



POLITECNICO DI MILANO

Faculty of Design

Master in Product Service System Design

RHOSEVINA SERVICE SYSTEM DESIGN

—— The Social Media Marketing Service System Design For

Beijing Rhosevina Exhibition CO., Ltd

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ABSTRACT - English

This brief of thesis is about designing an exhibition service system with social network service for the Chinese company - Beijing Rhosevina Exhibition CO., Ltd.

A new trend of exhibition service systems that the increasingly wide range and the better quality of services has improved, meanwhile the market of social network service application is developing rapidly, they improve the channels for people to get more information and make companies do marketing works more effective. Based on the successful development experiences of the other countries' exhibition industry, we can find that a comprehensive exhibition service system can help the company to provide professional services to customers in order to gain and development and thus establish and maintain a good image of the company, strengthen relationships with customers, collect valuable information and to expand its influence in the industry. Attempt to link market factors to analysis the framework which consists of business resources, human structures and organizational layout to establish an effective functioning exhibition service system for the company.

Within this system, customers (exhibitors), service providers and industry organizations can compose an integrated service supply-consume chain, everyone can interact with each other more positively and will be satisfied with the system also bring some positive social implications resulting from support the market demands. Ultimately achieve a sustainable development of the company. The exhibition service systems empower consumers who can affect every detail of their exhibition plan and can change their own consumption patterns.

ABSTRACT - Italian

Questa breve tesi cerca di proporre un sistema di servizi espositivi delle applicazioni di rete sociali per l'azienda cinese: Beijing Rhosevina Exhibition CO., Ltd.

Un nuovo sistema creato dal sempre vasto numero di servizi di ottima qualità. Basandosi sulle esperienze di sviluppo di successo nell'industria di altri paesi abbiamo concluso che, disporre di un sistema esauriente di servizi espositivi può trarre supporto professionale ai clienti, portando benessere e sviluppo all'azienda che si crea una buona immagine, che rafforza i rapporti con i clienti, raccogliendo così dati importanti e la sua influenza si diffonde nell'industria. Nel tentativo di collegare diversi fattori di mercato con l'analisi della struttura stessa, che si diversifica in risorse aziendali, risorse umane e strutture organizzative, con lo scopo di stabilire un sistema di servizi espositivi ben funzionante per l'azienda stessa.

In questo sistema i clienti, i fornitori di servizi e le altre aziende possono creare un dipartimento integrato di servizi di consumo.

CHAPTER 1 RESEARCH OF RHOSEVINA

1.1 Research & Analysis of Rhosevina Company

1.1.1 Who is Rhosevina?



figure 1

Introduction:

The Beijing Rhosevina Exhibition CO., Ltd was founded in November 2011 from a “3 person team”.

The operational framework of company is determined by this trio cooperation model, which is divided into the departments of marketing, operations and administration. The marketing department is responsible for contact clients with information support from operations department, and delivered projects to the operations department to working on after clients confirmed. The administrative department in charge of the financial and other administrative works of the company and will

coordinating the works between the other two departments when necessary.



figure 2

The company focuses on providing customers with comprehensive exhibition business travel and meeting planning services, business services personnel, incentive travel, public relations, exhibition of creativity, etc.

Rhosevina provided service over 50 exhibitions, business travels and other events in 20 countries. In 2013 Rhosevina got over 700 clients of exhibitors, companies and government delegations. The company services working for the trade and consumer exhibitions, conferences and meetings, also some other additional services were asked by clients. Rhosevina cooperate with professional local organizations, enabling their clients to find the essential data, analysis and contacts to support their decisions and get the results they are looking forward.

figure 3



Logo

The logo of Rhosevina is combined parts of the four Chinese characters of the company's Chinese name “珞赛中逸” in a form. The lines of characters connect together to form a pattern looks like traditional China seal, the deformation of typeface reminiscent of the Chinese



figure 4

bronze ware “Tripod” (Ding) *figure 4*, meaning the company operating in good faith and is respected because of its high quality professional services in the industry, while adhering to the essence of Chinese traditional culture and focus on the modern culture communication. The unique pattern with text is easy to recognize and remember the company’s name and will not be confused with other logos, also with a strong visual impact. The brand color using the light gold, black and white means that the spirit of the company is practical and pragmatic.

