



cirldata

Visitor Event Apps Fusion Visit

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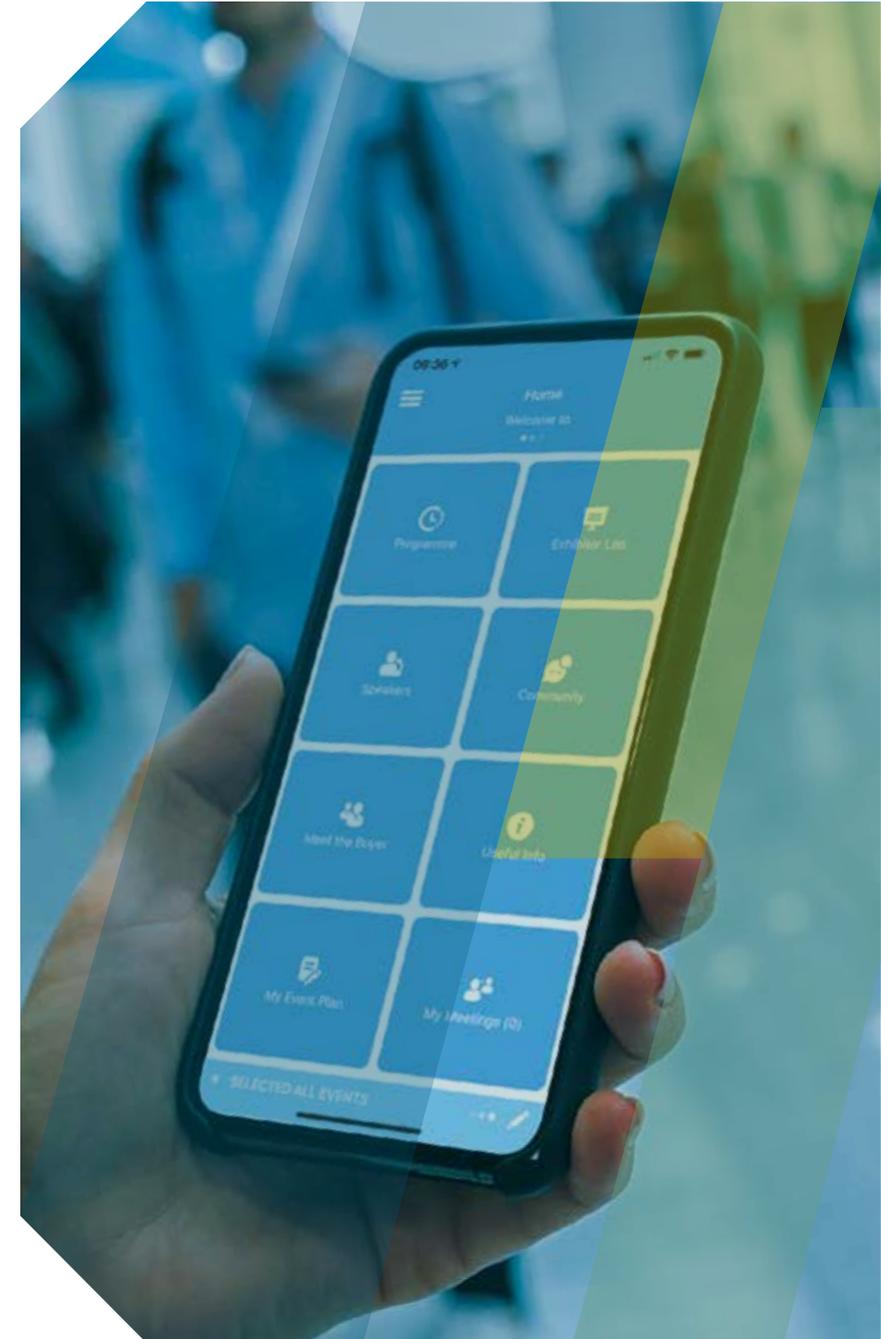


What is Fusion Visit?

Fusion Visit is the perfect digital companion for attendees of exhibitions and conferences; whether an event is virtual, hybrid or physical. It is an event app that is available via mobile (IOS and Android), and desktop to maximise audience reach and content distribution. Fusion Visit is a cost effective, modular application allowing event organisers to select only the features they need to enhance their event.

Win, win

Fusion Visit clients report reduced costs, increased revenue and visitor engagement, and a more seamless customer journey.



Save

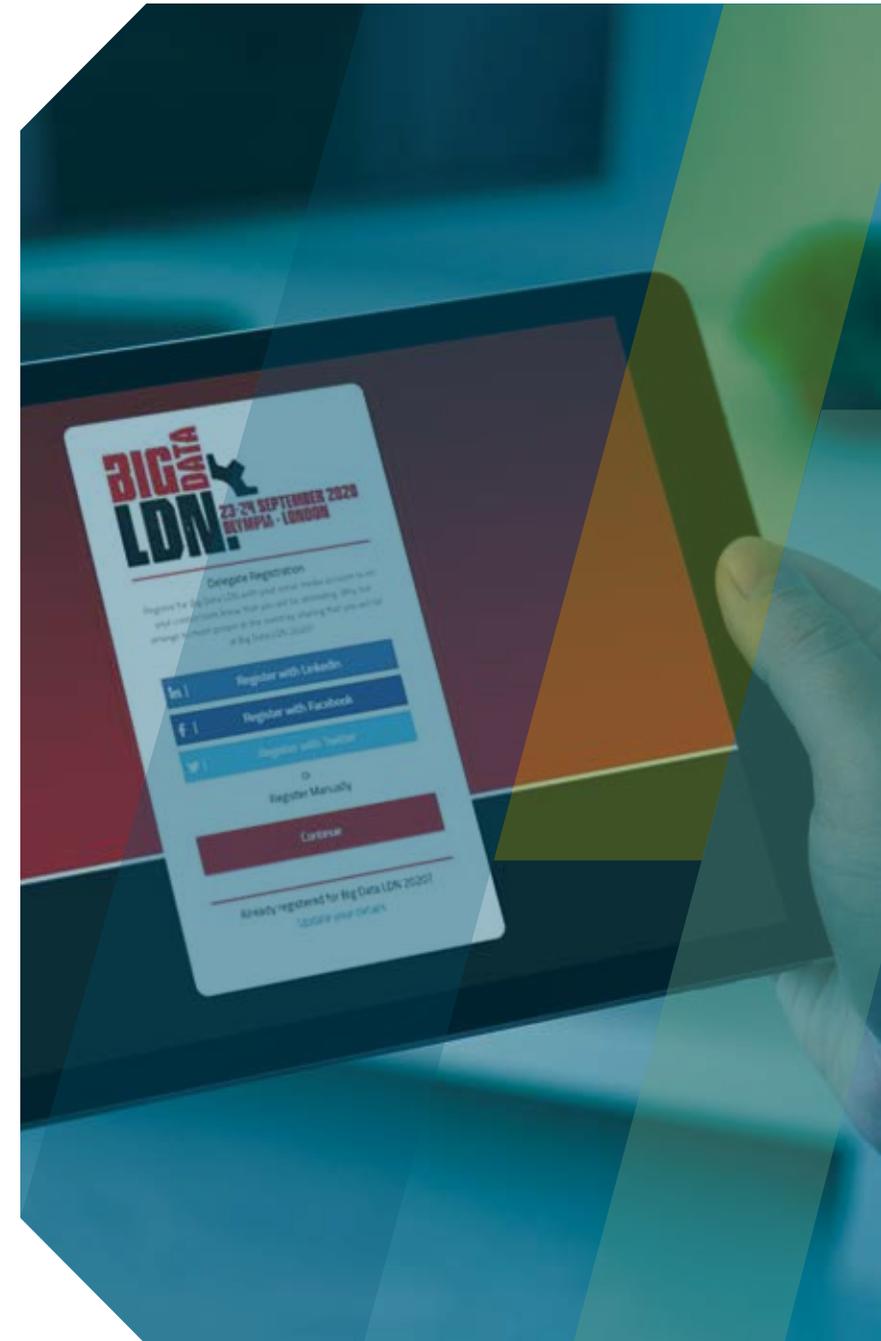
With event operational and marketing budgets always under scrutiny, Fusion Visit offers a number of innovate methods to reduce the costs of using the App for your events.

