

# Eagle View Digital Solutions

## *Event Services Offering*

[www.eagle-view.co.uk](http://www.eagle-view.co.uk)

# Who we are



Eagle View Digital Solutions aims to transform our clients' businesses through innovative deployment of cutting edge digital technology and applications.

We are an agile technology company that works in partnership with our clients to identify and solve critical business issues.

We work extensively in the events space, supporting industry leading producers to deliver high impact experiences for exhibitors, sponsors and attendees.

**eagle view**  
*Digital Solutions*

# Extensive credentials

Based in the UK, and working internationally at industry leading events.

Trusted supplier to over 20 events in 2017, supporting over 4,000 exhibitors and 100,000 attendees.

Delivering a unique VIP and Speaker experience for some of the world's biggest events.

Providing actionable, real time intelligence on delegate behavior and exhibitor return on investment.



# *Working in partnership*

A consultative approach, based on understanding the objectives, designing the solution, and delivering the integration.

Agile, responsive development, from a UK base, with additional capability offshore.

Outstanding Customer Service, focused on getting everything right.

# Three primary event services

IOS based ipad & mobile applications, linked in real time to a multi source data backend.

Enabling:

- VIP & Speaker management
- Event Analytics
- Return on investment analysis



A black and white photograph of a woman with long hair, wearing a dark blazer over a light-colored top and dark trousers, sitting on a tufted leather armchair. She is smiling at the camera. The setting appears to be a professional studio or event space, with large softboxes on stands visible on either side of the chair. The background is a bright, out-of-focus interior with large windows.

# VIP management

Real time VIP identification,  
communication and management.

Smart badge enabled.

Single view of the VIP for all event  
staff, in real time.

Can support any number of value add  
functions such as NFC contact  
exchange, payments, access, 'near me'  
and venue mapping.

Flight information integration.

**eagle view**  
*Digital Solutions*

# Speaker management

Real time Speaker management, and communication.

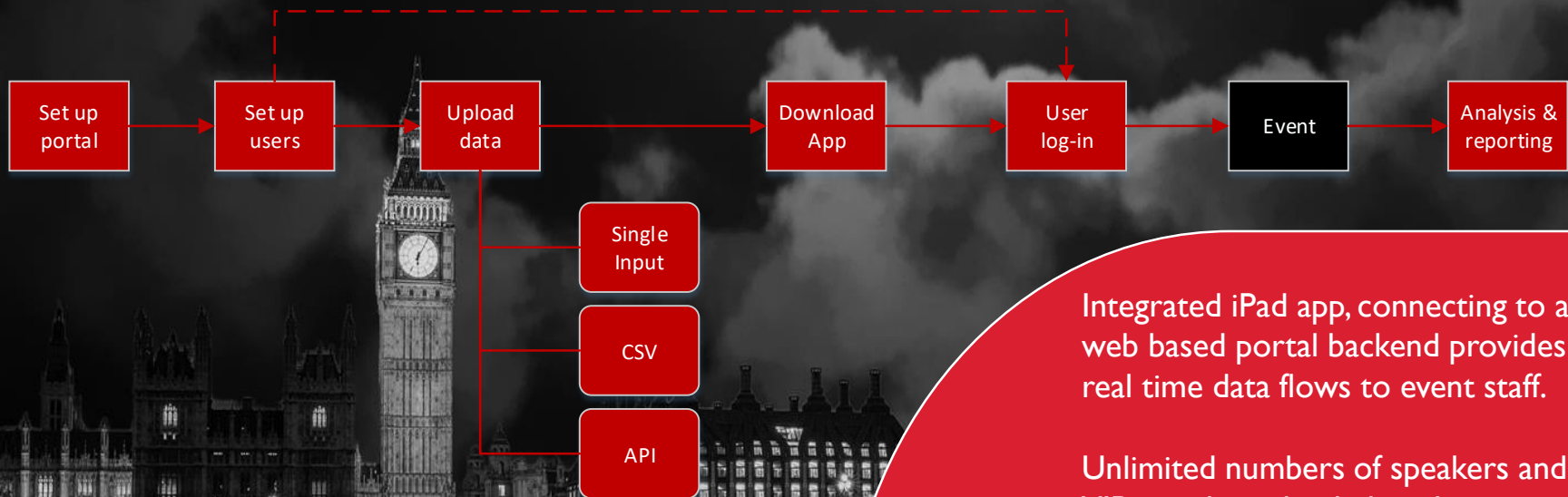
Rehearsals, equipment booking, location finding and content sharing.

