

World Travel Market employs the largest exhibition digital signage system in the world to further improve visitor experience

Reed Exhibitions were one of the first event organisers to understand how digital signage could shape visitor experience at exhibitions. With responsive, digital signs already creating powerful immersive experiences in retail, airports and other public spaces, Reed was eager to incorporate responsive digital signage into their own marketing strategy.

Reed Exhibitions produces World Travel Market (WTM) London, the leading global exhibition for the travel industry. This three-day event attracts business professionals from a broad range of sectors within the global travel industry, including convention bureaus and tourist boards, airports and airlines, cruise ships, hotels

and resorts, event managers and travel technology suppliers. Event participants come every year to learn about the latest travel trends, gain new insights into the industry, meet influential buyers and members of the press, and conduct business transactions with key decision makers.

WTM attracted more than 50,000 travel industry professionals in 2015, representing 182 countries and regions. With more than 5,000 exhibitors, event organisers were looking for a professional digital signage system that could provide an immersive customer experience and generate digital sponsorship revenue.

ABOUT REED EXHIBITIONS

Reed Exhibitions is the world's leading events organiser, producing over 500 events every year in over 30 countries. Their exhibitions, conferences, and meetings span across 43 industry sectors, from aerospace and aviation to sports and recreation. With over 40 office locations around the world, Reed is well positioned to maintain close ties with their customers while staying on top of emerging issues and local trends.



We were among the first event organisers to employ professional, responsive digital signage. Not only does it add a sophisticated look to our exhibitions, it also provides a source of sponsorship revenue while at the same time improving visitor experience and satisfaction.



Piers Kelly, Group Operations Director



KEY NUMBERS

82,560 Digital signage impressions
 364,800 Sponsor adverts served
 190 times Digital signs updated during the show



The Challenge

SIMPLIFYING THE COMMUNICATION LOGISTICS OF A LARGE INTERNATIONAL SHOW

With WTM, Reed was looking for a signage solution that could handle the complex logistics of a high-traffic international show. Over 5,000 exhibitors were distributed across a large exhibition venue (ExCeL London) requiring a reliable system that would allow for the remote monitoring of 43 screens. While the digital signs generally needed to show the same content no matter where they were located, since the screens were placed in multiple locations and show zones, the

signage had to reflect different zone branding and showcase different media partners depending on the zone. The Reed team also wanted to offer exhibitors a way to showcase exclusive content, with sponsored video adverts that would appear at regular intervals on all digital signs.

To ensure accurate, consistent content, the conference programme needed to be synchronised with the event website so that all changes made by the content team could

be automatically reflected on all digital signs. In addition to a live, automatically moderated Twitter feed, Reed also wanted to display both pre-scheduled and on-the-fly Calls-to-Action to allow the organisers to keep visitors informed at all times. But most importantly, because the weeks before a show are their busiest time, Reed made a point of looking for a turnkey solution that the event team did not have to learn how to use.

50,000
travel professionals



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Our exhibitors were thrilled with the exposure they received through the digital signage.



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Samantha Massey,
Group Operations
Manager



The Solution

Given the complex logistics of this high-profile international show, Reed required digital signage that would drive customer engagement and help their visitors stay informed about upcoming events.