Co-located events

Use a single app for multiple co-located events. Fusion Visit can incorporate information and content for multiple events – which can then be filtered or shown as one – removing the need for multiple apps or branding.

Bespoke yet templated

Fusion Visit is made exceptionally cost effective by its development and release model. Fusion Visit apps are built using a modular templated system, but with a bespoke and branded release for each event or event brand. This system allows minimal cost overheads while keeping the premium look and feel of a bespoke event app. →





Save
Continued

Centralised data

The Fusion App suite powers all of its applications from a central, common data source for each event. No extra time is needed to re-enter crucial exhibitor, speaker or programme information if you are using other Fusion products that store this information. Direct API integrations allow key data to be pulled from other sources including website providers and organisers' internal databases. All app login information is implicitly integrated with the event registration process, again reducing data overheads and simplifying the process for the end user.

Group app

Some events are part of a group of geo-cloned or a series of connected events. Fusion Visit allows organisers to have a single app for a group of commonly branded events with different editions or locations, eliminating the need for many separate apps. The app can adapt its content to the correct event using the login information provided by the delegate.



Monetise

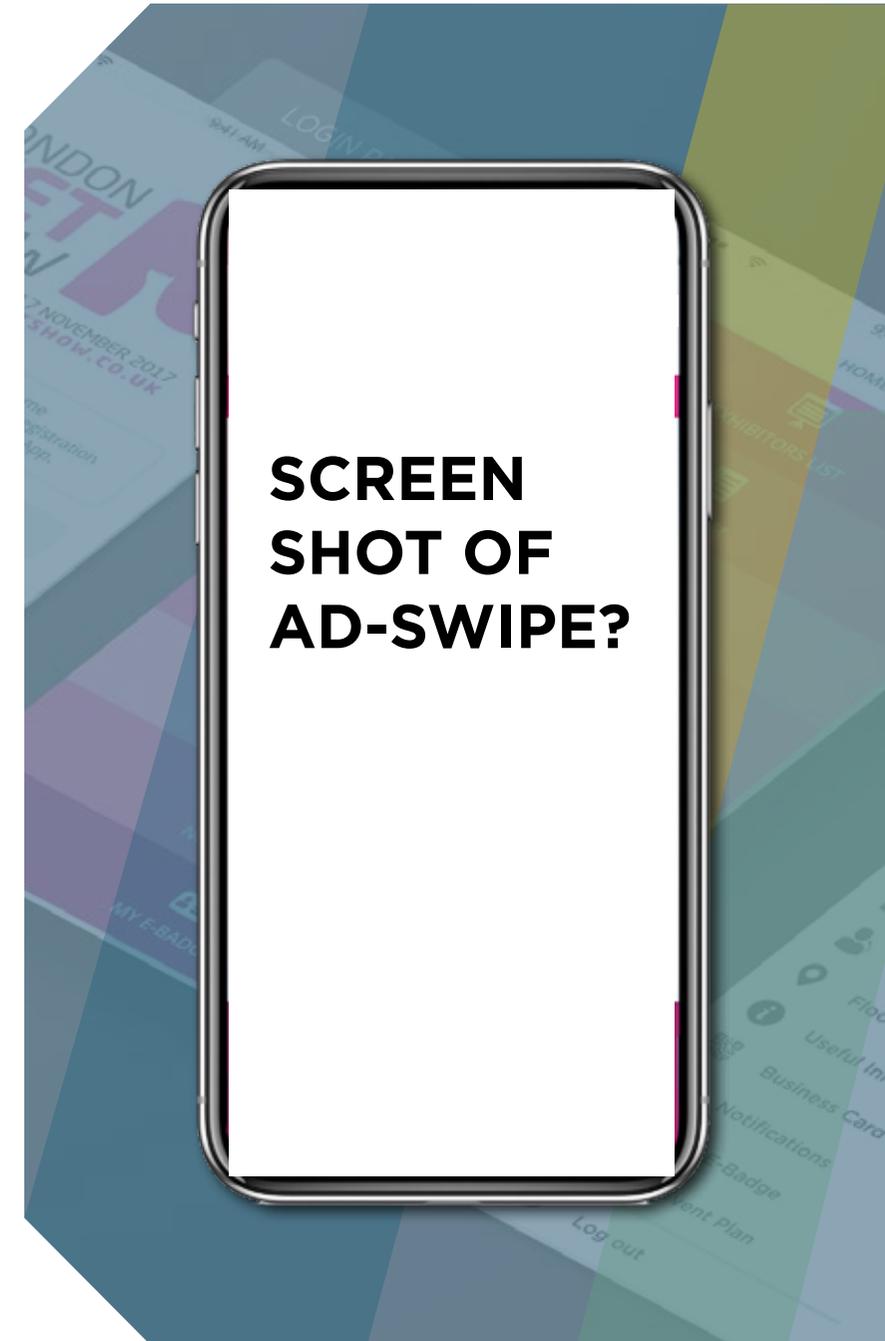
Fusion Visit offers organisers a number of ways to generate additional revenue for their events. The features can be added or configured together or independently depending on the requirements of each event.

Offer swipe

Exhibitors and sponsors pay for an advert to be promoted/displayed in the offer swipe function. Using a 'Swipe left/Swipe right' method, the visitor can indicate which offers are of interest to them. If an offer is of interest, lead information is provided to the sponsor or exhibitor allowing them to make an introduction and initiate contact.

