

VISUALISATION TOOL THAT PROVIDES DATA-DRIVEN INSIGHTS FOR BETTER EVENT EVALUATION

CONTEXT

SACEOS is the trade association of the meetings, incentives, conventions and exhibitions (MICE) industry in Singapore, to promote growth development and enhance the infrastructure as well as the capabilities of the MICE industry. Hustle & Bustle, a member of SACEOS, is a bespoke integrated event organiser that seeks to create memorable experiences for event owners through crafting unique journeys with a personal touch and the use of technology.

Many event owners today request for data-driven insights to assess the success and Return on Investments (ROI) of their events. They expect events companies, like Hustle & Bustle, to be able to provide such insights as part of their service, but for many bread and butter events companies, this presents a big challenge as much of the information captured reside on different platforms and is managed by different third party data owners. There is no current tool in the market that is sophisticated enough to meet the expectations of clients and have the ability to provide updates in real time for better decision-making in terms of planning and execution of the event. This results in sub-optimal use of resources and often, a lot of resources are wasted due to undersubscribing of an event.

Hustle & Bustle hopes to meet this gap by developing a digital tool that will allow them to improve event owners' ROI for each event they organise, and at the same time provide useful insights on the data collected from attendees so as to drive better customer experience for future events. As an event organiser, this will also allow Hustle & Bustle to craft more personalised experiences for their clients and give them a way to measure their own ROI in a more systematic and accurate way.

PROBLEM STATEMENT

How might we create a visualisation tool to process visitors and other related-event data so as to empower event organisers and owners to better evaluate event success and ROIs?

WHAT ARE WE LOOKING FOR

- A prototype solution that can perform data analysis on data collected from other third party platforms and across multiple events, to provide post event reports that give better visibility of what contributed to the success of an event and what should be improved for the next event.
- The platform should be able to take data from other sources (event apps like Jublia, Pigeonhole, etc.) and provide insights in a visual manner like graphs, infographics, etc.

to assist in the review of an event. The information dashboard should help address the following questions and beyond:

- What was the ROI of the event? (based on input parameters like costs, attendance, satisfaction, volume and value of conversions, etc.)
 - What should the next event focus on?
 - What were some opportunities that were missed during the event?
 - What are obstacles to be addressed?
 - Who are the potential customers that can be targeted in the next event?
 - Based on the feedback of end-users, what did they like and what do they want to see more of?
- The platform should allow for the input of different parameters, and be able to generate reports in a format that will allow easy dissemination and further editing if required.
 - The platform should be mobile-friendly and deliver a smooth experience across any screen or mobile device.

There are no restrictions on the geographic location of the problem solvers who may choose to apply to this challenge. However, the prototype needs to be demonstrated in Singapore (or similar markets).

POSSIBLE USE CASES

1. A bank engages an event company to organise a session where they can connect with existing and potential customers. They want to know at the end of the event, how many people were invited, how many that were invited actually translated into conversions during the event and whether the event is a success. In longer term, they also want to be able to evaluate whether the event has helped to generate sales and interest by looking at the performance indicators of the bank's relationship managers. With the solution, the bank is able to gain insights through a visualisation dashboard the performance of the event and make adjustment for the next session to ensure the event performance is maximised.
2. An event organiser proposes to the client to engage their services for multi-year contract, following the success of the current year event. He uses the solution to present the key metrics of events, as a justification of the services his company rendered.

WHAT'S IN IT FOR YOU

- SGD 35,000 of prize money (GST-inclusive, if any) for the winner of this challenge (see Award Model).
- Access to domain expertise for the development of the Prototype.
- Opportunity to test, demonstrate and validate solution in partnership with the Hustle & Bustle team.
- Winner will be able to use Hustle & Bustle as a reference customer for business promotion.
- Collaborate with SACEOS to reach out to the greater community for prototype deployment or refinement.

EVALUATION CRITERIA

The Applicants shall be evaluated in accordance with the evaluation criteria set out below.

Solution Fit

- To what extent does the proposed solution address the problem statement effectively?

Solution Readiness

- How ready is the proposed solution to go to the market?
- Is there any evidence to suggest capacity to scale?

Solution Advantage

- Is the solution truly innovative, does it make use of new technologies in the market, and can it potentially generate new IP?

Company Profile

- Does the product have user and revenue traction?
- Do the team members possess strong scientific/technical background?

AWARD MODEL

30% of the prize money will be awarded to each selected finalist at the start of the prototype development process, with the remainder 70% to be awarded during the prototype development process, based on milestones agreed between Hustle & Bustle and the solver.

Note that a finalist who is selected to undertake the prototype development process will be required to enter into an agreement with Hustle & Bustle that will include more detailed conditions pertaining to the prototype development.

DEADLINE

All submissions must be made by **14 February 2020, 1600 hours (SGT/GMT +8)**. Hustle & Bustle and IMDA may extend the deadline of the submission at their discretion. Late submissions will not be considered.

FORUM

Join this forum to ask our problem owners questions, discuss innovative approaches, and connect with other problem solvers for collaboration.