Research and Development of Intelligent Integrated Conference Service Platform

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Abstract. With the popularization of mobile terminals and the rapid development of Internet technology, the "Internet+" platform has become the infrastructure of future economic life and is the main ways of the future digital economy and the resource allocation. Focusing on user needs and taking the user's experience as the core, the data-driven innovative intelligent integrated conference service platform will effectively integrate conference resources and provide personalized conference services. Based on the innovative thinking of the Internet, this paper introduces the "Internet + Conference" model to develop an intelligent integrated conference service platform, expound the architecture and a business model to explore the two applied Internet meeting innovation mode of thinking, create an intelligent conference, realize efficient collaboration and sharing of information resources to give full play to the platform role of the conference.

1. Introduction
In the wave of "Internet +" and the trend of the third technological revolution, knowledge and information have become the most important productive forces, and the traditional way of conference operation is being completely subverted. The gradual promotion of the "Internet + conference" intelligent integrated conference service platform, which drives the service and enhances big data technology value with wisdom, integrates the discrete conference resources intelligently, creates a broader space for the innovation-driven and cross-border integration of conference services, and promotes the transformation and upgrading of the conference industry.

2. The technical concept of the intelligent integrated conference service platform
The intelligent integration conference service platform adopts the basic framework of the "Internet + conference", in the Internet technology, Internet of things technology and cloud computing technology support, through the opening of multiple user information, the intelligent traffic management, on-site interaction, digital marketing, big data management and offline services and other resources are integrated into the conference service operations, to implement one-stop intelligent management service platform for the digital, platform and intelligent.

3. Structure development of intelligent integrated conference service platform
3.1 Operation process design of intelligent integrated conference service platform
The process design of the intelligent integrated conference service platform is divided into the earlier, middle, and later stage. At the beginning of the conference, using intelligent conference management
to promote the conference, through multiple channels of publicity, invitations, consumption to achieve precision marketing, make the process of conference service from producers to consumers more fluent and attract more professional consumers to participate. In the middle stage of the conference, various scientific and technological equipment is utilized to give play to the scene-oriented cross-screen interaction function, and the conference service supported by professional technology is combined to realize the seamless integration of digital and conference service platform. After the conference, statistical evaluation according to the data cloud technology on the intelligent integrated conference service platform to form an analysis report, which can provide data support for timely follow-up of customer information, select high-quality business opportunities. Follow the stage to cultivate high-quality customers and provide an image database for the next stage of the conference.

3.2 Design of marketing service system for the intelligent integrated conference service platform
The marketing service system of intelligent integrated conference service platform should be divided into an online intelligent application, offline scene marketing, and online intelligent information, and finally, form O2O2O online and offline closed-loop marketing service system. The online intelligent application is an application platform (App) related to the conference cloud, interactive cloud, and data cloud to enhance user experience. Offline scene marketing reached 020 conference management landing by scenario-based cross-screen interaction at the conference site. Based on the large database, online intelligent information can effectively collect conference data, improve management information, analyze data, optimize data information, and achieve the information feedback, so as to extend marketing application and complete 02020 closed-loop marketing. The closed-loop online and offline marketing service system of the intelligent integrated conference service platform can help to improve the efficiency of conference activities and participants’ experience.

3.2.1 "O2O2O+ Conference + Digitalization" normalized model
With the application and promotion of "Internet +" and big data, the traditional service must have Internet innovative thinking of the Internet to find its unique position and value in the new pattern. The "02020" model began to enter the market of the conference industry. The "02020" model is the self-service terminal model. As an upgrade mode of O2O, it pays more attention to the integration of online and offline marketing. Mining and application of data content has become the core of big data. "O2O2O+ Conference + Digitalization" model will break the old pattern of traditional conference service, promote the process of informatization, improve the efficiency of conference service and make conferences transformation and development presents a normal phenomenon.

In the era of big data, the core of digitalization is social digitalization, content digitalization and also the digitalization of productivity. The application of data mining will drive the new leap forward of conference service. Through the Internet to quickly obtain user information, the content of conference services can be extended, the efficiency of conference services can be improved, the integration of various resources can be promoted, and the innovation of conference services can be driven by the accurate guidance and efficient collaboration of interactive technology.