Priority listings

Exhibitors listed in the app can be prioritised as key exhibitors to appear at the top of the listings, either as a part of an exhibiting package or with a fee payable to the organiser if required. →



Monetise

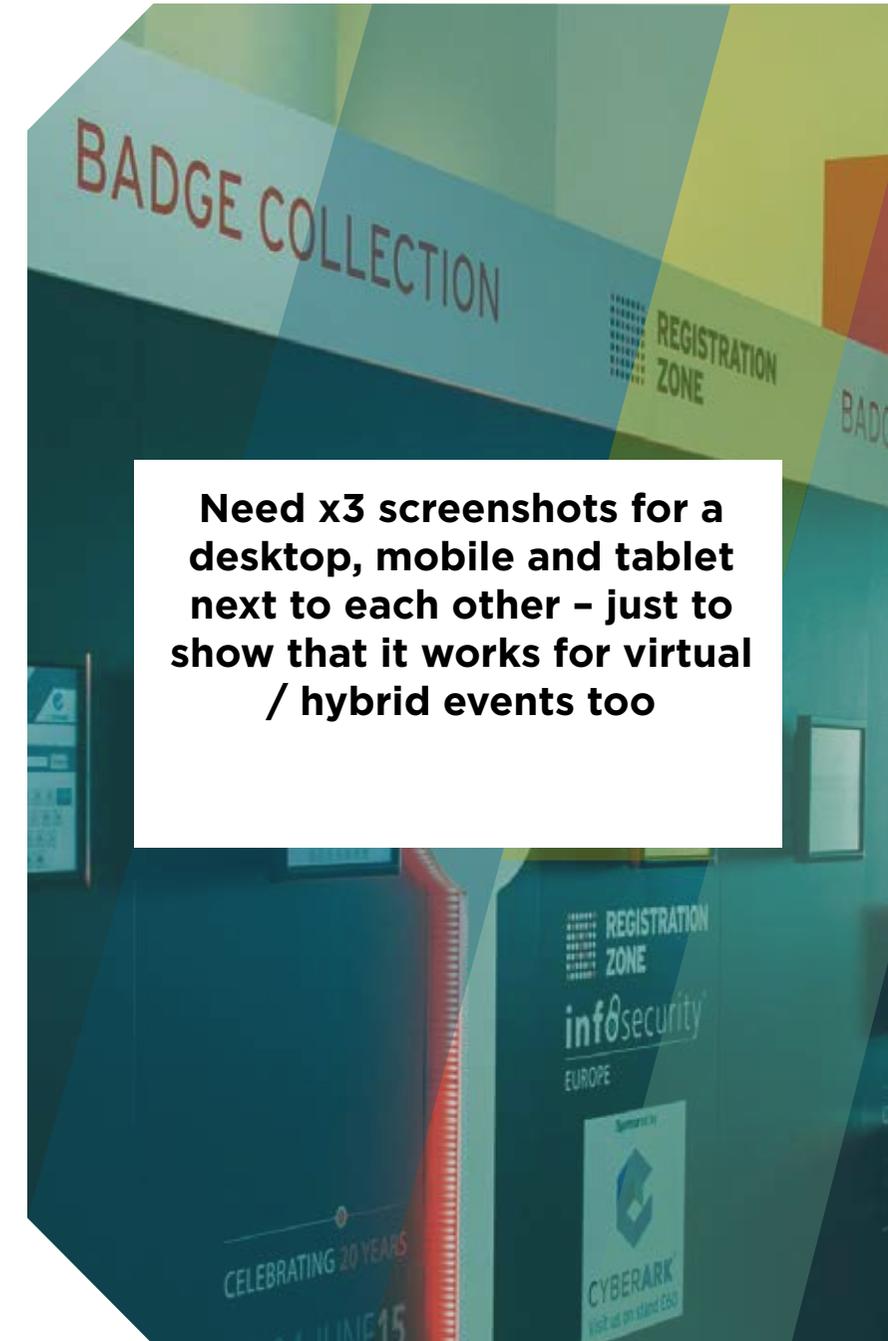
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Sponsorship

There are numerous in-app sponsorship opportunities including the opening splash page and head or footer banners. Sponsorship of sessions and workshops can be applied to the listings and can include logos. Additional bespoke sponsorship for key partners can be added to the home screen and menus allowing bespoke app pages for sponsor content.

Sponsor polling/questionnaire

A key sponsor or partner can have some key questions sent to all app users at an event on a schedule to provide some key data acquisition. Incentives are often provided to encourage completion of the polls.



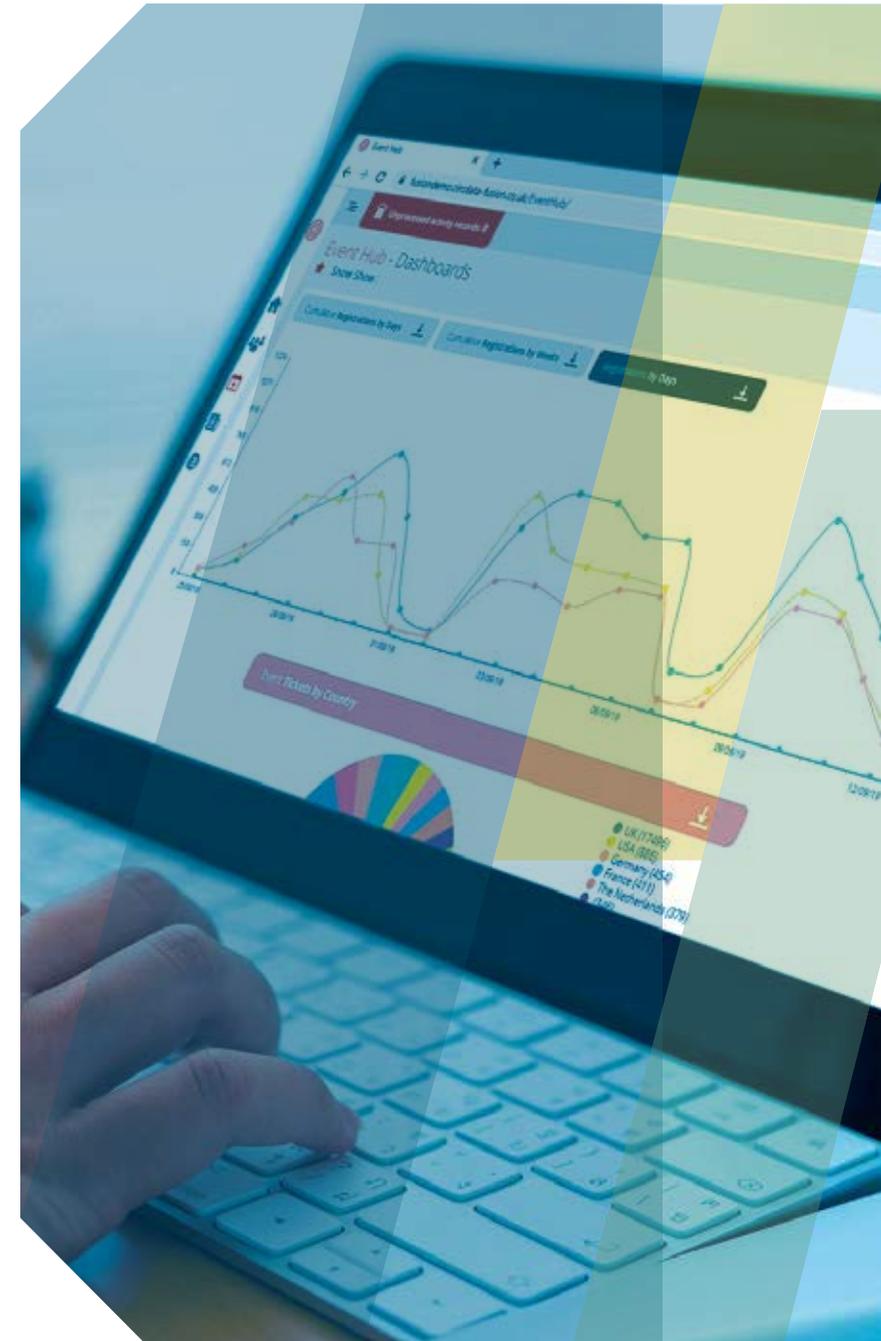
Need x3 screenshots for a desktop, mobile and tablet next to each other - just to show that it works for virtual / hybrid events too

Inform

Use Fusion Visit to provide your audience with key event information and communications, giving a virtual event guide on your mobile device. Or use Fusion Visit to host your virtual event.