1.1.2 What does Rhosevina do?

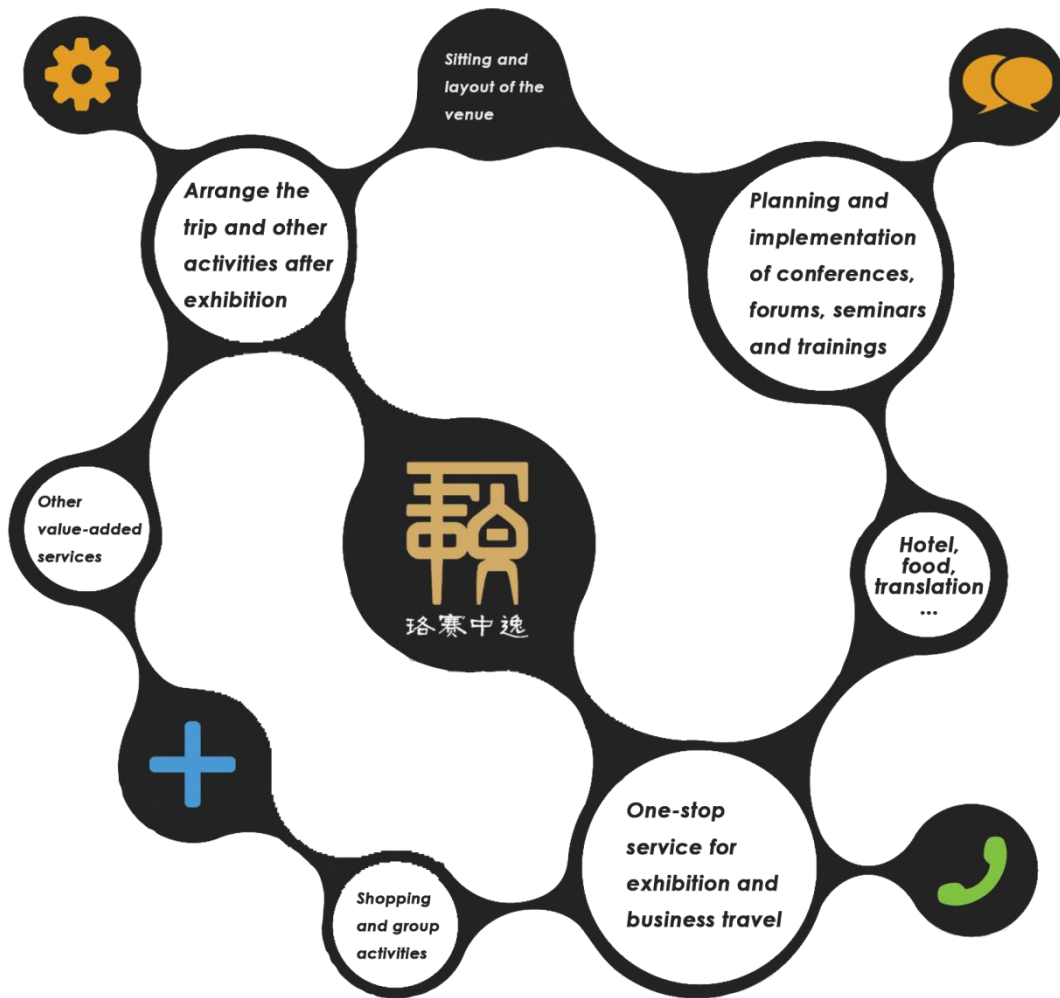


figure 5

■ One-stop service for exhibition and business travel;



figure 6

Every year Rhosevina offering one-step exhibition services for a large number of groups, including release information about exhibitions; applying for Visa; transportation, catering, translation and booking hotel; application & set up the exhibition booth, etc. to ensure its clients could participation in exhibitions successfully around the world.

- Transportation, accommodation, food and translation services;



figure 7



figure 8

Tianjin opera & dance drama theater visited Jönköping, Sweden in 2011, they went there for celebrate the completion of the Jönköping spiral performing arts center. Rhosevina had cooperated with the Jönköping local government, was responsible for works of Visa application, transportation & translation services and so on to make sure their dance performing successfully.

