



Fijian Tourism Expo Events Software

Introduction

The Fijian Tourism Expo (FTE) is Fiji's premier tourism industry event. The event produces a cross-sectorial platform for partners in the tourism industry to engage directly with international buyers and travel trade media. The need to find tools to effectively and efficiently plan, manage and measure the 2018 FTE is a critical success factor for Tourism Fiji.

Event Software Goal

A readily available software on the market which has not only been tested and implemented, but instead of aiding to our need, these solutions need a comprehensive set of features which is a combination of point solution tools and large variety of software applications, spreadsheets, documents, whiteboards, Post-It Notes and databases that will be used for registrations, appointments scheduling, marketing and communications.

The event management platform solves the organizational challenges experienced in the previous FTE and provides a complete web-based solution from which to design, plan, deliver and evaluate FTE, or any event hosted by Tourism Fiji.

The ideal package fit for FTE 2018 is the Enterprise License, which includes:

Attendee Networking & Matchmaking:

Appointment which allows attendees to build their own profiles and set meetings with attendees that share mutual interests, making it easy to make and foster valuable connections. This includes exhibitor/buyers/VIP/Staff/Sponsor appointments, pre-event online messaging, face-to-face meeting requests, scheduling meetings by interests and automated matchmaking solution for a diarized meeting solution.

Event Registration:

Manage registrations & meeting sessions. Generate detailed reports in various document formats and develop customizable forms for collecting data.

Event ROI:

Ability of data capture, insight and activation across the event life cycle

Mobile Event App:

To boost a unique blend of information, engagement and communication modules. This is ideal for attendees on site for list of sessions/meetings, exhibitor/buyer bio, matchmaking, live polls and attendee messaging. Opportunity is also available to have our sponsors maximize their presence on the app through banner ads, sponsored push notification and premium listings.



Event Website:

Any event hosted by Tourism Fiji can have its own configurable website which allows for easy event module integration on a professionally displayed, marketed and promoted platform.

Integrations, API and Gateways:

This allows for the easy integration of Tourism Fiji's event on best-in-class softwares in various fields such as marketing, association management, CRM, social networks, payment gateways, messaging and more.

Scanning Tool:

Provision of equipment such as badge printers, iPads, self-registration kiosks and scanners for the FTE 2018. Should also have devices form tracking attendance and booth traffic.

Event Survey:

Customizable, skip-logic enabled surveys is integrated with the registration module directed at attendees during the event. As soon as a registration list is created, surveys can be sent out without having to continuously update the survey participant list.

Marketing & Email:

The marketing module offers an easy way to create and manage professional email marketing campaigns. It allows Tourism Fiji staff to promote the event and communicate with a target audience.

Support:

There should also be quality and readily available support provided to Tourism Fiji to get the most out of the system. The software supplier is required to provide the following:

- Hands on training both onsite and offsite
- 24/7 support personnel on standby to assist with any queries
- Technical support with any custom developments and enhancement of user experience.

