

Visual Event Space (VES) MANAGEMENT APP



Visual Event Space Management App (VES) is a unique app which has been developed to allow function providers (hotels, restaurants, convention centres, exhibition centres etc) to create a highly detailed and accurate visualization of their function venues laid out according to potential and active customer requirements.



**3D & 2D
Visualisations**



**Easy
Interaction**

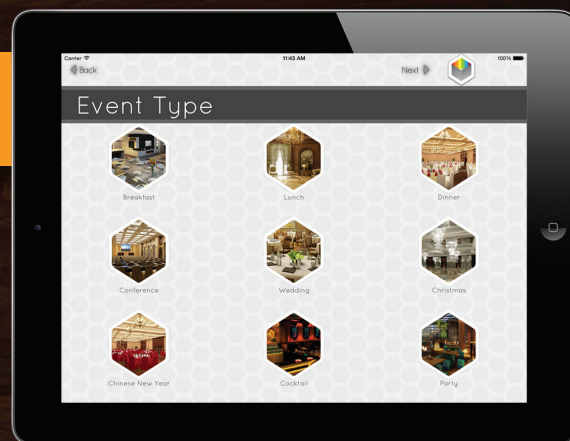


**Client
Focused**

EVENTS

A venue for Everyone

The ability for you to produce a visual representation of customers' ideas and layouts provides a vital new tool for your function/event sales team given its unique ability to greatly increase the conversion rates of customers viewing and assessing the function space for meetings, weddings, birthdays, social events and other customer functions.



PERSONAL

Specific to YOUR requirements

Items such as number of people at tables, distance between tables, number of guests, table linen colour, table settings, flower arrangements, chair colours can all be set-up in your unique version of VES.

Additional features such as food and drink menus, function costing, room availability and bookings can all be added to the VES app giving an all inclusive tool to assist in the booking process via an easy-to-use iPad interface.

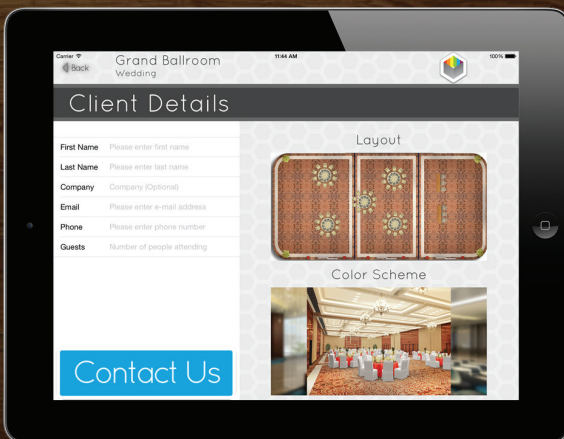
SIMPLE

A New Solution for Sales

The personalization of the space bridges the gap between empty space and reality in the clients mind, hastening the decision making process and simplifying that vital judgement whether to use the function venue or not.

VES provides a highly effective point of difference in the sales cycle over your competitors and benefits your function sales by increasing the rate of conversion from prospective client to confirmed customer.

Function providers who use VES can show potential customers around their venues whilst ascertaining the requirements they have.



PROFITABLE

Return on your investment

VES provides a cost effective, results orientated approach to the marketing of your venue, allowing you to showcase the dynamic capabilities of your business's venues no matter what the customer requests are.

Comprehensive market research has shown that there is currently no product on the market that does what VES does And gives function providers a revolutionary way to market their function space.

TESTIMONIAL

"I have been in the hospitality industry for 30 years and have to say that Visual Event Space Management App (VES) is simply awesome.

It is a tool I have always wanted to assist in the selling process. I can recall all the painful hours drawing out room layouts just for the client to say more changes were needed. Rooms being laid out incorrectly on the day due to poor communication and so on. All this is now history with the introduction of VES.

It is a unique app which: firstly, allows function providers the ability to present highly detailed and accurate visualizations of their function and conference venues and secondly, provide customers with an easy to use tool to create and plan layouts according to their specific needs.

Since using VES, our sales conversion rates have improved by 64%. Our clients in the past, were not able to visualize the beauty of our rooms (when not laid up) so we spent many hours (increasing our labour costs) doing mock lay-outs, to convince them our venue was ideal for their event.

We now have a app that greatly assists our Sales Executives when doing show rounds. They can present room layout options with color schemes as they sell. How brilliant is this!

A high percentage of our business now comes from other cities and international conferences. This I believe is solely due to VES. Clients are able to download the app and design their own layouts. Many clients have said that this gave us the competitive edge when selecting the venue.

One word to describe VES – BRILLIANT."

Brendon Sandford

General Manager, Old Chengdu Club

digital
frontier

The Visual Event Space Management App has been created by Digital Frontier, the visualisation specialists with more than 16 years experience in

Delivering Digital Experiences