

Braving the Epidemic

敢創抗疫



New Virtual Event Platform means that time and distance don't matter any more

It was the twentieth call that Sam had gotten from a distraught customer that day. The caller, audibly frustrated, apologetically said: "We have no idea when the pandemic will ease off, so we will have to cancel the scheduled exhibition and our collaboration this year."

Having experienced a year-on-year decline of 50 percent in the first financial quarter due to the COVID-19 outbreak, like many others in the industry, Sam's smart event management company was falling fast. At that moment, he struggled to see any light at the end of the tunnel.

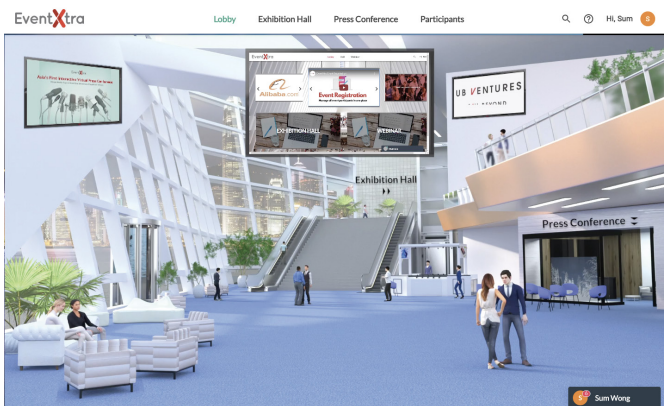
"Gamers regularly trade virtual items online, why can't we do so in the virtual world?" mumbled the company's product developer, Jason, who was biding his extra time playing mobile games. Little did Sam know that Jason's mumbling would be the turning point for the company, resulting in a three-fold increase in business.

Sam's company, EventXtra, specialises in smart event management systems. The company helps event organisers manage every stage of an event. Due to the pandemic, up to 90 percent of Hong Kong's events were cancelled, or postponed in the first half of the year, taking down the city's events industry and EventXtra with it.

At the beginning of the crisis, Sam could do little more than offering his expert advice to his customers. He soon realised, however, that his company had all the basic tools and capabilities necessary for virtual events. So, Sam decided to develop a brand-new virtual exhibition solution, offering a one-stop digital platform along with technical support for the company's customers.

With this innovative solution, Sam has broken new ground for his clients and his company. The company rolled out a beta version of the solution in late March. Within three weeks, the platform had received three times as many enquiries as the previous month. In the year's second quarter, it had registered a whopping 300 percent increase in business. Now, roughly 80 percent of the company's business derives from this amazing new virtual solution.

"Not only does a virtual event reduce our costs," says Sam, "but it also reaches more potential clients and partners, making it much more cost-effective." He is convinced that the pandemic has acted as a catalyst for digital transformation across industries, and now sees significant opportunities in hybrid events moving forward, which combine the benefits of physical and virtual events; all while breaking through the traditional limits of geography. The result is the death of distance.



On its new platform, EventXtra works with its clients to build virtual exhibition venues, complete with digital booths, and real-time interactions through chatrooms or video conferencing. The platform could even automatically adjust schedule functions to the user's own time zone and make content suggestions that are automatically curated according to the users' preferences.

"Our platform features comprehensive tracking capabilities. Whenever a user logs in, the system registers which booths he visits, the amount of time spent at each booth, and all the people he interacts with. We can then transform this information into extremely useful data analytics for the organiser."

Quick facts



- Recorded three million uses of the virtual solution over the months of June and July, registering around HK\$10 million in revenue.
- Contract worth millions of HK dollars signed with one of the biggest event organisers in Japan within two months of the launch of the solution.
- A co-founder of EventXtra was named by Forbes on its Enterprise Technology's 30 Under 30 in Asia.

Company Profile

EventXtra is a company that offers smart event and exhibition management platforms, whereby event organisers can make the very best use of both time and resources.

The company has already helped more than 3,500 enterprises to organise over 5,000 events and exhibitions since 2014. Among its top-tier clients are Apple, Alibaba, The Economist, Web Summit, RISE, Deloitte, HKTDC, the Hong Kong Government, Cyberport, etc.