Programme listings

Full programme listings can be shown within Fusion Visit, including all sessions and workshops. The programme can be searched and filtered by theatre or track, and contains a synopsis of each session, speaker information with an interactive speaker link, location, timing and sponsor information. Optionally, a file link can be added to each session to a PDF of the session contents. Items in the programme can be added to 'My Event Planner' with one click. If used in conjunction with the Q&A function, an 'ask a question' button is also available. →

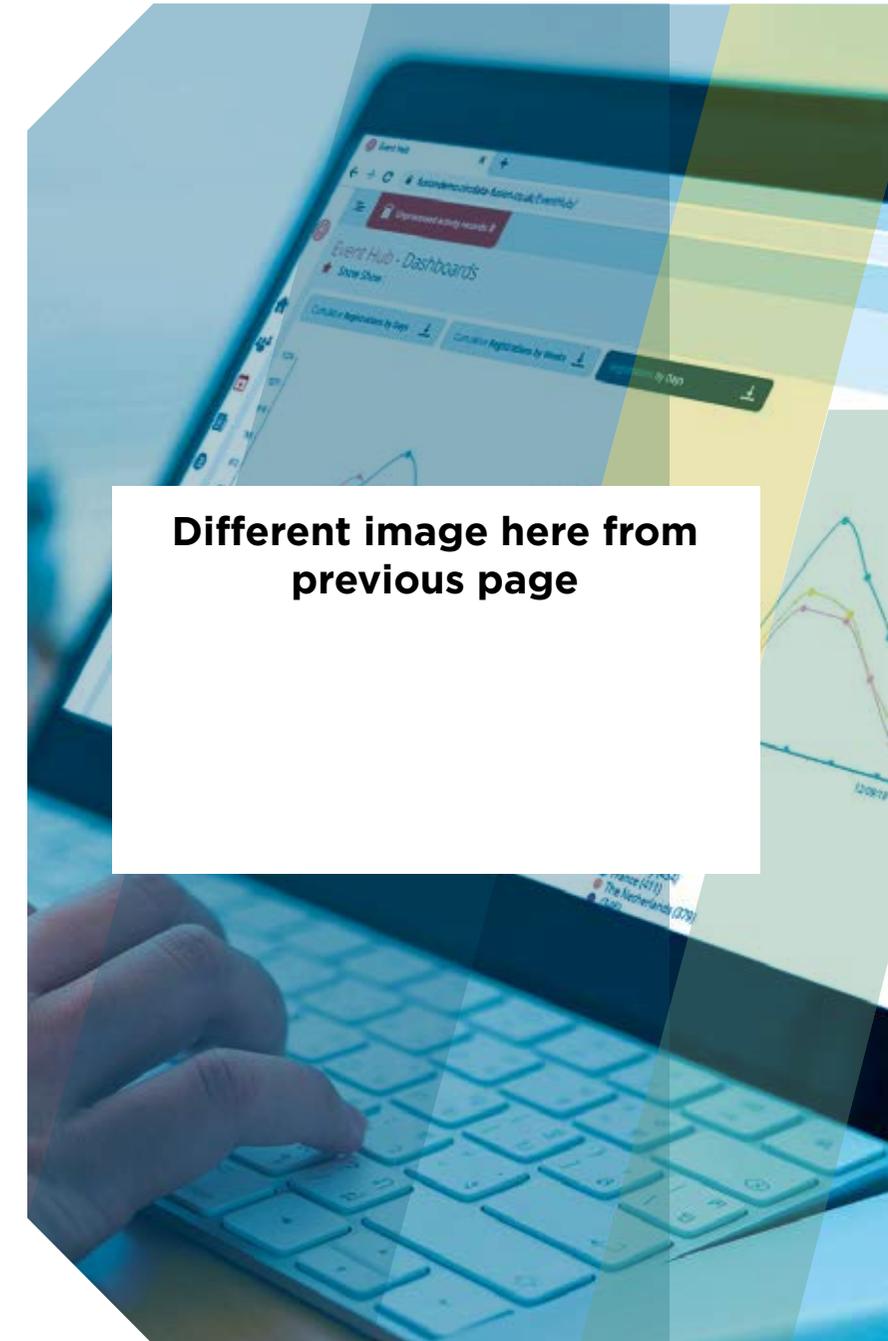


Speaker listings

A full list of all speakers with a bio and photo, plus clickable links to all sessions or workshops that the speaker is contributing to or taking part in.

Exhibitor/sponsor listings

Fusion Visit provides a comprehensive and searchable exhibitor and sponsor listing which includes a full bio, logo, stand number with interactive link to the floor plan, exhibitor social media links, web address and optional exhibitor configurable file download for content or brochure distribution. →