Single view of the Speaker for all event staff, in real time.

Secure web based data portal.

Multiple events can be delivered through the same application.

# The VIP/Speaker management app – overview



“Moving from multiple, out of date spreadsheets to an app which lets staff proactively manage our VIPs and Speakers has been a revelation!”  
*Ascential Events*

Integrated iPad app, connecting to a web based portal backend provides real time data flows to event staff.

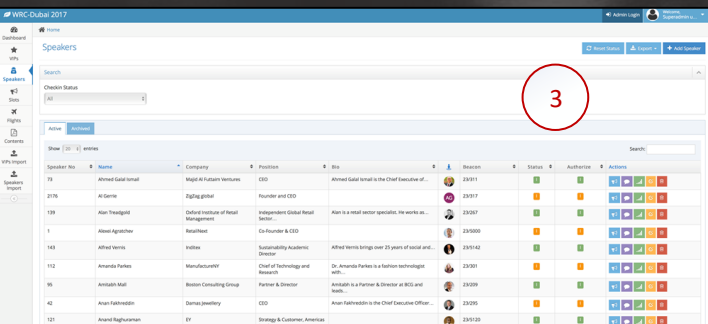
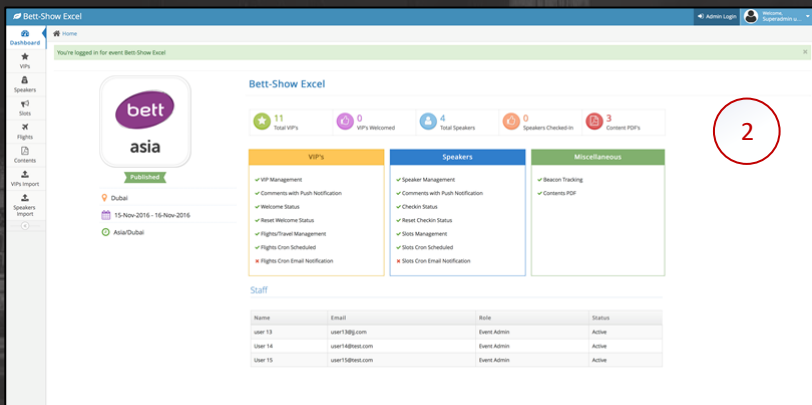
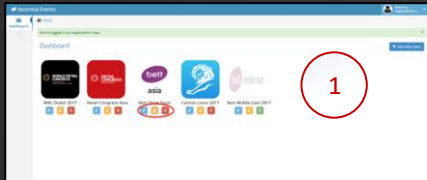
Unlimited numbers of speakers and VIPs can be uploaded to the secure portal, complete with images, biographies, contact details, flight and event information (individually, via CSV or by designated API feed).

This data, and any changes, is pushed to every app instance, providing a ‘single data truth’ for each VIP and Speaker, and allowing push messages, check in and proximity visibility and real time updates.

7 stage delivery process.