Nowadays, the market is highly competitive and resources are scattered. The Internet makes it easier for people to find suitable communities. If conference activities cannot provide more valuable information than online social media, it will be difficult to develop. The idea of "Internet + Conference" will guide the deep integration of online social platform and offline conference activities, through the vertical segment of consumers, build a digitized and decentralized digital content platform, continuous output of in-depth knowledge content, reshape the conference organizers and participants of the connection mode, forming O2O20 online closed-loop marketing service system.

3.2.2 "Internet + Conference + Exhibition" whole industry chain model
With the upsurge of new media and communities marketing, the "Internet + Conference" intelligent management, cross-screen interactive marketing and other social promotion has made the "fan economy". By virtue of the online and offline closed-loop marketing service system of 02020,
integrating products and technology advantages into the integrated service of intelligent management and promotion trading to explore the whole industry chain model of "Internet + Conference + Exhibition". We will combine offline scene marketing with online intelligent application platform, holding conferences or exhibition activities offline, online as a channel of creative information sharing and matching transactions, so as to realize "one-to-one" intelligent service for participants and participation.

For example, make full social marketing promotion mode use of the media matrix of micro-blog, micro-messaging and other new media to promote the conference through multiple channels; Combination of online and offline. The offline by traditional telephone access, physical exhibition and other ways, online use of intelligent integrated conference service platform to obtain real-time information, one-click payment to complete the transaction. During the opening and meeting of the conference, the technology of cross-screen interaction will be used to realize live broadcasting. The live broadcast social software will enable the conference to provide innovative and upgrade services in the transformation of the Internet.

The "Internet + Conference + Exhibition" whole industry chain model is breaking the traditional conference industry chain resources scattered and fuzzy information situation. Combining the Internet and conferences organically, makes it more intelligent and humanized, which is significant for improving the efficiency of the entire industry chain. The innovation of conference services driven by Internet technology is committed to the intelligent integration of conference services. The fundamental purpose of intelligent integration of conference services is to create intelligent conferences and achieve efficient information resources, cooperation and sharing.

4. The business module of intelligent integrated conference service platform

4.1 Intelligent conference management
Intelligent conference management is based on the idea of "Internet +" to take decentralized, efficiency, and digitalization. The "Internet + Conference" model strengthens the digitization management conference information, the analysis system is applied to the conference, and a more accurate digital integrated marketing is adopted according to the analysis results of the data. Personalized push conference information, provide in-depth content for multi-directional communication and cross-screen interaction, realize the landing of conference management O2O.

Intelligent integration conference service platform connects customers with customers, realizes the direct connection of resources, and assists the communication, organization and management of all parties involved in the exhibition, and creates a convenient and efficient interactive management platform, which helps organizers, enterprises and visitors to interact in various forms, so as to improve the efficiency of participation and communication. Improving the quality of service experience of the exhibition can help the exhibition building long-term core competitiveness.

4.2 Scene-based cross-screen interaction
The scene-based cross-screen interaction uses Internet cloud technology to aggregate a variety of cross-screen interactive technological and equipment, such as live graphics, holographic projection, virtual reality, and other technologies, and integrates interactive technology to realize integrated operation. Multi-linkage management of on-site interactive links such as selection of interactive objects, selection of interactive tools, production of interactive content and supervision of interactive execution, is one-stop digital service management of platform-based management that runs through all interactive links in the whole conference activity project, realizing the integration of offline and online interaction.

For example, through the basic functions of the new media technology "WeChat", build an operation personalized platform for the conference, connect each participant's mobile terminal to realize cross-screen interaction experience on the mobile phone. "WeChat + commission" combined with other scene-oriented interactive projects allow participants to participate through WeChat, which
is convenient for payment and collection. With a strong sense of participation in social interaction, it enables offline and online interaction between conference activities and WeChat mobile platform.

4.3 Accurate promotion of socialization
The accurate promotion of socialization aims at creating a scenario-based interactive marketing model suitable for the development of new media technology and Internet cloud technology, promoting marketing with precise socialization, using timely data collection, statistics and analysis results with accurate promotion strategies, mobilizing the positive behavior of consumers, and guiding participants to realize the income transformation of O2O.

