

Clarion Events

Clarion is one of the world's leading event organizers, producing and delivering innovative and market-leading events since 1947. It helps its customers use a range of exhibitions, conferences, and trade shows to target new business, demonstrate their products, build deeper relationships with their clients, and identify new opportunities for performance improvement.

The Challenge

Clarion wanted to increase engagement between attendees and exhibitors and give attendees the ability to quickly identify which products are new to the market at busy exhibitor booths.

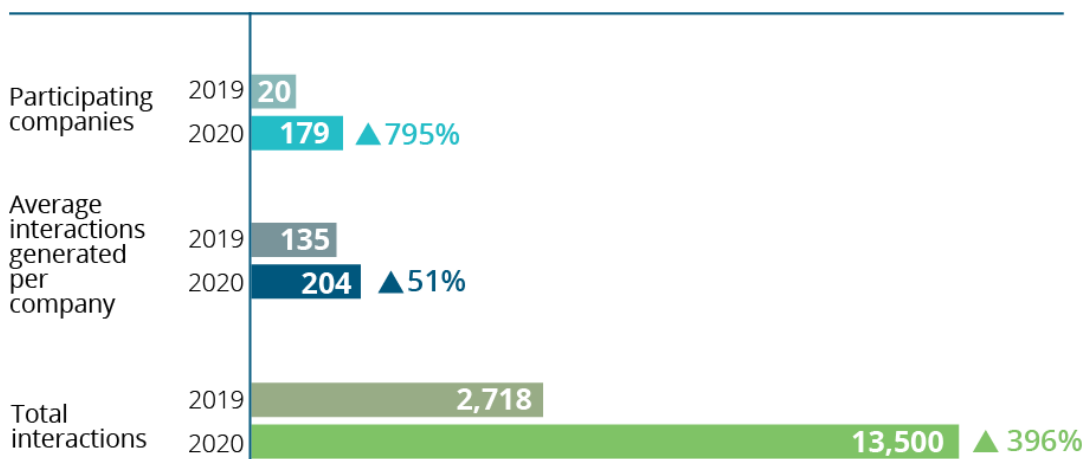
Solution

CompuSystems teamed up with Konduko to deliver the Konduko Smart Event, a cutting-edge lead capture solution that combines the latest in proximity technologies, content marketing, and data analytics.

At a recent Clarion Smart Event, all attendees received a Smart Badge and all exhibitors were provided Smart Badge Readers that they positioned in front of new products in their booths. When attendees visited a booth, they simply tapped their badges on the Smart Readers, and the exchange of data took place instantly. The attendee received specific information via email about new products from all the exhibitors' Smart Badge Readers with which they had interacted.

The ease and simplicity of this data exchange also resulted in a 795% increase in participating exhibitors, a 51% increase in average interactions generated per company, and a 396.7% increase in attendee and exhibitor interactions compared to the previous year's show.

Konduko Smart Event™ engagement model compared to the previous year's model*



*Actual data comparing the same show in 2019 and 2020