

# Shenzhen World 's Application for 2021 UFI Digital Innovation Award

**Theme: Shenzhen World Exhibition & Convention Center smart service platform**

## Introduction

Exhibition itself belongs to traditional service industry, and great changes happen to the whole industry due to the pandemic, which can be manifested from Bluetooth sign-in to online exhibitions. As the traditional service values are weakened, the product values derived from **smart venues** are increasingly acknowledged and **online services** also become an important factor in terms of the evaluation of venues' **soft power**.

Shenzhen World Exhibition & Convention Center has been always committed to developing a **smart venue**, among which the development and use of the **smart service platform** (Shenzhen World Exhibition & Convention Center WeChat Mini Program) provide more **efficient and convenient services** for clients. Through the WeChat Mini Program, users can enjoy a series of convenient and efficient services including in-venue navigation, smart parking, express delivery ordering, F&B booking, plants rental, hotel booking and one-stop boarding. Meanwhile, the WeChat Mini Program is a portal where various news and updates and upcoming events of the venue are offered.

Shenzhen World Exhibition & Convention Center WeChat Mini Program was **launched in November, 2019**. Since the outbreak of COVID-19 pandemic, the business of the venue has been seriously impacted, and against this backdrop, Shenzhen World Exhibition & Convention Center sped up the optimization of the Mini Program, **upgraded services** including in-venue navigation, smart parking, and F&B and hotel booking, **developed health declaration function based on the requirements of pandemic prevention** in the first half of 2020, making full preparation for the event resumption in June. Efforts have been made to continuously **optimize and adjust** the Mini Program based on the operation situation after the event resumption. Currently, the number of users of the Mini Program has exceeded **200,000**, and the number of visits has surpassed **1.3 million**.

## More specifically, the following questions are addressed:

### • **What drove you to develop a new programme/tool?**

Affected by the pandemic, exhibitions need to **strengthen the visitor flow management**, visitors need to present **health declaration results** to enter the venue, and **staggered dining** would be implemented in case of **crowded situations** (when dining is required). Shenzhen World Exhibition & Convention Center hopes that the above-mentioned needs can be met through a service platform. Meanwhile, the pandemic has left the venue a relatively long gap in which the company needs to **create new revenue sources** and explore the **commercial values** of existing products to increase income and reduce



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expenditure. Along with the increasing acceptance of online exhibitions, it is an inevitable trend to develop and upgrade a brand new online service platform.

• **What were the main objectives?**

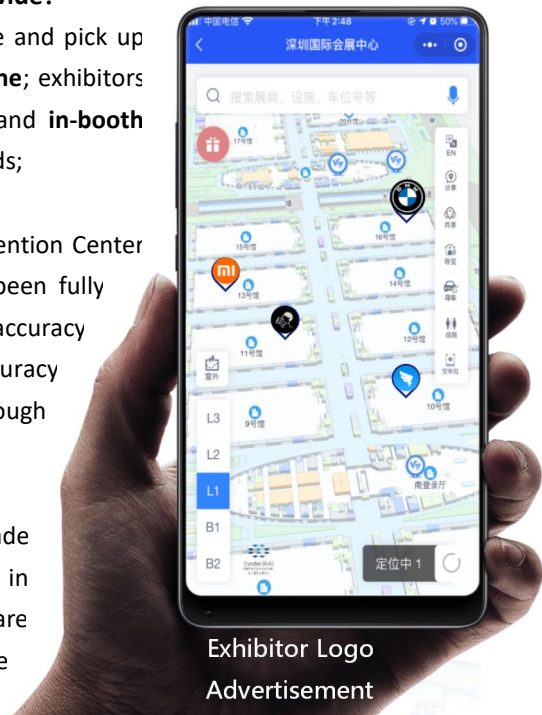
- ① **To provide technological support for exhibitions in terms of epidemic prevention**
- ② **To offer one-stop solutions to the on-site requirements of organizers and visitors**
- ③ **To generate revenue for the venue**

• **Which value added services did you seek to provide?**

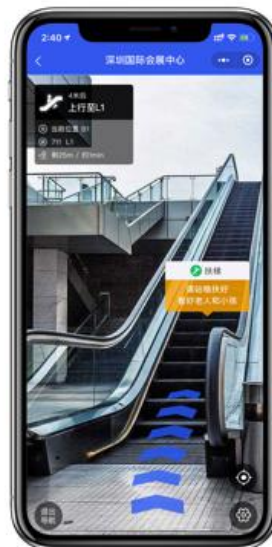
**F&B:** visitors can order F&B services in advance and pick up orders in an efficient way to **avoid waiting in line**; exhibitors can order F&B services 1-2 days in advance and **in-booth delivery** can be provided to avoid dining in crowds;

