

Focus on visitor experience results in record-breaking visitor satisfaction ratings at DSEI

Clarion's hard-work and focus on creating innovative visitor experiences paid off: DSEI 2015 achieved a record visitor satisfaction (Net Promoter Score) of +46, one of the highest in the events industry.

Clarion Events organises the biannual DSEI, the world's largest and most important exhibition for the defence and security industry. Supported by the U.K. government and the Ministry of Defence, DSEI provides representatives from the defence and security industry including government officials, industry leaders and technical experts with a forum where they can share ideas, develop partnerships and promote new business opportunities.

With hundreds of exhibitors looking to showcase their expertise and attract new clients, Clarion needed an easy-to-update digital signage solution that could reflect changing information and help visitors learn about live demonstrations and make informed decisions about which exhibitor stands to visit.

The four-day event attracted over 34,000 visitors in 2015 and 1,683 global defence and security suppliers from 121 countries, demonstrating the latest equipment, services for air, land, sea, security and medical techniques. With 42 international pavilions spread throughout the main floors of ExCeL London, Clarion needed highly visible and responsive digital signage that could help visitors discover new suppliers, attend relevant demonstrations and forge key partnerships.



ABOUT CLARION EVENTS

Clarion Events is the largest independent event organiser in the U.K., known for providing world-class visitor experiences at high-profile industry expositions and exhibits. With over 500 employees located worldwide, Clarion's serves customers across a range of business sectors including defence and security, life sciences, oil and gas, gaming, power and utilities, telecoms and more.



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Visitor experience is key to DSEI's success - our international audience is very demanding and extremely busy. We realised that EventIgnite's digital signage offered a fully integrated, turnkey solution that we could implement even with our short deadline and which would help our vendors to better connect with their target audience.



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Duncan Reid,
Event Director

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EventIgnite's solution was easy to set up and incorporate into our event. But the best part was that they provided us with a new way to offer highly visible sponsorship opportunities. It was just the kind of exposure our audience has been asking for.



”

Louise Robertson,
Director of Sponsorship

KEY NUMBERS

28,800

Digital signage impressions

57,600

Sponsor adverts served

272 times

Digital signs updated during the show



The Challenge

Clarion have always understood that providing a high quality visitor experience was crucial to ensuring the long-term success of DSEI. After researching available options, they decided that incorporating a digital signage system into their communications and marketing strategy would not only provide tangible value for their visitors, it would also provide an advertising opportunity that could generate sponsorship revenue.

Conventional digital signage systems are focused on the hardware and often treat content as an afterthought. However, this approach does not work in an exhibition with a large and varied programme such as DSEI. While most of the programme had been planned well in advance, the organisers knew that they would need a reliable, flexible signage solution that could quickly adapt and deploy last minute changes and urgent announcements. Because the weeks before a show are the busiest

time for event organisers, the ideal solution would be turnkey system that they did not have to learn how to use and which would be easy to install, use, and maintain on-site.

One of the great advantages of responsive digital signage over conventional signage is that the information is never static. Clarion needed the digital signage to provide an enormous amount of content in a visually clean, eye-catching format. This content would be continually refreshed throughout the day to highlight the most interesting and relevant sessions, speakers, and events to help visitors make informed decisions about what to see and where to go next.

Since most of the digital signage screens would be offline, the organisers required a system where the bulk of the content could be pre-

scheduled in advance. Even so, the system would have to accommodate an influx of key “must-attend” events that would be added every morning and scheduled to appear at specific hours of the day. The event organisers also wanted the

digital signs to play DSEI TV daily video highlights from the previous day of the show. DSEI TV had to be seamlessly incorporated into the rotation of the already existing content in such a way as to not interfere with paid exhibitor adverts.

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The Solution

Working seamlessly with several partners, EventIgnite delivered an end-to-end solution, complete with full content production and management. After uploading all the content, Clarion team was given PDF and video proofs of how the signs would look when they arrived on-site.

EventIgnite's responsive digital signage combined with a fast content production process readily accommodated Clarion's compressed deadline.

EventIgnite's sister company, Aztec Event Services, provided most of the hardware and coordinated the on-site logistics. EventIgnite also worked closely with ExCeL London's in-house media company, InVision, to ensure

the flawless onsite execution of the digital signage content on the large LED screens located outside the venue and in the boulevard.

EventIgnite coordinated the hardware, installation, and provided content for 13 totem screens placed at strategic locations throughout the venue, including two large outdoor screens. The screens were set up along the main boulevard as well as the entrances to each exhibition hall. EventIgnite's content management system automatically routed the adverts and visitor messages to the appropriate screen, controlling all timed message displays to ensure that visitors could make informed decisions based on constantly refreshed data.