- Planning and implementation of conferences, forums, seminars and trainings, also sitting and layout of the venue;



figure 9

Rhosevina is offering some short time training projects for designer groups. Here was a 30 persons group came to Italy in this April to have training at Domus Academy. They had some lectures at Domus about luxury hotel design, lighting design, special materials using, etc. We also organized them to visit the Isaloni and some top fashion stores around Milan, in addition, arranged them living in some castle hotels to have an experience of Italian traditional decoration art.

- Arrange the trip and other activities after exhibition;



figure 10

In 2012 a company asked Rhosevina to arrange a business travel to Italy for it, which include offered services to support them to visit a cooperation factory in a small village and had a meeting with the Camera Di Commercio Italo Cinese.

■ Tourism and additional services;



figure 11

At request of the department of arts of the Ocean University of China, Rhosevina had invited a famous Italian singer to hold a concert in Qingdao. It's holding at the Qingdao concert hall. The company has planned the travel and satisfies various needs of him, also did contact works between him and the university.

- Organize shopping and group activities;



figure 12

In 2014 Rhosevina contacted the company “Piaggio” of Italy to hold meeting with a group from the Qingdao bureau of commerce, they visited the factory of company in Italy and reached agreement on cooperation intention for the Qingdao economy & technology development area.

- Other value-added services.

1.1.3 Who related with Rhosevina?

Rhosevina working for clients with corporation partners, most clients come from China but the cooperative organizations throughout the world. The two parties both are important to the company business.

■ The clients:

Individual client

- Individual, some clients choose to go to the destination alone or with few colleagues, which kind clients usually make their plans to be very flexible and usually change it temporary during the trip; they may need artificial service supporting at any time.

Corporate Client

There are some companies will buy Rhosevina services after they grouped up. This may be because of some special advantage services of Rhosevina that they do not have or put together groups of different companies in order to increase the number in order to save costs.

- Medium-sized groups, this type of customers may from different departments of a company or organization, and they form a group up to ask services for different objectives, so need to comprehensive consideration of their different needs and develop a reasonable service plan to ensure that they can all successfully achieve their purposes.

- Large-scale groups, this type of groups is generally traveling in order to attend an exhibition or event. And because of the large-scale, the members normally could not know each other before join the group, so their requirements of the service plan normally relatively simple than the others, there are not so many destinations or active projects, which means to arrange the perfect accommodation and catering services to ensure a safe and comfortable journey is the more important.

■ Cooperation(stakeholder):

- Rhosevina established long-term and stable cooperation with a number of professional services firms in different industries, the specific services they support including as setting exhibition booth, transportation, translation, visa application, insurance, tourism guide, local legal supporting, accounting and so on.

- Government departments.

Rhosevina had successfully provided services to some communication and business events between the Chinese local government departments and foreign governments or institutions. Meanwhile we also got their helps to learn some local information for other foreign clients.

- Industry associations & society organizations.

Rhosevina has lots of cooperation with some industry associations and society organizations around the world. Such as the Camera Di Commercio Italo Cinese, some Confucius Institutes of global and several Chinese local Council for the Promotion of International Trade, the China Association For Exhibition Centers, etc.



figure 13

1.1.4 What does Rhosevina want?

Rhosevina wants to create a comprehensive service system to better serve the clients, simplify the works for staff, to improve brand image in the exhibition industry, expand its influence, and expand the business to get more clients, resources, cooperation and opportunities, to improve the competitiveness of enterprises.

