The exploration of the exhibition informatization

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Abstract. The construction and management of exhibition informatization is the main task and choke point during the process of Chinese exhibition industry’s transformation and promotion. There are three key points expected to realize a breakthrough during the construction of Chinese exhibition informatization, and the three aspects respectively are adopting service outsourcing to construct and maintain the database, adopting advanced chest card technology to collect various kinds of information, developing statistics analysis to maintain good customer relations. The success of Chinese exhibition informatization mainly calls for mature suppliers who can provide construction and maintenance of database, the proven technology, a sense of data security, advanced chest card technology, the ability of data mining and analysis and the ability to improve the exhibition service basing on the commercial information got from the data analysis. Several data security measures are expected to apply during the process of system developing, including the measures of the terminal data security, the internet data security, the media data security, the storage data security and the application data security. The informatization of this process is based on the chest card designing. At present, there are several types of chest card technology: bar code chest card; two-dimension code card; magnetic stripe chest card; smart-chip chest card. The information got from the exhibition data will help the organizers to make relevant service strategies, quantify the accumulated indexes of the customers, and improve the level of the customer’s satisfaction and loyalty, what’s more, the information can also provide more additional services like the commercial trips, VIP ceremonial reception.

1 Introduction

The construction and management of exhibition informatization is the main task and choke point during the process of Chinese exhibition industry’s transformation and promotion. Exhibition informatization refer that the organizers of the exhibition fully adopt the modern information technology including the computer communication and the network to produce, manage and operate different business. During the process, the organizers continuously improve the efficiency and level of producing, operation, managing and making decisions by fully exploring and utilizing the information resources. Meanwhile, the process also help to improve the economic benefits and competence of the organizers. The construction and management of exhibition informatization is in dire need of a breakthrough and a innovation in the following aspects: adopting service outsourcing to construct and maintain the database, adopting advanced chest card technology to collect various kinds of information, and developing statistics analysis to maintain a good customer relationship. [1]

2 Adopting service outsourcing to construct and maintain the database
Comprised of the software and hardware, the database system can organize and store all kinds of data dynamically, and manage or control the data uniformly. Database construction is the important foundation of the exhibition informatization. [2] The objective problems and practical data can be got from the database, and through the quantitative and normalized dealing like classification and sorting, the data are recorded as units and are stored in the computers; the database system realize the effective management of the data's integrity, uniqueness and safety. The database system also provides different kinds of simple and clear commands of managing and controlling the data, and the users can send operating commands like searching and query to get information to satisfy different needs.

Mature suppliers of database developing service, the proven technology and a sense of data security are significant elements during this process. Outsourcing service is a common measure of constructing and maintaining the database, and it needs mature suppliers of database developing service. The supplier’s technological advantages and rich experience in the field of database can help the exhibition to build up a more thorough database to satisfy the need of modern database information management. The system can realize the perfect information management and digging, improve the communication efficiency of the exhibitors and the purchasers, build up a customer database based on the exhibition, and improve the brand competitiveness of the exhibition industry. The problem of data security is a great challenge during the process of outsourcing service. The database is one of the most significant capitals of the organizers of exhibitions, and the customer database is concerned with the trade secrets. [6] Therefore, how to stop disclosing the secrets is the problem expected to solve during the process of exhibition informatization management. To solve the problem, the organizers of exhibition must sign a strict confidential agreement with the suppliers of outsourcing service. And several data security measures are expected to apply during the process of system developing, including the measures of the terminal data security, the internet data security, the media data security, the storage data security and the application data security. [7]

- Terminal data security: It can protect the sensitive data on the terminal device and prevent the disclosure of the sensitive data, which can make sure the security of the enterprise and the personal terminal.
- Internet data security: Scan all the sensitive data entering and exiting the inner internet; prevent the disclosure of the data according to the strategies.
- Media data security: Control the method of application and data security system of the removable storage media scientifically.
- Storage data security: Scan the enterprise’s file server and database, warn, stop and audit the disclosure behaviors.
- Application data: Combine the database privacy security with the enterprise’s application system so that the continuity of the operation system and the security of the server data can be guaranteed.

In addition, from the experiences and the practices of the developed countries, we can conclude that the mature legal systems, the self-discipline and the honesty of the industry are the important aspects China should take efforts in.

3 Apply advanced chest card technology to collect various kinds of information

Advanced chest card technology is one of the guarantees of the exhibition informatization construction. The organizers of exhibitions and the exhibitors need to track the dynamic information of the relevant purchasers. And enough information can guarantee the more efficient services delivery and trade negotiations process. The informatization of this process is based on the chest card designing. At present, there are several types of chest card technology: bar code chest card; two-dimension code card; magnetic stripe chest card; smart-chip chest card.

- Bar code chest card: Print the names and companies of the purchasers on the colored cardboard, and finish the scanning and tracking of the purchasers during the process of the exhibitions.
Two-dimension code card: It is a kind of information code which contains companies, duties, addresses, telephone numbers, fax numbers, and email address. And the information can be read through scanning the code by laser scanners.

Magnetic stripe chest card: The magnetic stripe chest card store all the information of the purchasers into the magnetic stripes on the back of the chest card, and the exhibitors can use special commercial clues trackers to get all the information of the purchasers.