**Navigation:** Shenzhen World Exhibition & Convention Center is the only one venue in the world that has been fully covered by positioning signals with high accuracy in-venue navigation and 2-meter positioning accuracy advertisement exposure is provided through developing exhibition tailor-made maps;

**Positioning and searching:** searching is made through entering booth numbers and exhibitors in either Chinese or English; navigation routes are presented by distance and floor according to the current positioning of users;



Cross-level navigation, main roads and straight roads recommended first, and automatic map



Real-time navigation and service tips

**Shenzhen World Express**

**Transport:** the service of express transport to destinations is delivered by placing orders in the venue, and routes and service vehicles can be customized. The quality of online car-hailing service is guaranteed via the cooperation with Hi-Q Car-hailing;

**Airport service: “door to door service”**, i.e. luggage check-in and boarding are handled in the venue and one can travel and attend exhibitions

with ease; after arriving the airport, specially-assigned persons will be arranged to guide you to

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the express entry of security check and check-in is done via QR code;

**Location sharing:** one can share the current location with friends with one click, and navigate to meet with friends by sharing real-time locations among multiple users and clicking any profile photo shown on the map;

**Parking:** navigation system is linked to car searching system and visualized car searching interaction is realized through using parking information, pictures and other data based on plate numbers;

• **What measures did you take to reach those objectives?**

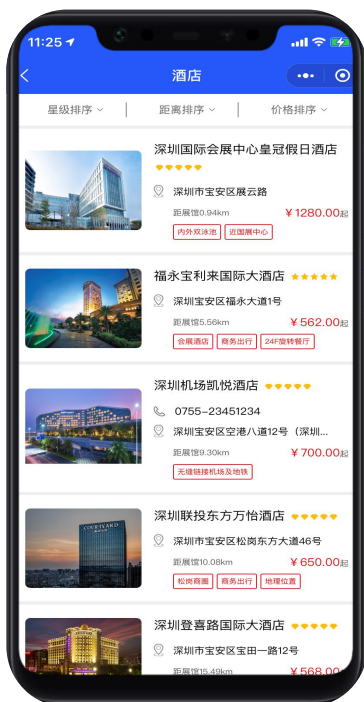
To reach those objectives, the first step is to get clients **familiarized with the Mini Program**. **24** articles about the smart platform have been released via WeChat subscription account. Advertisement slots have been leveraged to put up promotional materials. Specifically, we made **3000** table stickers for Gift Show opened on June 20, **3000** for AAITF opened on July 10, and **6000** for Greater Bay Area Industrial Expo opened on November 24. During event periods, the QR code of the Mini Program has been displayed on LED screens. Staff from service providers have been stationed in areas with busy visitor flow (e.g. nearby lifts and escalators) to promote the use of the Mini Program. Statistics has shown that, in spite of decrease in both the number of visits to events and the number of online users, the conversion rate in 2020 has gone up by 32.8%, which demonstrates the necessity of promotion and publicity.

Secondly, **features for pandemic prevention have been developed in the Mini Program**. F&B booking feature has been launched since June 2020, and then the exhibitor F&B booking feature has been added since August 2020. With that, the transaction amount of exhibitors during the Furniture Show **hit a record high**. For exhibitor booking, the food can be directly delivered to booths so as to reduce gathering and unnecessary flow of visitors. Also, since April 2020, **health declaration module** has been added to support visitor flow monitoring which requires all people to file applications before entry to the venue. In addition, compared to 2019, another **upgrade** lies in the iBeacon technology, helping increase the accuracy of positioning. In combination with online car-hailing feature, cars can be ordered anywhere to **avoid crowds** at taxi ranks.

Thirdly, **cooperation with nearby hotels, caterers, express delivery companies, flower shops, online car-hailing companies, airport service center and other types of business have been reached to further tap into the commercial values of the Mini Program**. During the pandemic, the venue has worked hand in hand with nearby hotels. Since September we have signed annual advertisement contracts with **16** hotels in total which have then been advertised on the Mini Program, helping increase exposure and attract traffic. This constitutes a crucial step for the venue to develop MICE+ ecosystem, and marks a breakthrough of Mini Program to start **generating incomes**. At the same time, a **tailor-made navigation map** feature has been developed for exhibitors. The map can be designed based on organizers' requirements, including booth locations and other information. Organizers can also provide paid advertisements for exhibitors to expose their brands on the map.