# The VIP/Speaker management app – back end

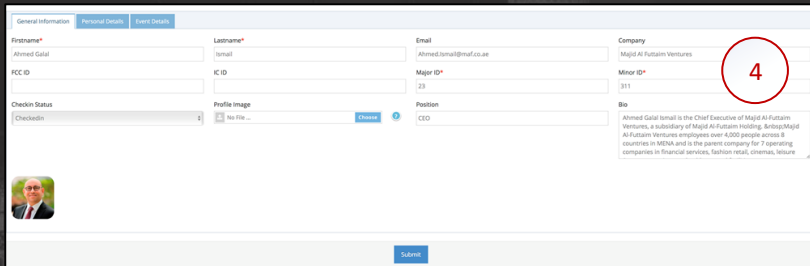


Simple event creation process: log-in, import logo and create event (or access a previously set-up event). 1

Set-up users and access rights, then upload data via the show 'status dashboard'. 2

Portal shows details on each VIP/Speaker, including biography, beacon, comments, speaker slots (if assigned). 3

# The VIP/Speaker management app – back end



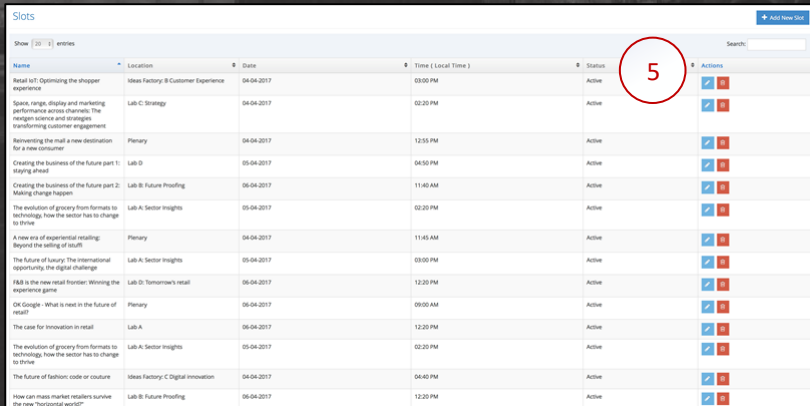
General Information Personal Details Event Details

Firstname\* Ahmed Ghal Lastname\* Email Ahmed.ghal@maf.co.ae Company Majid Al Futtaim Ventures

ICC ID IC ID Major ID\* Minor ID\* 311

Checkin Status Profile Image Position CEO Bio Ahmed Ghal is the Chief Executive of Majid Al Futtaim Ventures, a subsidiary of Majid Al Futtaim Holding. ArroyMajid Al Futtaim Ventures employs over 4500 people across 8 countries in MENA and is the parent company for 7 operating companies in financial services, fashion retail, cinemas, leisure.

Submit



Slots

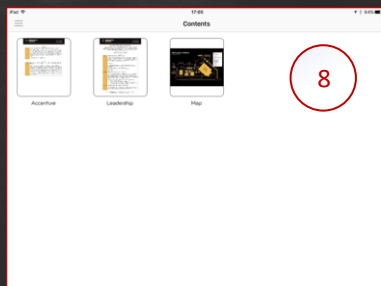
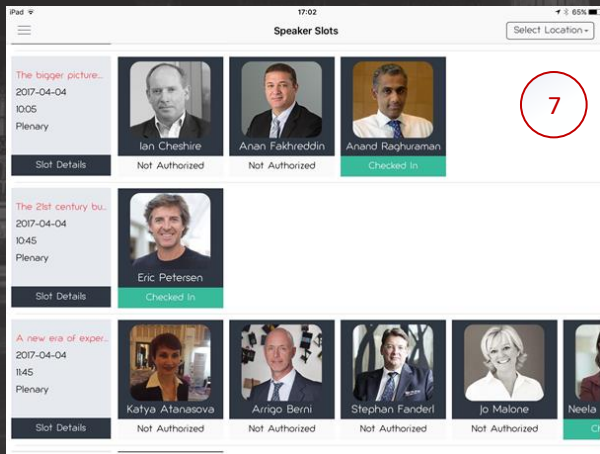
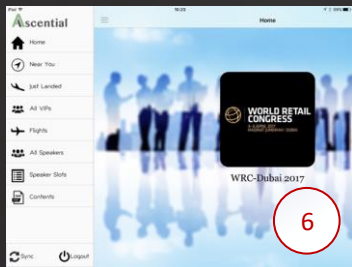
Show 10 entries