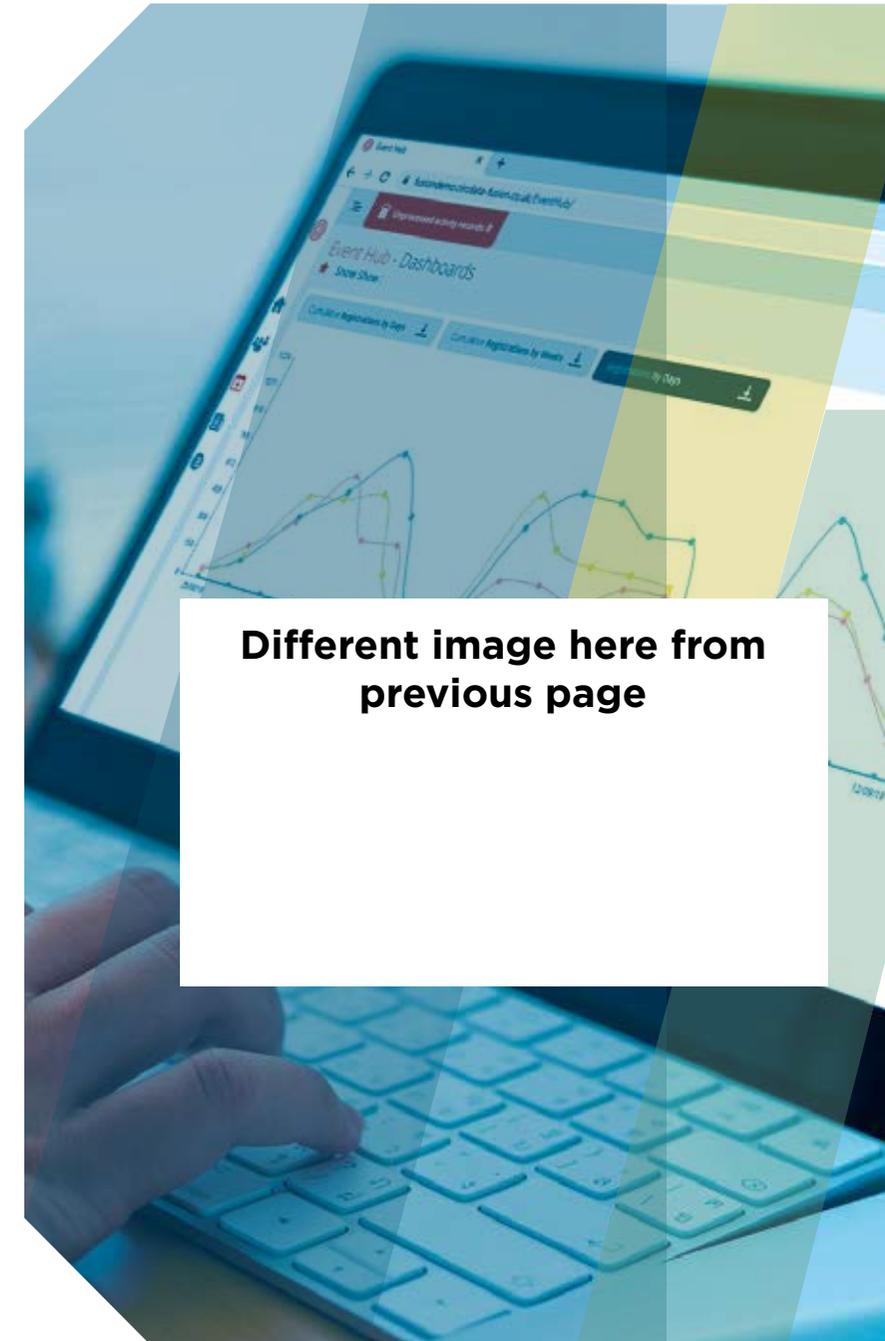


Useful information

The useful information sections of the app provide a user configurable area where key event information such as travel, timings, cloakrooms, and hotels can be placed. This section is fully editable by the organiser allowing instant changes with no external cost overhead. The content can be styled using any standard HTML and CSS.

Push notifications

Send push notifications to delegates and visitors using the app to inform of key events, timings and also sponsor messages. Push notifications can be sent to individual badge types and can also include clickable web URLs. →



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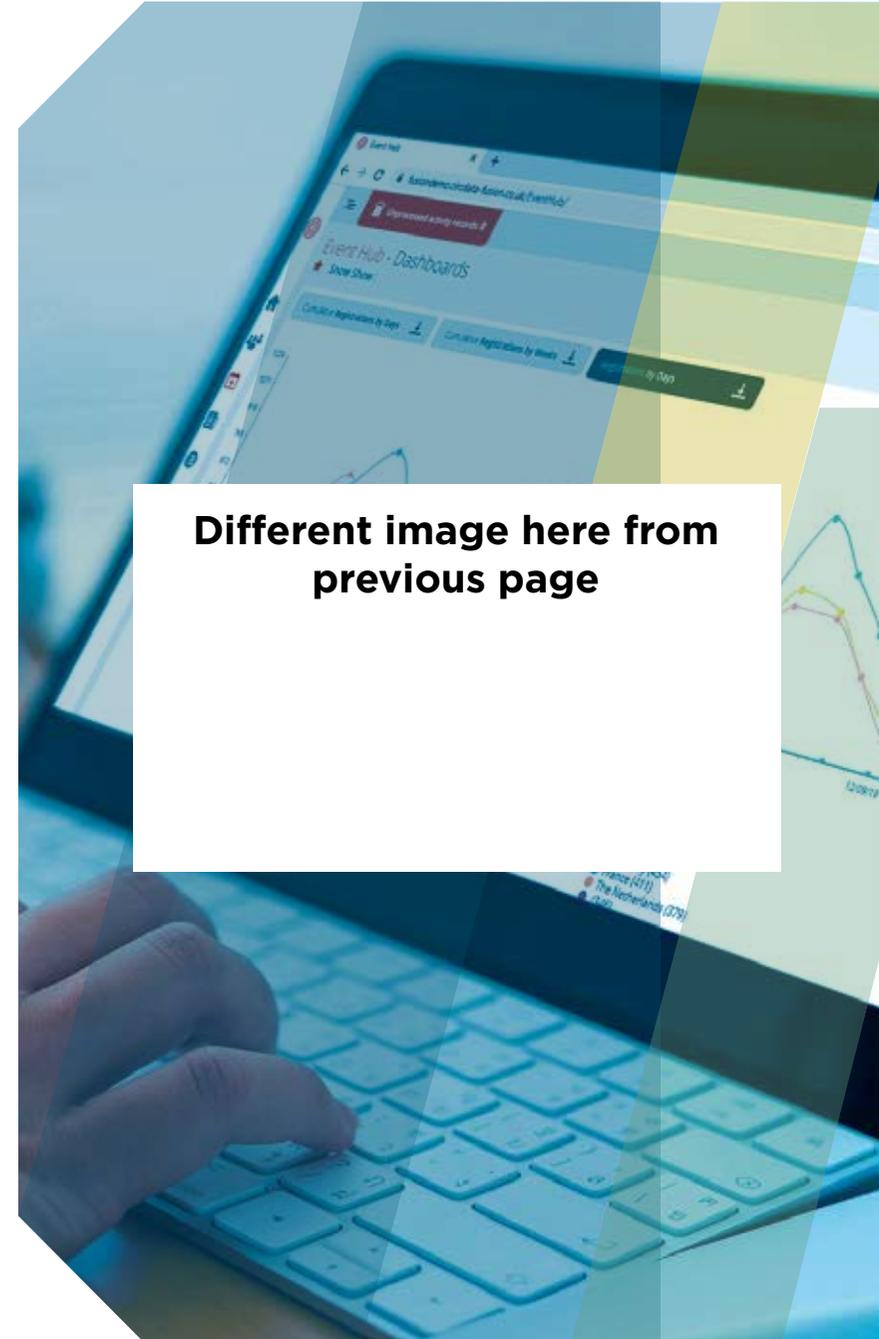
For virtual and hybrid events, Fusion Visit hosts live content and virtual booths:

Streaming content

For virtual or hybrid events, Fusion Visit can stream live session content, and host on demand later. Chat rooms can be configured for each session to enable interactive discussion and information sharing amongst session/room attendees.

Virtual booths for online engagement

Comprehensive listings of virtual exhibiting companies with profiles enabling visitors to quickly access products and services of interest, whilst generating leads for the exhibitor. Upon entering a virtual exhibitor booth, attendance is recorded, and visitors are given the option to read the company bio, view and/or download product collateral, see a list of exhibitor online personnel and their areas of specialism, and chat online within the exhibitor booth or directly with an exhibitor's team member.