Accurate promotion is more precise and effective than traditional promotion modes such as mail, telephone, and a TV advertisement. It can greatly reduce the risk of blind promotion. Applying the socialized promotion system to conference services not only enhances the fission communication ability of the community but also drives the feedback mechanism of interactive marketing. In the sales incentive and settlement services, the integration of online marketing and sales model will constantly improve O2O online closed-loop marketing service system.

4.4 Digital marketing system
Digital marketing system provides one-stop data detection and data analysis service for conference activities, which can guide conference organizers to better use data information to achieve marketing objectives. By introducing and utilizing new tools such as the Internet, the publicity and promotion of the exhibition will be more efficient and convenient, and the collection, collation and feedback of information materials will be more digitalized, more accurate and more able to meet the personalized needs of customers, so as to achieve the effective sharing and detailed management of information resources.

In conference activities, large data are used to collect data information for long-term multi-dimensional data accumulation, and form predictions based on insight analysis and speculation of participants and consumers. While vigorously studying the potential demand of data mining, a scientific and reasonable mathematical model is established, which is constantly revised and optimized according to the actual situation. Establish the effective relationship between data, mine the upgrade space of service experience, provide one-stop data management mode for conference activity service, and give the exclusive intelligent analysis and solution strategy.

5. Successful cases of intelligent integrated conference service platform
Intelligent integrated conference service platform has developed to a certain extent and some successful start-ups and application cases in the industry. The following will be a brief comment on the successful case of intelligent integrated conference service platform company, Hui.net.

5.1 Baidu webmaster platform VIP hall year-end technical conference
The Year-End Technical Conference of Baidu Webmaster Platform VIP hall was held in Beijing with the theme of "Focus on technology, service first and build search ecology together". This conference was mainly focused on Baidu Technology, which enabled each participant in the Internet ecosystem to produced, operated and realized. The operation of Internet technology drives the development of marginalization. Secondly, in terms of network information security, Baidu union series algorithm encrypts the website to provide users with a more secure search environment and services.

In this conference, the well-known intelligent integrated conference service Hui.net. apply the intelligent conference service and social marketing promotion model, sign in by electronic scanning code, and use the WeChat wall function to "summarizing the past year in one sentence", and graphic interactive live sweepstakes to make full use of the intelligent integrated conference service platform. A high-quality of service technology can provide participants with a better experience and achieve meeting objectives.
5.2 GIEC2016 second global internet economy conference
The theme of GIEC2016 second global Internet economy conference is "crossover interconnection intelligence sharing". Experts, scholars, business leaders and leaders of relevant government departments gathered to discuss how to make better use of the innovative model of the Internet under the new situation of the Internet, seize the opportunity to meet the challenges and explore the future development direction of the Internet era. With the successful use of the "Intelligent Integrated Conference Service Platform" and the Global Internet Economy Conference Organizing Committee are working together to create a gathering of Internet innovation ideas, quality service, precision promotion, in-depth content industry event.

As the "special ticketing agency" of this grand event, the Hui.net innovatively introduces the promotion mechanism of zero-risk socialization. Relying on the superior technology in the field of digital electronic signature, it combines a conference promotion strategy with ticketing sales system to help organizers effectively monitor and control the whole event, maximize sales revenue. This accurate promotion model based on zero risk will become the development trend of Internet advertising marketing in the future.

6. Conclusion
Intelligent integrated conference service platform integrates the most advanced technical solutions such as big data analysis, artificial intelligence and virtual reality into the conference service. The “Internet + conference” is advancing in depth with the integration of the Internet, the application of new technologies, and the cross-border cooperation, which has led to profound changes in the organizational, technical means and operation methods of traditional conference activities, which has made the function, forms and scale of the conference. We will integrate traditional conferences with the Internet and new technologies, cooperate with the upstream and downstream of the industrial chain to build intelligence conferences. The conference industry continues to develop in a refined way. The application of the Internet and the intelligent integrated service of conference activities will greatly improve the service level of conference activities and provide the most personalized and high-quality service for the conference.

With the advent of the 5G era, not only the industry marketing model change, even there are changes in the links of them. Intelligent services will be further developed. The conference will be faced with tremendous amounts of data in the future. The application of virtual reality technology to let the participants are not limited to fixed time and place. "Internet + Conference" as a strategic industry is also one of the future industries that the state focuses on development and support. In this context, the technology and business model research of intelligent integrated conference service platform has broad market prospects.

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