| Name  | Location                             | Date       | Time ( Local Time ) | Status | Actions |
|---|--------------------------------------|------------|---------------------|--------|---------|
| Retail 101: Optimizing the shopper experience   | Waves Factory: B Customer Experience | 04-04-2017 | 03:00 PM            | Active | ✓ ✕     |
| Space, range, display and marketing performance across channels. The ranges science and strategies transforming customer engagement | Lab C: Strategy                      | 04-04-2017 | 02:20 PM            | Active | ✓ ✕     |
| Reinventing the mall a new destination for a new consumer   | Plenary                              | 04-04-2017 | 12:55 PM            | Active | ✓ ✕     |
| Creating the business of the future part 1: Inspiring ahead   | Lab D                                | 05-04-2017 | 04:50 PM            | Active | ✓ ✕     |
| Creating the business of the future part 2: Making change happen  | Lab B: Future Proofing               | 05-04-2017 | 11:40 AM            | Active | ✓ ✕     |
| The evolution of grocery from formats to technology: how the sector has to change to thrive   | Lab A: Sector Insights               | 05-04-2017 | 02:20 PM            | Active | ✓ ✕     |
| A new era of experiential retailing: Beyond the selling of stuff  | Plenary                              | 04-04-2017 | 11:45 AM            | Active | ✓ ✕     |
| The future of luxury: The international opportunity, the digital challenge  | Lab A: Sector Insights               | 05-04-2017 | 03:00 PM            | Active | ✓ ✕     |
| M&S the new retail frontier: Winning the experience game  | Lab D: Tomorrow's retail             | 06-04-2017 | 12:20 PM            | Active | ✓ ✕     |
| OK Google: What is next in the future of retail?  | Plenary                              | 06-04-2017 | 09:00 AM            | Active | ✓ ✕     |
| The case for innovation in retail   | Lab A                                | 06-04-2017 | 12:20 PM            | Active | ✓ ✕     |
| The evolution of grocery from formats to technology: how the sector has to change to thrive   | Lab A: Sector Insights               | 05-04-2017 | 02:20 PM            | Active | ✓ ✕     |
| The future of fashion: code or couture  | Waves Factory: C Digital Innovation  | 04-04-2017 | 04:40 PM            | Active | ✓ ✕     |
| How can mass market retailers survive the new "retail" world?   | Lab B: Future Proofing               | 06-04-2017 | 12:20 PM            | Active | ✓ ✕     |

Portal also has a click through to detailed biography information, information, contact details and notes on each speaker.

Further detailed views of speakers, speaking slots, material, rehearsals, technology requirements and venues are also available.

# The VIP/Speaker management app – front end



iPad application, mirroring the content in the back end and designed to work online and offline (with synchronization on next connection).

Clear, simple home page and user navigation and allowing visibility of all VIPs, recently landed, flight information, speaker slots and speaker content.

Speaker slot detail allows search, status checking (checked in, location if smart badges are used) and detailed drill down to biography, contact details and presentations.

# Event Analytics



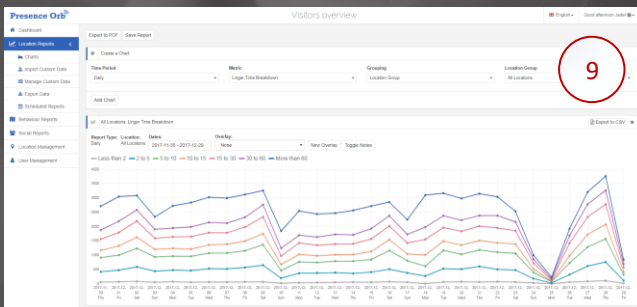
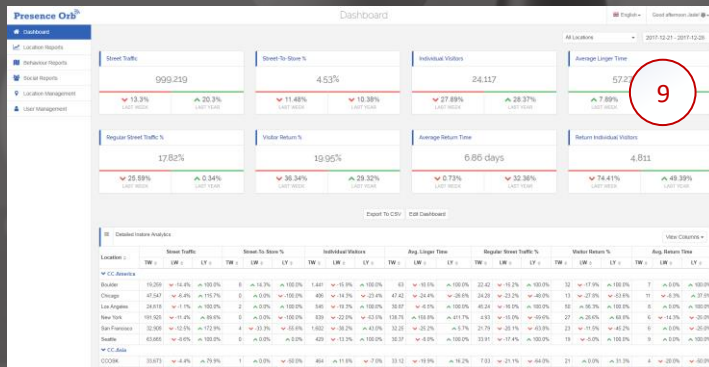
We utilise two technologies for delivery of onsite Analytics: iBeacons and WI-FI.