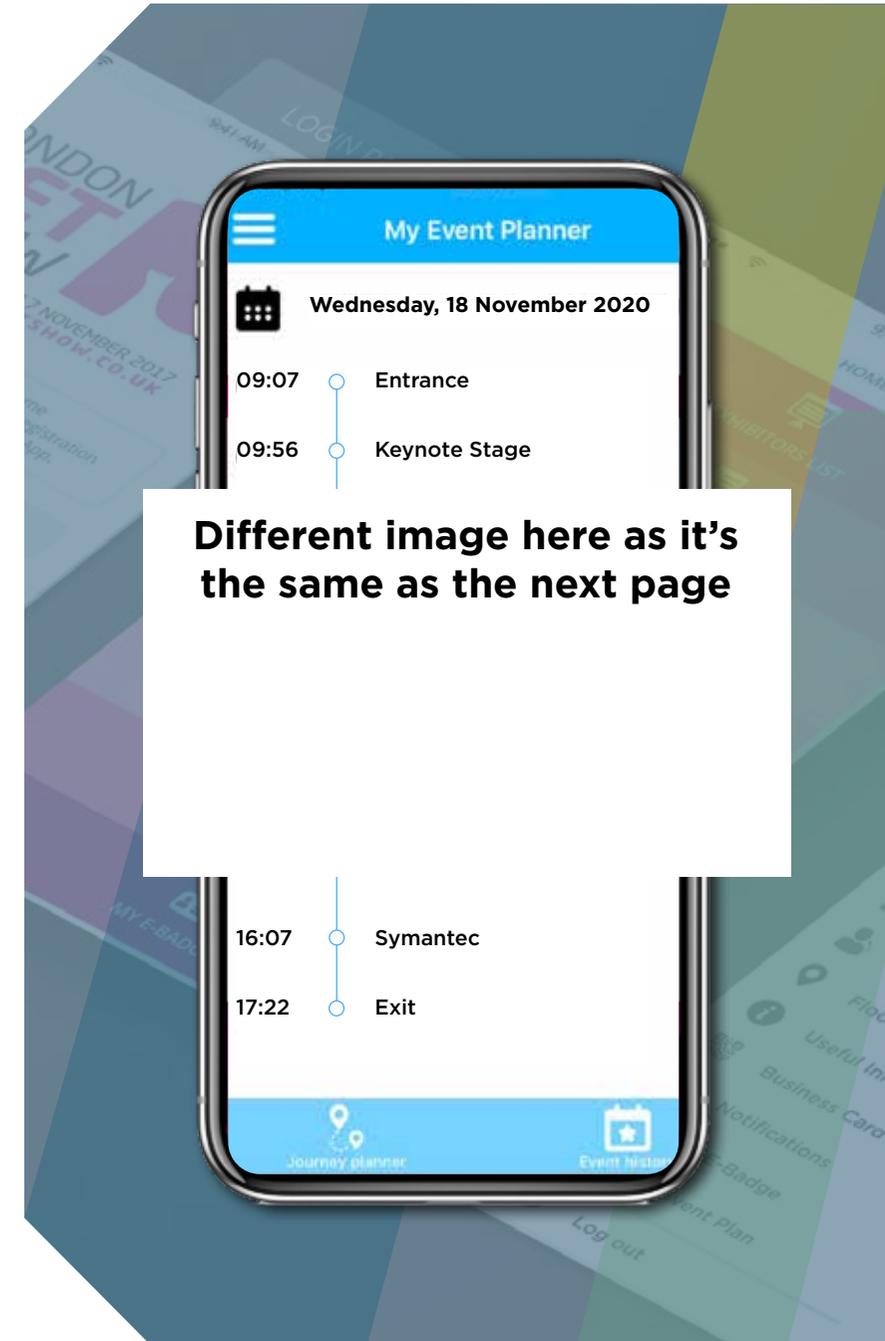
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Simplify

Fusion Visit provides a number of innovative features to simplify the pre-show and live experience of all your visitors and delegates.

Interactive floor plan

A fully interactive clickable floor plan that can be shown to exactly mirror your printed or online version, with links to each exhibitor and stand number whilst also showing the precise locations of theatres. →

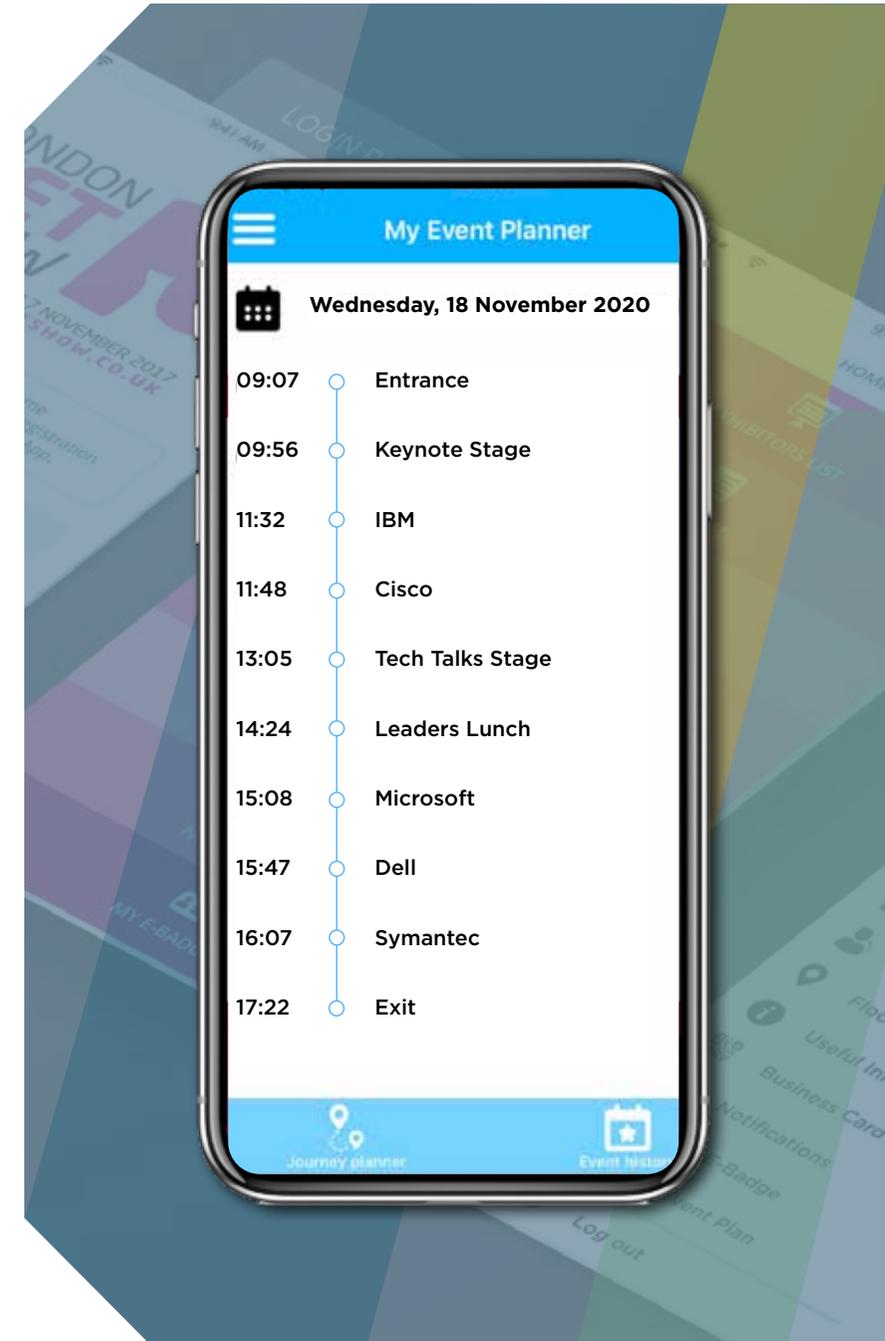


My Event Planner

Visitors can use the event planner to manage their entire event day. The planner will show all sessions and workshops booked, either via the app or via registration forms, plus details of any meetings when used in conjunction with the Fusion Meetup function.

