

Event Industry

Corporate Broucher

EXPECTATION OF DIGITITIZATION

With constant progress in the field of technology, the latest advances and gadgets cannot be updated easily. In the events industry, this is especially clear, although it is important to remain in this business. And this is the only reason why in recent times there have been a gush of technological events. Although most companies operate their business in India, they still operate traditionally. Each year, the event industry flourishes exponentially and the competition among the event managers is without any doubt threatening. So it becomes obligatory to apply technology for event management, administration, effective internal and external communication and event marketing if you are to survive and gain a competitive edge.

We are a leading digital marketing company that offers you not only a range of technological solutions, but also business intelligence solutions. In order to support you in the management and communication of your staff, simplifying complex event processes through special technology tools, managing finances by reducing operational costs, extending your client/audience reach and solid marketing solutions, we have designed an integrated set of solutions for the event industry in particular.

Our Services

Big companies and other companies invest large quantities of their marketing budget in events, exhibitions, MICE and brand activations. This is the new way to contact your target customers. And it is therefore extremely important now for event management companies to ensure their best performance through a monetization of the advances in technology designed to sustain public engagement, individualisation, lead generation and automation of event marketing.

1. Hosting and Web Solutions

For the administration and commercialisation of your events, Syolo Outsourcing offers you complete web solutions. With our Web solutions, you can build a special Website, sell tickets, start marketing campaigns, and check in and update your event on-site.

2. Web Solutions for mobile app/mobility

Our competent consultancy with Mobility Solutions can help you manage and secure the information your company has about mobile devices. We allow you to stay connected at any time, anywhere with your staff, prospects and customers. Syolo Outsourcing supports you in the preparation of a Mobile App Strategy, Development of Applications/Porting, Offshore Android App Development, Mobile App Development, Offshore App Development, Mobile Safety, Mobile Business Intelligence and Support Services.

3.Intelligence Customer & Lead Generation

The recorded data and other methods at an event can be used to transform attendance data into engagement statistics, which can optimise your sales and follow-up marketing. This is only possible if the profile, engagement data obtained during the event and pooled with data from marketer automation systems are created and saved online. Refine these data to give you a clear and accurate picture of each customer and their respective requirements.

4. Big Data

You can only gather large amounts of data if you can analyse, refine and use them for different business purposes. In Google Analytics, for example, you can find out which online campaigns induce registration or are discussed on several social media platforms. The movements of exhibition visitors are also trackable with the assistance of the GPS, Wi-Fi, low-energy and Bluetooth to observe each stand on the exhibition with the aid of tools such as Topi and Loopd. Syolo Outsourcing helps you to acquire and analyse real-time data, since it enables you to identify your participants' interests.

5.Improving Audience Engagement

It was a time when conferences had passive audiences and event management companies had difficulty attracting their target audiences. It is, however, an easy task now because of the ever growing technological progress. Some tools like Speecho are available to help listeners take notes and view a presentation, and they are provided with an experience that is personalised again. Evolero is an additional effective platform that increases the participation of different conference benefactors such as speakers, audiences and sponsors by creating and linking their profiles before, during and after the event.

6. Specific expertise in marketing automation integrations

It is critical to track the return accurately for each event. The data collection before, during and after the event can be used to improve the complete event management cycle and ultimately to improve the reach and impact of your event by integrating event management and marketing automation systems.

7.Social media

The next level in marketing is social media and Syolo Outsourcing combines it with traditional SEOs to help you achieve objectives, such as increasing targeted transport, broadened customer base, improved brand awareness, improved retroactivity, profitable online marketing and finally boost the impact of other marketing strategies. Syolo Outsourcing has a range of excellent digital marketing skills that include real-time data assets.

- End-to-end marketing campaign changes ROI reports in real-time
- Solutions for content marketing Analysis of competitors
- Presentation of media



Contact Us

www.syolooutsourcing.com

sales@syolooutsourcing.com