The Result

Clarion Events focuses on providing industry-leading visitor experiences. This commitment perfectly matches EventIgnite's vision: helping busy exhibition visitors discover great content and relevant exhibitors.

EventIgnite's digital signage was a key part of creating a better, more engaging visitor experience. At DSEI

2015, EventIgnite provided the event organisers with an exciting tool that allowed their team and exhibitors to seamlessly connect with visitors. Over the four-day period, EventIgnite's digital signs were updated 272 times and viewed an estimated 28,000+ times by visitors. The system also showcased 57,600 sponsored adverts.

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A Behind the Scenes Look at a World Class Exhibition

IDEAS AND INSPIRATION FOR YOUR EVENT. HOW CLARION ENGAGED WITH OVER 34,000 VISITORS DURING DSEI 2015

Location of digital signs

Clarion decided to use a mix of digital signs. They set up two large LED screens outside of the venue itself and one large LED in the main boulevard. They also installed 10 digital signs outside of each exhibition hall in the form of stand-alone totems and 2 additional signs at both entrances to the show. Each screen was 50 inches across, set in portrait orientation.

MORE IDEAS FOR YOUR EVENT

> You can set up additional totem-style digital signs in the aisles as well as outside seminar theatres. The signs can be single or double-sided to take advantage of traffic flows from both directions.



Content On Digital Screens

With a dedicated digital sign outside of every exhibition hall and at each entrance, it was easy to provide visitors with current information about upcoming demonstrations and to showcase relevant sponsor adverts. Time-sensitive information was dropped off the screens as the day went by. The screens were programmed to display information about exhibitor demonstrations and digital adverts at regular intervals. A loop of paid exhibitor adverts and DSEI TV highlight videos was playing at all times in the upper half of the screens with Call-To-Action announcements shown in the lower half. The large LED screens outside of the venue and in the boulevard were focused only on paid adverts and DSEI TV.

Sponsorship opportunities

EventIgnite produced digital adverts in different sizes to accommodate both regular and large LED digital signs. These digital adverts were displayed in a continuous loop across all digital signs. Clarion divided the airtime among all the exhibitors, giving them the ability to decide to promote different products within the same time "slot."

MORE IDEAS FOR YOUR EVENT

> Digital adverts can be sold separately or bundled with a larger package. Most events display a loop of adverts across all the digital signs, usually 5 to 20 different adverts in total. The adverts are typically produced free of charge by EventIgnite from artwork provided by exhibitors.

MORE IDEAS FOR YOUR EVENT



> You can set up digital signs to show real-time Twitter feeds which can be moderated manually or automatically; timed Call-To-Action announcements; exclusive, timed adverts; and conference programmes for upcoming days.

Other popular sponsorship opportunities include:

- > **Full-page adverts.** These prominent adverts work best on show floor digital signs and venue screens.
- > **Timed Call-To-Actions.** This advertisement of an exhibitor-led session, workshop, event or product launch is displayed in the few hours before the event takes place, on one or more digital signs.
- > **Sponsored Twitter feeds.** Twitter feeds can be displayed alongside the main digital signage content and digital adverts. They can be scheduled to appear at a particular time or exclusively in one show zone.





So Easy To Set Up

At DSEI, most of the digital signs operated offline, which meant that the content was updated manually at the start of each show day.



Connectivity

Although EventIgnite digital signs can work offline, an Internet connection is ideal for making live updates and providing a real-time Twitter feed. A VLAN tends to be the most cost effective option for providing Internet connection to multiple digital signs.



Content

The conference programme and other show information was provided 12 hours in advance and instantly uploaded to all digital signs. EventIgnite team was able to produce static and video proofs overnight.

The ideal option is an automatic integration with the event's website which would allow EventIgnite's system to synchronise all the information available in real-time. Alternatively, the programme and other content can be manually downloaded from the event's website, show guide, a spreadsheet, or Word document.



Logistics

Each digital sign was powered by a small PC media player hidden away behind the screen. With the exception of the large LED billboards, the screens were provided and installed by the official A/V supplier, Aztec Event Services.

However, EventIgnite is happy to work with any local A/V supplier as their software can run on every type of screen. (Note: the recommended size for a full HD screens is upwards of 40 inches.) For overseas shows, EventIgnite provides small PC media players pre-loaded with digital signage software and content, ready for your AV company to plug-and-play upon arrival on-site. All digital signs can be monitored and controlled remotely so that any issues are addressed immediately.