Smart-chip chest card: It is a kind of technology which can store a great amount of information. The exhibitors can trace the locations of the purchasers and representatives continuously. And the purchasers can enjoy the relevant services on the spot through the “credit points” prestored on the cards.

Short-message bar code: The purchasers will receive a short message bar code after finishing the pre-registration. And when they reach the exhibition, they can show the short-message bar code and enter the exhibition after scanning the code at the entrance.

In order to realize the producing and delivering of the chest card on the scene, the organizers need to finish the preregistration for the exhibitors and purchasers on the website set for the exhibition. The preregistration is one of the most significant processes of organizing and managing the industrial exhibition, the organizers will get the purchaser’s information and other relevant information related to the exhibition. For instance, through the preregistration, the organizers will get the purchaser’s name, department, occupation, email address, fax address and mobile phone number and other necessary data. When using the information management system to finish the preregistration, the purchaser is supposed to enter the specified website, and fill in the online form and submit it. Then the purchaser will receive an email confirmation form the organizers.

In addition to the chest card technology, the organizers of the exhibition need to do some investigations when the purchasers enter the exhibition, or receive some feedback by delivering questionnaires. The investigation generally can be done at the visitor’s registry by delivering the questionnaires to every visitor. After the investigation designed for the purchasers, the visiting purpose, the interest about the exhibition, the type of industry belongs to, and the channel of exhibition can be concluded. The feedback after visiting the exhibition can be drew from the sampling survey done by specific staffs who communicate to the purchasers face to face. Through the above investigations, we can get the opinions and suggestions of the purchasers, and it can reflect the feelings of the purchasers directly. At the second half of the exhibition, the questionnaires will be delivered directly to the relevant principals at exhibition stand. Through the investigations, we can not only get the feedback and opinions of the exhibitors, but also make them feel that they are being payed attention to and being focused on.

### 4 Developing statistics analysis to maintain a good customer relationship

Data analysis and mining are cores of the exhibition informatization. The organizers need to do statistical analysis based on the collected information and get some useful results. For example, who will enter the exhibition on the morning of the first day; which purchaser will take part in some meeting, which purchasers will repeatedly enter the exhibition and which exhibition stand and branch venue have they visited; the situation of the visiting peak and the rate of the retention rate of the purchasers and so on. The information got from the exhibition data will help the organizers to make relevant service strategies, quantify the accumulated indexes of the customers, and improve the level of the customer’s satisfaction and loyalty, what’s more, the information can also provide more additional services like the commercial trips, VIP ceremonial reception. [3] Apart from the above services, the organizers can issue the dynamic information of the exhibition instantly, and the information can appear on the Internet in the form of the word, picture and video and so on. Then the exhibitors can know about the dynamic process of the exhibition and the enterprises which do not take part in the exhibitions will also have the opportunity to know about the relevant news about the exhibition. [4] The types of the statistics analysis report are as following: graph analysis; ratio analysis; investigation report; professional suggestions and consultations.
• Graph analysis: Provide the graphs demonstrating the number of the arrivals and the number of being present; and the graphs demonstrating the fluctuation of the arrivals.

• Ratio analysis: According to the normalized data, provide an analysis related to the positions, apartments, regions of the purchasers in the form of the pie chart and bar graph.

• Investigation report: Through the statistical analysis based on the questionnaires filled in by the purchasers. And provide some alternative answers of problems which the organizers care about in the form of pie char and bar graph, and do some correlation analysis of the problems.

• Professional suggestions and consultations: Evaluate the value of the information collected from the exhibition, and give some professional suggestions and ideas.

And give rational suggestions and consultations.

The ability of improving the exhibition services cultivated by analyzing the commercial data is the manifestation of the exhibition informatization construction. The marketing practice of exhibition proves that maintaining an old client cost less than develop a new one. And constructing the database of the previous exhibitors and the purchasers is related to the core competence of the exhibition marking and organizing. Doing the statistic analysis based on the information system and digging the effective commercial information can effectively maintain the old clients and improve the level of the satisfaction and loyalty. Under the increasingly fierce competition of the exhibition industry, the rich client resources is the key point of keeping the core competence. One difference between an impressive exhibition and a common one is that the former has an advanced exhibition information system, awareness of information management, and a dynamic database system which can collect various kinds of information of the purchasers, keep a good relationship with the clients and provide lots of digital data to the exhibitors.

5 Conclusion

The exhibition informatization management involves many aspects of work, and the numbers of events needed to deal with and the amount of data are large. When the organizer need to outsource the service to construct the database, they face a problem that the professional developers have little knowledge of the exhibition industry. And the problem leads to a high cost of communicating when developing the database system, and the present database could not satisfy the need of organizers. While using the information, the organizers don’t have enough sense of developing and utilizing the information got from the process of information management. In addition, the system lacks enough staffs of data mining, and the ability of providing satisfactory services to the client is expected to improve. But all the problems are naturally to appear because the exhibition informatization is on its way. We can hold a positive view that the Chinese exhibition informatization will make great progress constantly, and we will see a great-leap-forward development of the exhibition industry in the near future.

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