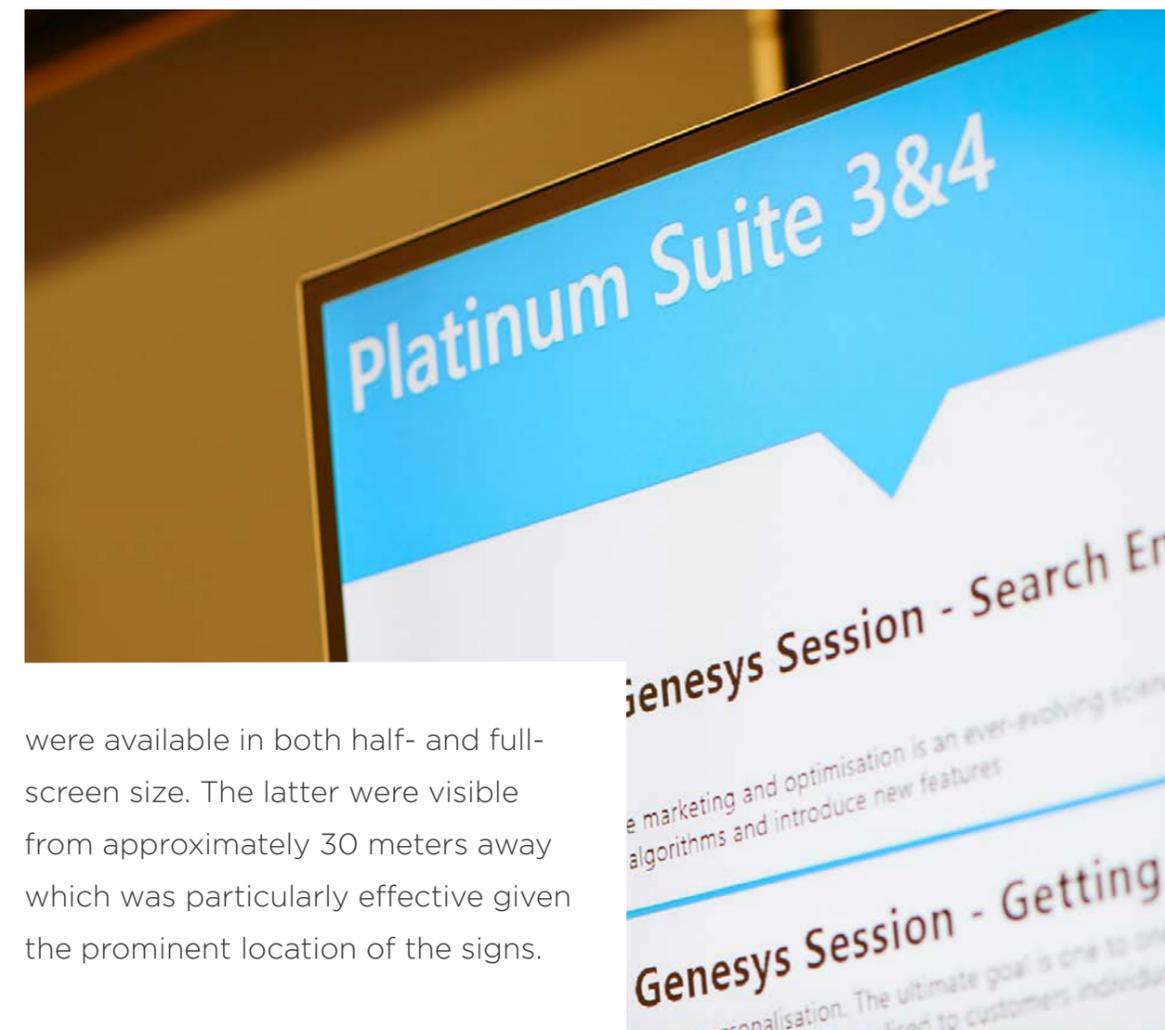
EventIgnite provided 24 double-sided totem-style signs at every entrance to the exhibition halls. These signs displayed timed visitor messages as well as exhibitor adverts and live Twitter feeds displaying tweets from #WTM15. Another five signs were placed outside each seminar theatre. Over the course of the day, these responsive signs displayed

the full conference or press agenda, highlighting both the current and upcoming events.

The conference programme was automatically synchronised across all the screens from the show's website along with on-the-fly announcements as required. This feature proved particularly useful on the second day of the show when a London Tube strike occurred. Event organisers were able to easily direct all their out-of-town visitors to alternative means of transport, helping to alleviate what could have been a very stressful situation.

With its ability to provide highly targeted, relevant information, responsive digital signage provides a more engaging form of display advertising that appeals to modern audiences. But with hundreds of top-tier exhibitors looking to advertise their travel destinations, services and products, Reed needed a high-end solution that would be easy to set up and would come with all the content included.

EventIgnite's efficient production process allowed the event organisers to accommodate a number of last-minute requests by advertisers looking to showcase their products and services. Reed's sales team was therefore able to extend their sale cycle and satisfy requests for additional advertising slots. EventIgnite produced nearly every advert from scratch using the exhibitors' own artwork, ensuring that the adverts were engaging and tailored to the show. The adverts



were available in both half- and full-screen size. The latter were visible from approximately 30 meters away which was particularly effective given the prominent location of the signs.

The Result

EventIgnite's digital signs provided a clean, modern aesthetic that appealed to an exhibition attended by influential industry leaders. EventIgnite set up 43 digital signs in strategic areas, all of which were networked together and connected to the Internet. The event organisers were able to display key messages simultaneously across all the screens. To help orient visitors, the colour scheme for every sign was also customised to match its respective show zone, with each continent reflecting different branding and media partners.