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Learn more about
EventXtra

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展覽業冰河期 如何成為逆市奇葩？

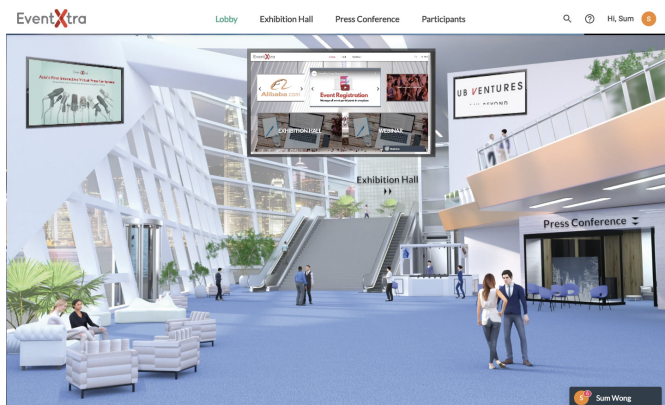
遙距學習及
在家工作



Sam的電話又響起來，是一天內第20個客戶來電。「疫情不知何時才會好轉，我們還是決定取消今年的展覽，今次的合作也無法繼續了……」自疫情爆發，從事智能活動管理系統的Sam今年首季生意額已比去年同期急跌50%，大型展覽及活動復辦無期，Sam的公司與博覽業一同陷入「超級寒冬」，公司團隊死氣沉沉，產品開發組的Jason樂得清閒，一邊忙於打機一邊自言自語：「其實連網上遊戲道具都可以隨時買賣，現在還有什麼不可以在虛擬世界進行？」他沒有想到這句說話，竟是讓公司起死回生的關鍵，Sam就憑一招疫市「扭橋」逆轉勝，令業務激增三倍！

Sam的公司EventXtra 本身專營活動管理系統，協助活動主辦方管理前中後期的活動籌劃及跟進事項。受疫情衝擊，本港今年上半年有近90%活動及展覽遭取消或延期，公司業務亦唇亡齒寒。

初期Sam只能從旁協助為客戶提供建議，後來他察覺公司本身已經有很多類似虛擬活動的基本工具及功能，因此決定將平台升級，自行開發全新「虛擬展覽」方案，提供一站式虛擬活動平台，為活動主辦方提供一條龍數碼技術支援，如建構虛擬活動場地、模擬實體展位、即時與參與者進行文字或視像對話交流、按參與者不同國家時區自動建議會面時間等，甚至按參加者不同身份，篩選出令其最感興趣的內容等。



「我們有完善的追蹤程序，當我登入平台，我參觀過哪個展位、逗留了多久、與多少人交流過等都有紀錄，如是者就可以多做比較，為主辦方提供詳細的後續數據分析報告。」

Sam同時為自己及客戶開拓出路，並迅速吸納新客，自三月底方案推出Beta版，三星期內收到的客戶查詢數目，已比上月同期上升三倍，第二季業務更激增300%，現時公司80%業務已轉為虛擬展覽。



「虛擬活動不但令我們成本下降，瀏覽量也大增，有助企業拓展更廣闊的人脈，成本效益更勝實體活動。」Sam指出，疫情驅使企業加速數碼轉型，未來更可輕易進行混合式活動，讓更多人打破地域限制，並發展出更多活動模式。

速覽

EventXtra

- 6月至7月期間已有 300 萬人次應用新方案，公司收入達千萬港元。
- 新方案推出後兩個月內成功與日本最大展覽主辦方簽署價值7位數字合約。
- EventXtra聯合創辦人黃卓琛為福布斯亞洲年輕領袖。

公司簡介

EventXtra 是一間提供智能會議 / 展覽會管理平台的公司，透過此平台可減省管理展覽資訊的時間和開支。

EventXtra自2014年起已協助超過3,500企業客戶舉辦活動和展覽，累計舉辦5000多場活動。客戶包括蘋果公司、阿里巴巴、經濟學人、Web Summit、RISE、德勤、香港貿易發展局、香港政府、數碼港等。



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