WI-FI analysis can be delivered either through bespoke tracking units or on site WI-FI provision with no additional hardware.

VIPs and Speakers can have their experience enhanced through iBeacon smartbadges with integrated RFID.



# Analytics — via venue WiFi



We gain anonymised insight into attendee behavior, dwell times, returns and route selection by using MAC address analysis, almost always done through existing WiFi router software.

There is no additional CapEx, nor is there usually any additional software to be loaded.

Configuration can be done remotely, and completed in around 15 minutes.

Logging onto the WiFi provides personalized behavioral insight



# Analytics – via bespoke units



WI-FI analysis through bespoke tracking units is done where access to on site WiFi cannot be gained.

10

The units provide passive MAC address collection (annomously), that allows the same analysis as WiFi connections to be undertaken.

Accuracy is reduced in some instances, however, depending on the venue layout and interference zones.

A black and white photograph of a Ferrari steering wheel, featuring the prancing horse logo in the center. The wheel is leather-wrapped and has various control buttons. The background shows parts of the car's interior, including the dashboard and center console.

# Return on Investment (RoI)

Real time, multi source, browser based event dashboards.

Configurable to client requirements and data sources, via bespoke APIs.

Common APIs already developed for:

- Sector Global
- Visit by GES
- Poken by GES
- Salesforce
- Wi-Fi and iBeacon data

# Rol Dashboard

## - overview



11

Real time, multi source, browser based event dashboard that supports return on investment decision making.

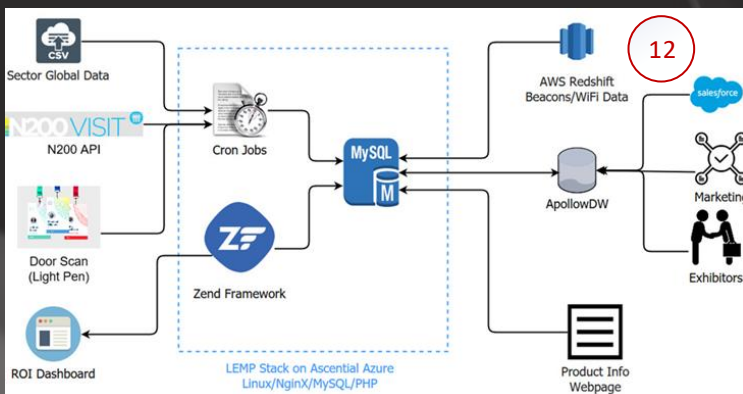
11

Enables inflight decision making, reconfiguration or intervention.

Any data feed can be integrated, with APIs for major packages already in place.

12

Integrates beacon and wi-fi tracking data out of the box, to provide behavioral insight (dwell times, heatmapping) as well as volume data.



12

# Our Clients



Working in partnership to transform the experience of VIPs, speakers, exhibitors and attendees.

In 2017, delivery at over 20 events, in four continents, and supporting over 4,000 exhibitors and 100,000 attendees.





## Our difference

Real time, multi source data integration.

Event Delivery Experts

UK based agile development team.

Proven data collection and analysis capability.

Consultative, client focused delivery.

One stop shop for data collection, integration, analysis and action.

**eagle view**  
*Digital Solutions*



# Eagle View Digital Solutions

[richard@eagle-view.co.uk](mailto:richard@eagle-view.co.uk)

[www.eagle-view.co.uk](http://www.eagle-view.co.uk)

© 2018

**eagle view**  
*Digital Solutions*