

A challenge from:



TEXTILE AND FASHION FEDERATION
SINGAPORE

Digital Onboarding Platform for Outreach Events

Context

Textile & Fashion Federation (TaFF) is the official association for the textile and fashion industry in Singapore. The association champions the growth of local fashion and textile businesses and organises trade shows and physical pop-ups locally and regionally to promote and showcase fashion products.

The association identifies the event, such as trade shows, to participate and secure the space on behalf of the fashion members, which can include fashion brands, retail brands. Then, TaFF reaches out to the members to seek for participation interest and manually register their information through completed online survey forms to onboard them. Staff can be overwhelmed by the amount of information collected from brands and often struggle to incorporate this into an organised, coherent format.

Already, such event spaces are in a variety of shapes and sizes. In addition to the varied requirements from their participants, their requirements on the event space is different. A retail fashion company's needs for marketing, storage, floor space, are different from a scent product company. While TaFF tries to accommodate and customise the space based on each members' request, this is a particularly time-consuming process. For example, TaFF will based on the size of event space and participants' requirements to manually draft and estimate onsite permissible space for each participating brand on hardcopy paper, before communicating to each of the participants on their space allocated. Assuming that they have no further changes, TaFF will then be able to work on the other operational items to onboard them as participants for the event. This could include gathering of travel details, payment and ensuring the accuracy of the data collected.

Due to the events' temporary nature and short time span, organiser and participants face consistent challenges and constraints in terms of resources, space availability, setup and other factors related to operation and logistics. TaFF hopes to find a digital solution that can streamline layout planning, onboarding and construction of short-term events that will facilitate friction-free onboarding of event participants.

How might we automate the onboarding process of event participation from the collection of information to allocation of space so as to enhance the efficiency and save time for higher value work?

Possible Use Cases

1) Fashion/Textile/Accessory Designers

Fiona is an up-and-coming designer and a member of TaFF. She is looking to participate in a tradeshow in Jakarta organised by TaFF to promote Singapore based designers and their works.

Participant Profile:

Fiona visits the TaFF's digital onboarding platform to know more about the event information. She starts her onboarding process by building/editing her profile with information and images of herself and her collections, etc.

Space Layout:

Fiona goes to the event space section to input the requirements for her booth space, which includes the area size, size and shape of her exhibit's setup, items to be exhibited, space required for fitting and storage, etc.

With the digital drawing of the grid-based floor plan scaled to the event space, TaFF can easily assign a suitable space for Fiona according to her requirements, with necessary adjustments to ensure proper spacing and flow.

The system will prompt and remind Fiona the content she needs to upload and payment due. The final layout of the floorplan can be uploaded to the website for marketing purposes.

2) Repeat Participants

TaFF has shortlisted a tradeshow in Indonesia to participate in October 2020. The association launched a new event in the digital platform and sends the interest form to their members.

Fashion Brand A, having participated in the same tradeshow last year, logs in to the system to indicate the interest as well as preferred booth space. The system sends preloaded information from last year. She reviews the information populated in the system, and she updates some section to cater for her needs in this year's participation. Before she can submit her request, the system sends a notification that her visa is outdated and she needs to ensure she has a valid visa to make the trip.

The association receives the list of members that have indicated their interest with information already loaded in the system. She gathers the needs from the members and starts to take a member-centric approach to place them in the event space.

What are we looking for?

A prototype solution that can facilitate and manage event onboarding from reaching out to participants, gathering their information to best-fit space allocation. The solution would need to:

- Have configurable in-built electronic forms to capture, store and collate participants' responses into individual participant profiles presented in a structured and digestible format, for easy reference**
- Allow import of CAD drawings and existing floor plans to create to-scale event layouts**
- Integrate with participant profile list, for user to easily assign space according to requirements, ensuring proper spacing and flow**
- Create and save event layout templates and designs for easy access**
- Cloud-based real-time collaborative viewing or editing**
- Compatible with various device form factors (computer, tablet and smartphone)**

- **Allow download in multiple scales and formats**
- **Consist of the event checklist that can help brands and TaFF track the submission of information and necessary materials, as well as payment**