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## Research on the Construction of One-stop Full-process Digital Conference Cloud Platform

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# Research on the Construction of One-stop Full-process Digital Conference Cloud Platform

Jiankang Zhang<sup>1\*</sup>, Xuying Zhang<sup>2</sup> and Yuxin Zhou<sup>3</sup>

<sup>1, 2, 3</sup> School of International Economics & Tourism Management, Zhejiang International Studies University, Hangzhou, Zhejiang 310012, China

\*Corresponding author's e-mail: 88018456@163.com

**Abstract.** The one-stop full-process digital conference cloud platform is an important basic platform for intelligent conference. It consists of network marketing, audience pre-registration, on-site intelligent registration and entry, convenient information management, booths gathering service, multi-dimensional statistical report and other service modules. The functions of the conference cloud platform cover different stages before, during and after the conference, including designing conference and planning activity, designing websites and micro-stations, etc.. Therefore, it provides better digital services for managers. In order to further promote the construction of an important platform for smart conference, the government needs to provide policy support to cultivate exhibition talents, promote the cooperation between exhibition associations, universities and the exhibition industry, and promote the combination of smart conference and smart city construction. At the same time, the government needs to strengthen the one-stop whole process of digital conference cloud platform construction efforts.

## 1. Introduction

The exhibition industry is in a period of continuous reform and innovation. Relying on the one-stop full-process digital conference cloud platform, smart conference is making breakthroughs and developing continuously. Smart conference is a crucial part of intelligent exhibition. They complement each other and cannot be separated. The development of smart conference not only needs to combine with modern technological achievements, but also needs to further strengthen the research on network technology and operation management system, so as to continuously enhance the strength of the industry and make the exhibition industry keep moving forward.

The one-stop full-process digital conference cloud platform is different from the traditional offline meeting. Through the combination of advanced information technology and diverse networks, people can get one package digital exhibition services. The exhibition industry is a platform for information exchange and trade enhancement. Through the one-stop full-process digital conference cloud platform, the service level of conferences have been improved, which can make customers get better experiences, improve the efficiency of conference activities. It has a remarkable effect on the quality of service in the exhibition industry. Secondly, the one-stop full-process digital conference cloud platform improves the timeliness, security and practicability of information, effectively and rationally utilizes existing information resources, which conveys information to participants in a timely manner. At the same time, the platform can boost the exhibition industry to develop in a new direction, in-depth study of the new model of smart exhibition. One-stop full-process digital conference cloud platform strengthens understanding of technology, provides more personalized and reasonable services for the main body of



exhibition activities. It also improves the technical services of the exhibition industry and promotes the further sustainable development of the exhibition industry.

## **2. Basic concept of one-stop full-process digital conference cloud platform**

Digital conference refers to the use of the Internet, mobile and Internet of things technology, to improve the efficiency of the exhibition and customer experience and provide customers the one-stop, full process, automation solutions. Through the one-stop full-process digital conference cloud platform, exhibition organizers can obtain intact online/offline solutions for different marketing activities on the basis of digital conference. One-stop full-process digital conference cloud platform which can help more enterprises to improve the overall service level of conferences, improves customers' sense of experience, promotes more business opportunities and drives the overall development of enterprises.

### *2.1 Characteristics of one-stop full-process digital conference cloud platform*

#### *2.1.1 One-stop meetings*

One-stop digital conference cloud platform provides one package service for customers. Customers only need to put forward their own requirements through this platform. According to the actual situation to choose, the platform will provide the most comprehensive process technology suppliers, for customers to make full process (including pre-meeting preheating, promotion, website, public number, check-in, on-site interaction, etc.) of the solutions of meetings.

#### *2.1.2 Professional interaction*

For different types of meetings, one-stop full-process digital conference cloud platform uses Internet technology, gathers standard technology of online and offline activities and DIY creates different modes of interaction for different types of meetings. Making breakthrough and innovation in the support of professional technology, enriching the forms of interactive on-site activities, which can let the audience more involved in the meeting and enhance the experience of participants.

#### *2.1.3 Automated marketing*

One-stop full process digital conference cloud platform provides customers with automatic mode of marketing--data collection, data analysis, potential transformation of customers and customer relationship maintenance. It designs and manages websites, WeChat public account and other contact points for clients, to understand the target groups of customers. Meanwhile, it promotes 360 degrees to attract more users. Secondly, it further analyzes the big data of users, mines potential users design classes of customers, grades and corresponding customer incubation system. Then, automates marketing the subtasks to turn potential users into real users. At the same time, it designs different tasks of marketing for new and old users, maintains customers relations in a three-dimensional manner and prepares for the second incubation.

## **3. One-stop full-process digital conference cloud platform service module and functions**

### *3.1 One-stop full-process digital conference cloud platform service module*

One-stop full-process digital conference cloud platform service modules include network marketing, audience pre-registration, on-site intelligent registration and admission, convenient management of information, booth gathering service module, multi-dimensional statistical report and other service modules.

#### *3.1.1 Network marketing service module*

The promotion and marketing in the early stage of the exhibition provide the organizer with more efficient, convenient and diversified ways to spread information and attract more consumers. The service module can provide a variety of PC website templates, personalized customization, page

personalized self-configuration, support in Chinese and English. It also offers electronic posters, electronic invitations, online distribution and other marketing tools.

