



Example Spine Application: Event Organiser Platform






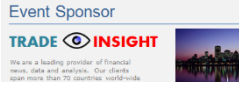

Background

Organisers of trade or professional events are increasingly using the web as a means of promoting upcoming events, generating additional sponsor and advertiser coverage and for taking online registration bookings. Many sites are also starting to add 'social' elements, such as connectivity with Facebook or LinkedIn groups. However, many of the smaller event organisers do not have in-house technical resources to develop and maintain their own web sites, so that a large proportion of the web-based content is outsourced to third party providers such as web developers, ticketing agencies and merchant services providers. This results in ongoing overheads and also means that there may be missed opportunities to use more advanced social media tools to build and leverage communities of event attendees with common interests.

Solution

Our Spine platform can be configured with the key social networking, publishing and commercial tools to deliver a white-label, turnkey solution for event companies. Our modular and scalable solution takes advantage of the economies offered by a SaaS-based shared services platform that enables event companies to create and manage their own branded sites and add revenue-generating features over time as their business grows.

Features include:

- **Content management tools** that enable organisers to create and manage their own content, enabling them to:
 - Quickly and easily add or change content on the site
 - Create pages with rich media, including photos, videos, presentations, etc.
 - Manage sponsor placement and generate targeted advertising -based revenue
- Full integration with third party **registration** and **merchant services** providers, so that:
 - Event registration, ticketing and billing can be managed with retained ownership and control over registration data
 - Response rates to marketing campaigns can quickly be assessed and managed
- **Social media tools** that enable event organisers to build relationships and engagement with their target audiences throughout the event lifecycle, with:
 - Communities of event attendees with common interests
 - A richer database of subscriber profiles and preferences
 - The ability to build audience engagement between events e.g. enabling the Q&A to go on beyond the event
 - Use discussions and feedback to identify 'Hot Topics' for the next event
 - Longer and deeper engagement with event attendees enhances the marketing proposition to sponsors and advertisers
- **Commercial extensions** that enable event organisers to:
 - **Monetise premium content**, including from third parties, such as white papers, conference slides, videos of event presentations, etc. Our content licensing and subscription extensions mean that all payment can be managed and collected from within the site without the need to separately engage third party merchant services
 - **Create 'Showcase' areas for sponsors** - similar to a virtual exhibition stand - with sponsor promotional material, videos, white papers and other content that adds value to the sponsorship, as well as providing a route to lead generation

Benefits

Our SaaS-based solution can deliver a number of financial benefits to event organisers, including:

- **Reduced costs**
 - Our intuitive content management system means there is no need to ‘outsource’ content uploading and formatting to an employee or third party
 - The built-in subscription and payment system for value-added content removes the need to pay for a third party provider
- **Enhanced sponsorship revenue**
 - The social networking features of the site can create a richer database of subscriber profiles and preferences, which provides a more targeted marketing proposition for advertisers and sponsors
 - Social tools and communities also provide additional opportunities for sponsors to engage with their target audience
- **Enhanced site revenue**
 - Our solution delivers a more engaging experience for event attendees, which in turn generates repeat business and on-sell opportunities
 - The facility to create premium or ‘pay per view’ content provides commercial opportunities and new revenue streams