre-registrations with
O2OEvents*



100+

ROI driven
reporting
metrics

Event Marketing

Extend your reach

- Our event marketing platform features promotional tools to engage with and retarget customers, boost ticket sales, and generate new leads.

Global Lead Generation

Get high quality exhibitor and attendee leads

Campaign Management

Manage your marketing campaigns and social media directly on the platform

Engagement Tools

AI powered business and product matchmaking

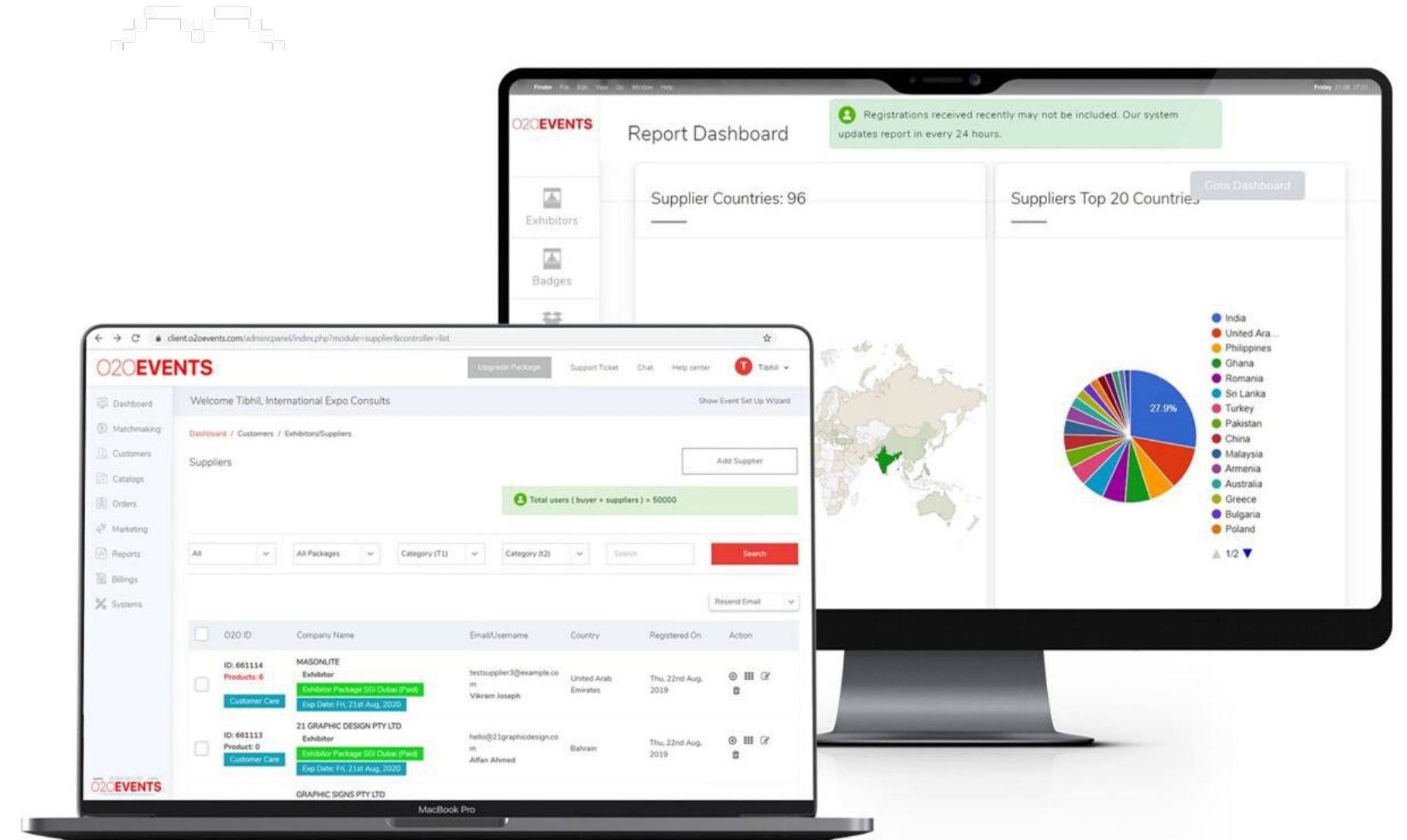
Results

New Revenue Channels = \uparrow ROI

- The O2O Platform provides immediate impact across multiple revenue channels.
- Generating revenue for key stakeholders while simultaneously enhancing the On-Site event Experience.

7.5%

Higher ROI
using O2OEvents*



Our Partners

We make it our mission to help organisers maximise their ROIs and better engage with exhibitors and attendees.

Our event management & marketing solutions unlock endless possibilities for prominent brands around the world. With presence in the Middle East and APAC, O2OEvents is the #1 choice of leading event organisers.



Thank you.



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