



Case Study



Digital Technology Helps PISF Connect Prospective Students and Schools

Overview

Client

Mint Communications

Industry

Advertising and Marketing

Profile

Mint Communications is an advertising and marketing company within the education industry, with a specific focus on private international schools. As a renowned organizer of events and conferences, Mint Communications also produces specialist publications and maintain several websites that offer their clients opportunities to promote their content and offerings to parents across Malaysia and Singapore.

The Covid-19 pandemic has caused unprecedented levels of disruption to all physical events including Mint Communications' private and international school fairs. By leveraging Fusionex's advanced technologies and technical expertise, Mint Communications was able to breathe new life into their fair by taking it virtual for the first time.

Introduction

Since commencing its journey in 2012, Mint Communications has been introducing parents and students to various illustrious schooling opportunities through a diverse array of initiatives that they have undertaken such as organizing events and conferences, producing specialist publications and maintaining informative websites, to name a few.

Mint Communications has also pioneered the exceptionally successful Private & International School Fair (PISF) to provide an avenue that helps connect parents and students with the most prestigious schools in Malaysia that best suits their children's needs. PISF creates a convenient setting that let attendees obtain

information regarding each school's curricula, tuition fees, location, facilities, extracurricular activities, faculty and other learning opportunities.

Believing that no one-size-fits-all when it comes to education, Mint Communications established the fair with this tenet in mind. As such, PISF was designed to cater to the needs of every parent and the aspirations of their children. This year was no different and Mint Communications was set to move forward by hosting its annual PISF.

The Challenges

Like many others, Mint Communications found itself facing unprecedented disruption as a result of the novel coronavirus pandemic. The imposed restrictions barring physical gatherings compelled Mint Communications to rethink its engagement strategy. As Mint Communications remained dedicated in its quest of fulfilling its promise to host its annual PISF, digital transformation began to seem like a promising solution.

In order to migrate its PISF into the digital realm, Mint Communications needed a virtual platform that could support a high volume of traffic while seamlessly connecting parents and their children with their desired school of choice. However, they wanted to make certain that their virtual PISF was able to replicate the environment of their in-person fairs without compromising on quality. The platform had to be able to facilitate meaningful engagements between schools and parents/students like they had done so in each of their physical fairs over the past decade.

While Mint Communications possessed a wealth of experience in conventional and digital marketing, this would be their first running a virtual fair. As such, it was vital that they partner with a technology solution provider who could help them develop a robust and holistic digital platform that would make an impact and leave an impression.

The Solution

To deliver an all-digital experience, Mint Communications partnered with Fusionex to leverage the tech market leader's robust virtual platform technology and vast expertise in digital marketing. Fusionex began by designing and developing a unique AI-powered virtual event platform (VEP) that would fulfill the organizer's requirement of hosting an extensive, immersive and engaging virtual fair - bringing each and every feature-filled exhibitor booth to life.

The VEP would enable exhibitors to showcase the education offerings and opportunities of their respective institutes to prospective visitors via interactive, content-rich collaterals. The flexibility to upload, manage and distribute their content ensured that schools could effortlessly curate their message without compromising their unique look and feel.

Similarly, online attendees could access and download school brochures, prospectus, faculty information, view photos and stream video tours of schools and their amenities, scholarship availability and other collaterals at any given time, creating remarkable interactivity. In short, prospects could learn everything there is to know about a school via the information in the exhibitor's virtual booth.

The VEP's inbuilt chat tools served to maximize discussions during live talks, webinars and Q&A sessions. It permitted attendees joining a live interactive presentation to get an in-depth view of a school or interact with a school representative via the private chat function. If they were looking to have a more personal one-to-one conversation to learn more about schools they were interested in, they would be able to do so and receive answers in real-time. This created an environment in which parents or students could seamlessly network and interact with school faculty members.

With its advanced analytics, the platform enabled Mint Communications to gain insights into activities and metrics such as attendee numbers, booth traffic, time spent at booths, number of online meetings and chats, booth content viewed and more. With accurate reports and detailed visualizations that display vital data and key insights, and remove guesswork from the equation, the organizer would gain a better understanding of PISF attendees and exhibitors.

Besides having the technology to implement a virtual PISF, the platform was supported by digital marketing experts. This combination allowed them to identify clusters and segment of consumers to maximize their engagement rate and amplify their reach while minimizing cost. These customer insights allowed them to drive the right people to the fair, thus, ensuring that all attendees have a positive experience once they entered the virtual fair.

The Benefits

Visitor traffic skyrocketed. The five-day virtual fair saw **over 213,000 people** visit the virtual fair platform. By taking their fair online, Mint Communications found a new avenue that enabled them to seamlessly pivot from in-person to virtual and vice versa as their event strategy evolves. For them, physical events are still crucial and play a major role in connecting parents and their children with private and international schools. The virtual component, however, allowed for a virtual extension that transcends borders and boundaries, allowing anyone to attend no matter where they are located geographically.

Visitors covered more ground in less time. The virtual nature of the fair allowed attendees to visit more booths and see more content, which resulted in **immense time-saving**. This meant that visitors were able to see everything they wanted to see within a 1-2-hour span, which would normally have taken them several days to cover. In addition, parents who attended PISF praised the fair for its informative content, rewatchability and virtual tours as well as the safe avenue it provided them to explore prospective schools, meet faculty and obtain the information needed to enroll their children.

Greater exhibitor visibility. In traditional in-person fairs, not all booths are ideally situated to gain the attention of visitors, especially corner booths and those located at the very end of the venue. Furthermore, not all potential opportunities for interaction are realized at physical fairs. A virtual fair, however, gives exhibitors better visibility, significantly increasing the average amount of visitors to each booth. As a result, **100 per cent of exhibitor booths at the fair had visits on all five days**.

Easy, borderless access. Going virtual saved the hassle of having to travel (especially interstate and during RMCO) and navigating through a packed convention hall. Parents and students alike were able to access all exhibition booths from the comfort and safety of their own homes, no matter their location. By **removing the restrictive geographical barriers**, it also allowed interested parents and students from overseas to attend the fair. These factors also contributed to accelerating the customer journey - registration was faster than ever and visitors were able to take advantage of everything PISF had to offer.

Significant cost savings. Organizers of conventional fairs had to take into consideration factors such as venue size to determine how many exhibitors they can fit in, how much space they can provide and how many visitors they can accommodate at a time. A virtual fair not only took care of all of these pain points but **resulted in significant cost reduction** as the vastness of cyberspace is not only limitless but comes at a much more economical price. Exhibitors also benefited greatly in terms of cost as they did not need to design and produce any physical booths.

Behind the scenes analytics. By utilizing Fusionex's powerful analytics and AI-powered solutions, Mint Communications were able to **track and measure visitor activities at all touchpoints**, collect in-depth engagement data from the virtual events to better understand the preferences and interests of applicants and their parents, as well as let exhibitors and the organizer make adjustments on the fly with regards to content and delivery methods from the feedback received in real-time. The key insights gleaned from data also provided the organizers with a complete 360-degree view of their fair and positioned them for greater success in future fairs.

Summary

Mint Communications are steadfast in their commitment to bring students together with their future schools. With Fusionex's help, they not only migrated their PISF online but took the event experience to new heights. Fusionex's technologies enabled Mint Communications to gain a holistic view of their fair, from the point of registration to post-event analytics: connecting parents and children with the right schools, enabling revisits and highlighting the exceptionality of each school. While this was their first time organizing and running a fully digital experience, the success this year's PISF proved to them that they were correct in choosing to venture into the virtual realm.

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