TERNAIR

The power of Marketing Automation

From exhibition website to platform for communities

# From exhibition website to platform for communities

RAI Amsterdam noticed that it was spending more and more time on collecting content from exhibitors. By enabling the websites of its own trade fair titles to act as a platform for communities, many actions which used to be performed manually were automated, reducing the risk of errors and the time involved.

RAI Amsterdam organises and facilitates congresses, trade fairs and events. In the run-up to its own exhibitions, RAI Amsterdam collects a lot of content from exhibitors in a range of disciplines, for instance, catalogues, press releases and white papers. This content was spread out across the various titles. Moreover, in many cases this information was only available in the run-up to and during the exhibition. Afterwards things quietened down again.

Platform for communitiesDe
In 2011, RAI Amsterdam decided that things had to change. The websites

for their own exhibition titles needs to perform as communities. Exhibitors need to be able to supply content that the RAI Amsterdam can publish on its platform. This way, the exhibition sites remain attractive throughout the year while exhibitors gain exposure. Initially, RAI Amsterdam wanted to implement this plan within the existing web platform. At the front end, for visitors, this wasn't a problem. However, the back end, the portal where exhibitors need to deliver their content, presented RAI Amsterdam with a question. Ternair had a suitable answer.
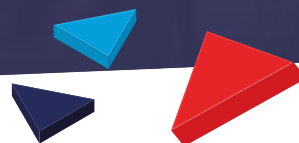
"We enjoy working Ternair. They think in terms of
the business and not just technology. Furthermore,
they act fast and that is important to us. With
Ternair Marketing Cloud, we have a real-time
connection to the existing systems, and the great
advantage that all the data is stored in one place
and is always up to date."

Richard van Yperen
Online Strategist RAI Amsterdam

Lead generation

Ternair has set up a "My" environment based on its Ternair Marketing Cloud solution. This environment is linked to the RAI's ERP system. In this self-service portal, exhibitors can manage their own content and generate leads for the RAI's exhibition websites.

At the moment 65% of the content of the exhibition websites consists of information that is provided by exhibitors using self-service. Exhibitors are saying that they appreciate the lead generation capabilities. The process of creation has become quicker for RAI Amsterdam: actions that used to be carried out manually have now been automated which reduces the risk of errors and are less time-consuming.

About RAI Amsterdam

RAI Amsterdam is an international exhibition and conference organisation. As the facilitating party, RAI Amsterdam Convention Centre creates the ideal conditions for inspiring meetings to take place in and strong ties to develop in. As the organising party, RAI Exhibitions connects context, content and communities utilising national and international consumer and professional trade fairs.

TERNAIR

Think free. Build fast. Connect easy.

Let's get started

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