My Journey

The My Journey feature provides a timeline of the visitor's journey throughout the event, showing each interaction the visitor has had including badge printing, event entry, scanned or virtual exhibitor interaction, session attendance, and contact with any other digital touchpoint. Interactions with sessions and exhibitors allow simple direct access to that exhibitor's bio or session information and to any associated downloadable material. →



Simplify

Continued

My Documents

A simple, single place where visitors can access documents associated with an event. This can include invoices and CPD/CE certificates.

eBadges

For smaller events or events that are paper free, eBadges can be used within the app to provide a trackable QR code for access control and lead scanning, plus on screen details of the visitor, including a photo if needed. eBadges can also be added to Apple Wallet to allow fast, no touch printed badge collection at events that also have printed badges.

Digital business card

Digital business card functionality allows the simple transfer of basic contact information between delegates and visitors by scanning a unique QR code on the screen of each device. The transferred details are added directly to the contact list of the mobile device.



Engage

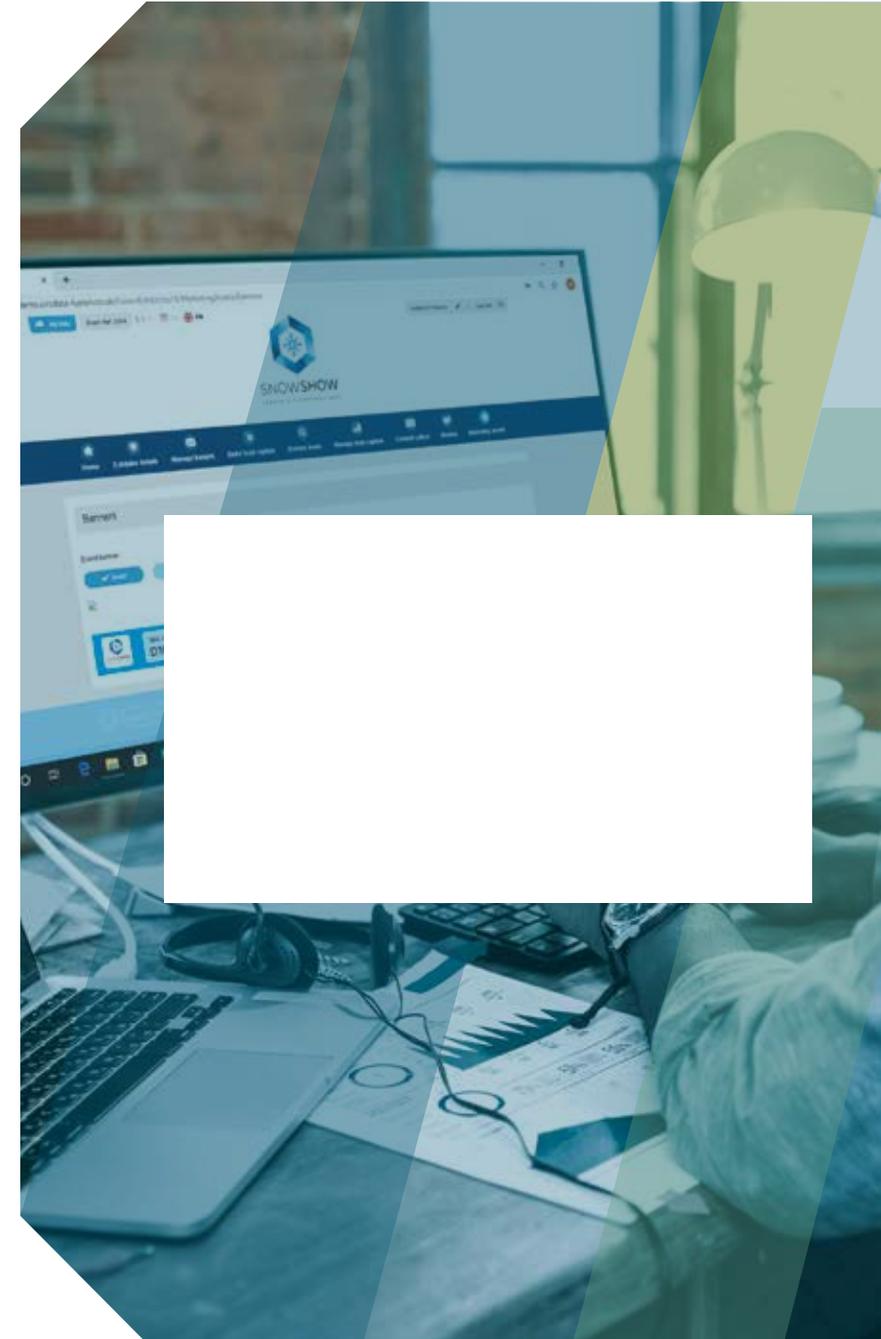
Fusion Visit includes a features to captivate your audience, whether your event is face to face, virtual or a hybrid.

Community Wall

Fusion Visit provides additional engagement and discussion using the Community Wall feature. Topics can be proposed, answered and discussed. Images and social media links can also be added. Access to the Community Wall can be limited by badge type.

Content collect (email)

Visitors can collect content provided by exhibitors digitally. QR codes provided to exhibitors can be scanned in Fusion Visit by visitors either following a conversation or without any interaction with exhibiting personnel. The scan triggers a lead to be generated for that exhibitor to initiate a conversation. Additionally, automatic emails can be configured by each exhibitor to be sent to the visitor and include brochures and other relevant content, allowing an instant response to the lead. →