### *3.1.2 Audience pre-registration service module*

The full online pre-registration process is implemented. By using the PC and the mobile, the staff can sign up at any time and collect the staff data. It helps the host to increase the efficiency and facilitates the management of the meeting.

It offers efficient entrances for exhibitions of people and solutions of different scales. Electronic ticket holders can be directly scanned admission. It also gets help from other devices, such as offline check-in, bracelet check-in and other ways of check-in. For temporary arrival personnel, it lends on-site registration, on-site certification, etc.

### *3.1.3 Information convenient release management service module*

It specially designs for BBS in the exhibition, to meet the marketing, operation and data management need in the exhibition, support one-stop completion of BBS release, promotion, electronic ticket delivery, on-site interaction, news tracking report, etc..

### *3.1.4 Booth collection service module*

It enhances the audience online and offline interaction, which attracts more participants. Therefore, it supports exhibitors to get more attention and achieves sustainable marketing. Push information of exhibitors and booths, and set up tools such as on-site lottery and mini-games to meet personalized marketing needs of enterprises. After the exhibition, the audience's data will be further analyzed to provide more targeted data forms for enterprises.

### *3.1.5 Multi-dimensional statistical report service module*

In combination with general tools, statistical report cut through a number of angles. Then, it collects and in-depth analyzes the data, which realize the strategic objective and the marketing decision optimization and can be used by the managers to improve the performance of the exhibition.

## *3.2 Functions of one-stop full-process digital conference cloud platform*

The functions of the one-stop full-process digital conference cloud platform cover the three main stages before, during and after the conference, providing hundreds of usable functions for the organizer and participants.

### *3.2.1 Plan meetings and activities*

Through the basic information and requirements of sponsor, the platform can create more professional and systematic meetings/activities, which provides a complete solution.

### *3.2.2 Design personalized websites and micro-websites*

The platform can set up a rich, beautiful and functional conference website and micro-site for the organizers. Platform of the conference website system will provide a variety of different styles of templates and powerful modules, so the sponsor can also create their own website or micro-site through the template system.

### *3.2.3 Plan the registration process*

The platform can offer a variety of different meetings, and the host can choose to organize and use the data according to the actual situation. It also offers additional procedures such as that instruction for enrollment, hotel reservation, etc.. If the information needs to be understood by the user, the user may request the user to agree to the instruction for applications.

### *3.2.4 Promotional meetings/activities*

The platform is equipped with publicity tools for different situations and has real-time monitoring function to track the promotion effect. In order to optimize the level of service, the platform is equipped with special functions such as making posters and invitations, and professional H5 designs. There are many technical personnel to provide customers for comprehensive services.

### *3.2.5 List management of participants*

The platform has collected lists of participants, and can confirm, modify and notify from the requirements of the host. For the participants who have entered the staff list, the host can also send them notifications and revise their meeting information.

### *3.2.6 Management information of meetings*

The platform provides detailed schedule/guest/venue management tools, so organizers can use these tools to create the corresponding applications. It is convenient for attendees to watch. At the same time, the platform provides pictures, articles and video management, which can be displayed on the conference Websites, WeChat and APP through these systems if the organizers want to convey information to participants.

### *3.2.7 Statistical analysis of data*

The platform utilizes strong technology and technology to collect, classify and analyze various types of data. It offers multi-angle of data report for the sponsor to facilitate the summary and reflections at the end of the project.

### *3.2.8 On-site interactive management*

The platform offers the host with more specialized interactive technology. And it combines technology and innovation, giving a different experience to the participants, to attract more participants to the event, to increase the efficiency of the meeting.

### *3.2.9 API interface documents*

The platform provides API interface document function, and the sponsor will submit relevant data of the event/meeting to the platform, so as to facilitate the platform to implement other functions (check-in, interaction, data statistics, etc.). Through the platform professional technical personnel, realizes the user synchronization between the systems.

The construction of the platform is based on mobile Internet devices. Firstly, because of considering the sharing of the network, network information may be unsafe, so the information management cannot be guaranteed to some extent. There is one more point that the instability of the network may lead to incomplete data transmission, incomplete information and so on. Therefore, it is essential to strengthen the research on network technology. It not only needs to improve the network infrastructure, but also needs to conduct in-depth research on the network management system, so as to provide more effective information and better services for the main events of the exhibition.

## **4. Conclusion**

The exhibition industry is entering an era of upgrading, intelligent technology greatly to promote the development of exhibition industry in a new direction - intelligent exhibition, smart conference is a requisite part of wisdom, but the radiation intensity of intelligent conference platform is still weak. At present, we should encourage smart conference development. Therefore, smart conference will expand into the public's field of vision. In the process of smart conference development, the government should actively promote the development of one-stop digital conference technology. Therefore, the government needs to further cultivate the corresponding outstanding talents, encourages relevant institutions to set up some majors and lends talent support for smart exhibition. Secondly, we should encourage the further cooperation between the association with the exhibition industry, universities

and so on. Then, use the one-stop full-process digital conference technology to bring new forms of development for China's exhibition industry and promote the further improvement of China's exhibition industry. At the same time, the government should combine the smart and constructions of intelligent cities, to realize the information sharing. The development of it can not only extend intelligent meeting, but also improve the utilization of wisdom city and intelligence technology. It promotes the further development of cities, such as economic, cultural and social synchronous construction.

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