- **What were the specific challenges faced? How were these overcome?**

When we were developing health declaration feature for pandemic prevention, organizers had the concern over information security. There was also a similar concern in the development of



tailor-made navigation service. The organizers of the Gift Show and the Furniture Show recognized the usefulness of this feature, but still had doubts over information security and its commercial value. In response to their concerns, we had one-on-one communication with each organizer and collected their thoughts and suggestions. After reviewing their feedback, we made the promise to organizers in the name of our company that all information about exhibitors and visitors is kept confidential and never used for any commercial purpose. Meanwhile, we further publicize the Mini Program and promote the program's acceptance among users **by offering free trials of tailor-made navigation to exhibitors, making the Mini Program an integral component in a smart event.**

Secondly, the fact that Mini Program needs to run on WeChat has limited the use of it by overseas exhibitors and visitors.

Therefore, an **APP** was developed at the end of 2020, which contains all features of the Mini Program, plus the bank card payment function, with a view to accommodating the needs of users both at home and abroad.

Thirdly, F&B booking service only covers the Mini Program supplier and part of our F&B vendors at the moment. Other F&B vendors are still not sure whether to join the Mini Program. However, based on the data of 2020, **F&B function**, as a main function of the Mini Program, is an important booster for **the empowerment of event services**. The smart F&B module still has a large room for further improvement. In 2021, Shenzhen World Exhibition & Convention Center has communicated with the vendors individually to **achieve cooperation on promotion**, helping vendors advertise on the TikTok account of Shenzhen World Exhibition & Convention Center and divert the traffic to the Mini Program, and the vendors can join the Mini Program afterwards, which can help them **increase revenue, thus forming a virtuous cycle.**

- **Were your objectives reached?**

Yes. The completion of objectives is better than expected.

The Mini Program is basically developed based on the on-site service requirements of visitors and exhibitors. For both **daily** and **business scenarios**, the corresponding modules can be found in the Mini Program, avoiding any switch between different Apps and realizing the connection among various applications. The original purpose of developing a Mini Program is to provide a one-stop service platform, empowering the smart venue. Conference & exhibition industry in the post-pandemic era sees the clash between internet thinking and traditional services industry. People focus more on their cellphones and the Mini Program serves as a large-scale online supermarket, enabling people to visit exhibitions as easily as going shopping. Most of the on-site

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requirements can be met through this platform.

Exhibitor F&B booking function in the Mini Program can **deal with orders intensively and efficiently**, greatly avoiding the risk of dining in crowds. In the meantime, the health declaration function developed for pandemic prevention is now placed at the forefront of the functional module on the homepage, helping improve the venue's management and control over people and making sure that all people are under control and can be tracked. The accuracy upgrade of positioning can greatly improve the user experience of car-hailing around the venue, thus preventing people from gathering to hail cars in taxi ranks. In terms of pandemic prevention, the Mini Program tries to help **ease crowding** by **meeting requirements online** in a convenient and easy way.

As a digital product, whether the traffic on the platform can **be monetized** is the ultimate test. The pandemic presents both challenges and opportunities. Through cooperation between industries, the Mini Program **generated income for the first time** under the precondition of guaranteeing user experience. In the future, the Mini Program will explore the business values of on-site services to achieve a win-win situation with clients through more ways.

• **What relevant results can you share?**

Part of the data of the Mini Program in 2020 is as follows:

The NPS score for the Mini Program is up to **89.6** with the average score in December reaching **92.9**;

The annual user amount is **197,000** and the number of visits is **1.117 million**;

Compared with the edition in 2019, *the 2020 Greater Bay Area Industrial Expo* registered a **23.90%** conversion rate of user visits, a year-on-year increase of **32.8%** despite the influence of the pandemic; the conversion rate of *Gift show in June* is **26%**, and that of *Furniture show in August* is **24.6%**; people have increasing willingness to deal with on-site requirements through the Mini Program;

The annual transaction amount via the F&B module is **140,334 RMB**, with August being the peak month, which is the first month to launch the exhibitor booking function. Although the amount of orders is less than that in June and July, the transaction amount is much bigger. This provides a new idea for the future improvement of F&B module, which is to focus on the promotion of exhibitor booking function;

Since the launch of the Mini Program in September, cooperation has been made with **16** hotels, and good results have been yielded. In the future, this module will continue to be upgraded as a sustainable income source.

**Mini Program Entry (Please Scan for More)**



**The download link for Shenzhen World Exhibition & Convention Center APP**

<https://apps.apple.com/cn/app/%E6%B7%B1%E5%9B%BD%E5%B1%95/id1543318992>

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