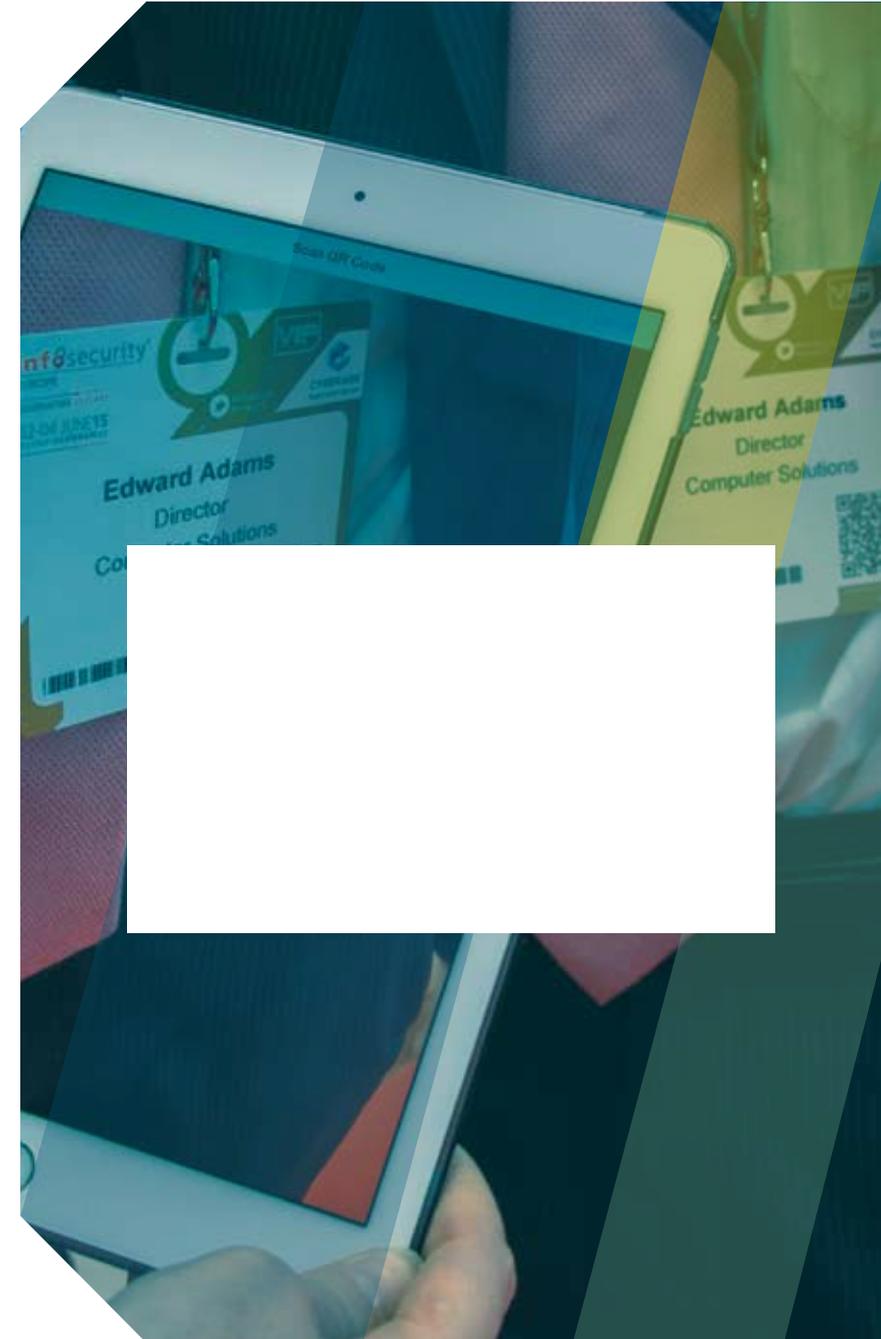
Engage

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Fusion Meetup

Fusion Meetup provides matching and meeting booking functionality across all attendee groups, either online or onsite at an event venue. Meetings can be booked from delegates lists or directly on exhibitor profiles. Meetings are requested then optionally accepted, at which point the meeting will be added to the My Event Planner section. The number of meeting requests can be restricted as can the information displayed in the delegate listings. Exhibitors can access their meetings and answer their meeting requests from the Fusion Exhibit app provided for exhibitors.

Matching functionality is available using automated algorithms based on demographics and question answers provided in the profile or during the registration process for visitors and delegates. This information is compared to information provided in the exhibitor profile to generate the closest matches.



Engage

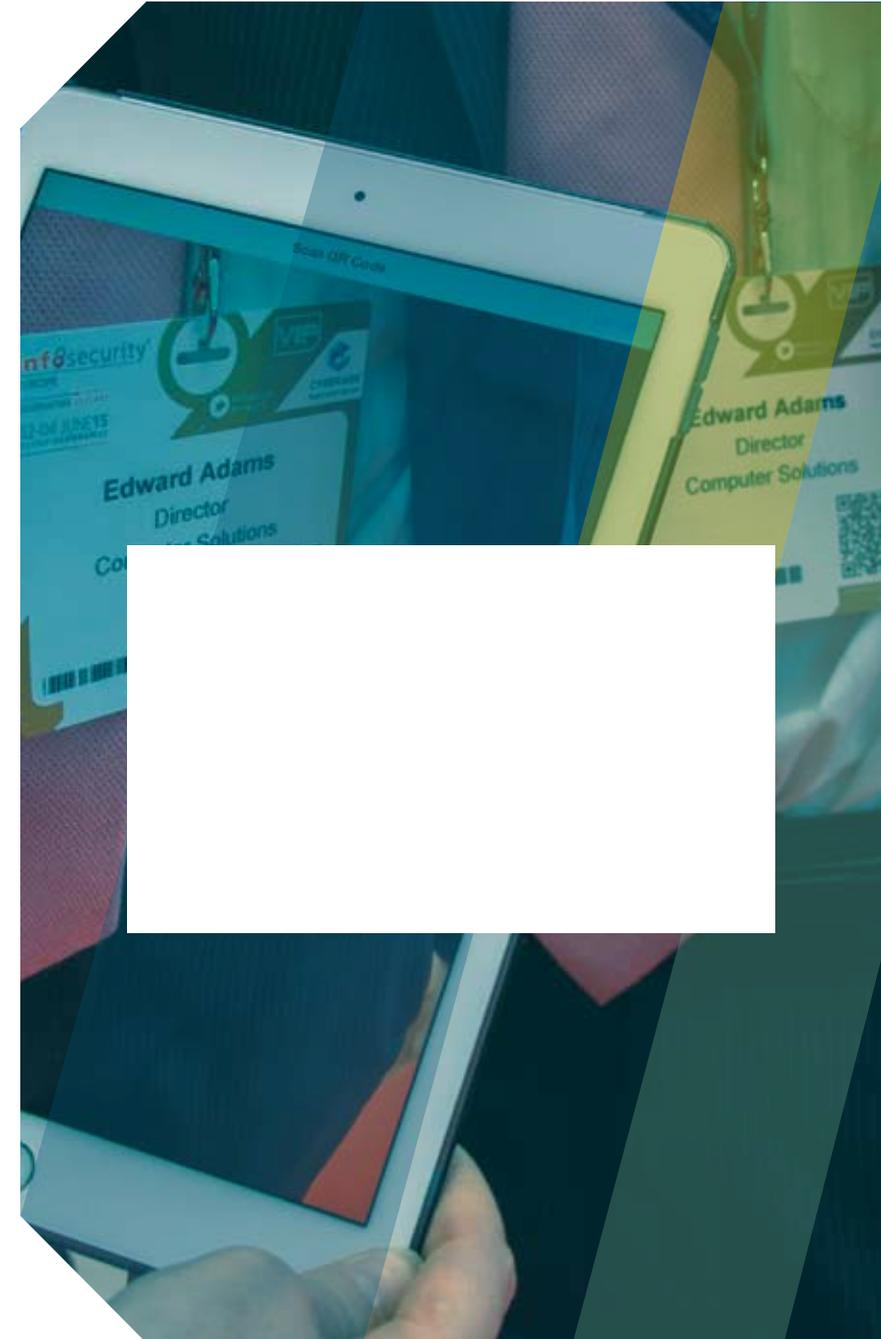
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Q&A

Q&A and polling functionalities are available for visitors attending sessions either in person using the Fusion Visit App, or online using Fusion Visit Web. Questions asked are viewed and appraised by speakers or session managers which can be displayed on screen if required. Attendees, either physical or virtual, can respond to questions posed by speakers, sponsors or organisers using simple radio button selection in the browser or on their mobile device using Fusion Visit App.

Live polling

Polling during sessions can be completed directly from Fusion Visit. Users logged into a specific session will be able to use their mobile devices to chose pre-selected answers to a question set by the speaker. The answers will be available in chart form via the speaker's internet portal and can be displayed on screen.





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**Interested?
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