

THE MEDIA EXCHANGE

Social Media Programmes Registration and Badging Market Research



Making Social Media work for Events

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TME Website

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The Media Exchange is a Visitor Badging & Registration Specialist

The Media Exchange turns visitor badging into a business opportunity

We bring life to the visitor experience at your event and integrate community engagement into the registration process.

The Media Exchange combines two time-honoured features of events, networking and visitor registration, with the new medium of online social networking. The result is a golden opportunity for events organisers to establish and entrench long-term relationships with their markets.

The Media Exchange's USP is that we integrate social media into the online registration and badging process for all your exhibitions and conferences. As visitors and delegates register for an event they automatically become part of a community of like-minded members, which has your event at its heart.

Your community is an immensely powerful long-term tool.

For event visitors, it extends the networking opportunity way beyond the event itself. They can communicate with existing contacts, or make new ones, with you as the enabler. For you as the organiser the community has huge potential as a market research and visitor promotional tool.

Modern media owners must embrace online social networking to engage with existing and new audiences. Effective exhibitions, conferences and publications now include this new and dynamic medium; ineffective ones do not...



Your Community Web

How does it work?

The Media Exchange offers an easy-to-use platform, branded and configured to reflect your event, and built to deliver a rich, interactive community engagement tool for publishers and conference and exhibition organisers.

From the point where your event community is created when your visitors register, our platform allows you to host and manage communities and exploit fully all your event's existing assets: specifically databases, brands and, critically, content.

What are the benefits?

There are real, tangible benefits to be gained from using social networking to enhance your events:

- Reduced costs for visitor promotion – your community will always be aware of the importance of your event to their market;
- Generate new revenue streams from your exhibitors and sponsors;
- Increased visitor and delegate registration and attendance as new members join the community;
- Superb opportunities for market research;
- Better engagement between you and your audience.



Visit Our Development Website www.tme.harmonyrd.com

Social Media Programmes • Registration and Badging • Market Research

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The Media Exchange Products and Services

The Media Exchange offers the following five products, either as an integrated package or as stand-alone services:

1. Social Media Services
2. Event Badging and Registration
3. Market Research
4. Live Webcasting
5. Event Risk Management (online)

1. Social Media Services

We provide an easy-to-use platform branded and configured around your event to deliver rich and interactive community engagement and content for awards events, conferences and exhibitions.

We create and host the community and maximise existing assets (databases brands and content)

Content can be created and shared between sites and is automatically syndicate to Facebook, LinkedIn, YouTube etc.

Social Media Audit

This service will identify where the conversations are happening around and about your event, with recommendations as to how best you can take part.

Social Media Programme

This service will deliver a programme to suit your budget and meet your event and social media communication strategy.

Social Media Programme Management

Designed to implement the programme for the first two months of operation – helping you to get the system working efficiently



2. Event Badging and Registration Services – Worldwide

The Media Exchange integrates social media into the online registration process for exhibitions and conferences. As visitors or delegates register for an exhibition or conference they 'automatically' become part of the community. It's an elegant and cost effective extension to a fundamental feature of event management.

Since 1988 The Media Exchange has registered and badged B2B, consumer and corporate events around the world using state of the art technologies.

All data capture tools are custom created for each client.

Online pre registration, multi-lingual software, individual printers for each terminal, outward facing screens, barcode readers, photo ID, RFID, on-site certificates and accreditation, post show reports.

Event Staffing

From an individual to a team of very many, we provide processing and front of house management to suit the event.

Fulfilment Services

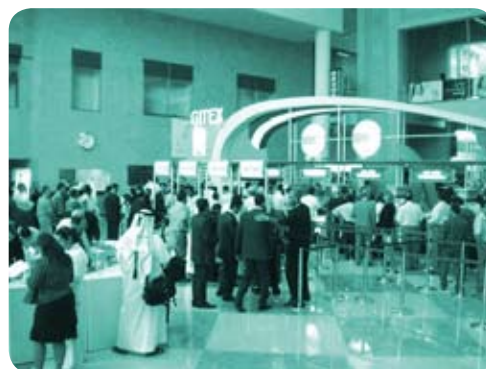
We can help with all the assets required in producing and delivering an event. This includes print, mailing and fulfilment services.

InfoActiv Brochure Request

An on-site multi-media kiosk, that dispenses with the need to take bulky sales support materials on-site.

Pre-Arranged Meeting Programme

The service is tailor-made for each event; it combines matchmaking software with telemarketing, and on-site hosting. This service is guaranteed to maximise the experience for the visitor, the exhibitor and event owner.



3. Market Research Services

By establishing the market research requirement at the beginning of the event cycle, we can create a solution for individual events. This service will assist with sales support material, exhibitor/visitor reports and general marketing needs.

The Media Exchange is able to offer clients market research services integrated into the on-line and on-site community registration process or as a stand-alone service.



The Media Exchange employs the full range of quantitative and qualitative research tools and techniques:

- On-site surveys and audits
- Telephone surveys
- Off the page surveys
- Database analysis interpretation and mining
- Online surveys
- Postal surveys
- Desktop research

4. Live Webcasting

We provide on site camera, sound and lighting as well as the technical infrastructure to upload and view broadcasts over the Internet.

- Live webcasts of conferences
- Integrated into the social media community site
- True interaction with the audience
- Audience research



5. Risk Management Services

The online service helps the event organiser become fully compliant in all matters health and safety.

The service is indemnified and certified by a member of The Institute of Risk Management, is easy to process and provides a failsafe for insurers... and a revenue stream from exhibitors!