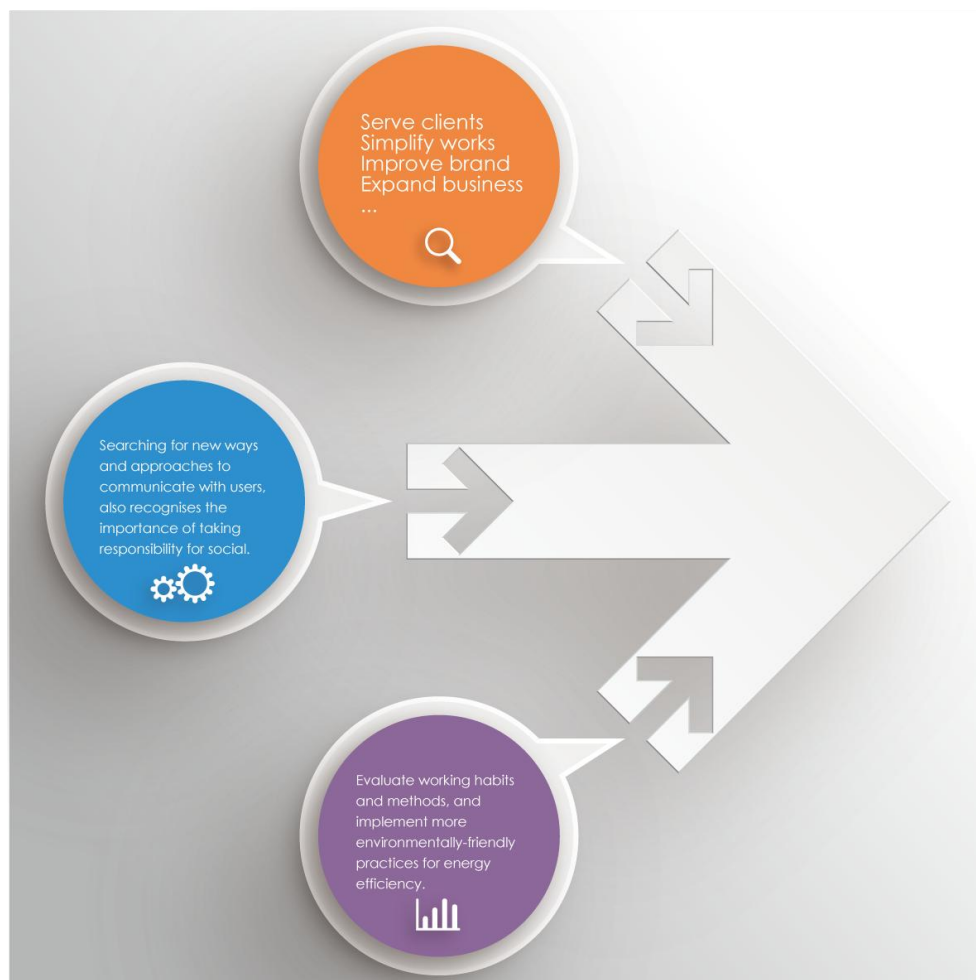


figure 14

Rhosevina is searching for new ways and approaches to communicate with users to interact better with the others, also recognises the

importance of taking responsibility for the social, ethical and environmental impact of its business, and of giving back to the communities in which it operates.

Evaluate working habits and methods, and implement more environmentally-friendly practices for energy efficiency. These include everything from reducing and recycling waste in our offices, to the promotion of eco-friendly exhibition stands, and energy conservation.

1.1.5 What is the problem?

Today traditional marketing cannot drive sales and success of the service or company neither. Our lives are filled with a lot of information, social life and works are increasingly busy. Which means only few people is really listening; even though they are still more trust the advices from their friends and the social web for decisions. Stick to the traditional marketing will only leave us with the rising cost and ineffective methods. After these researches, some problems come out consequently.



figure 15

Company “I have a lot of marketing works to do, design, printing, mailing of flyers, DM or some email, blah blah blah, those cost me so much time.”

Clients “My mailbox always filled up by a lot of flyers every morning every day. You sent me email? Sorry, it’s set to reject the junk mail!”

We are both **wasting the time.**



figure 16

Company “Even though I know that there will be no answer because of those stuffs.”



figure 17

Clients “But it’s not helping me to make any decision for my work. On the contrary that only will mess up my desk and drive me crazy...”



figure 18

Company "I keep doing this because the other companies are doing so."

Clients "Finally I just get lots of trash."

This is a huge **waste of natural resources.**



figure 19



figure 20

Even only few of them will get re-use.



figure 21

So the business still depends on telemarketing today.

We're **wasting human resource** doing the repetitive works.



figure 22

Company "I found that I fell into a vicious spiral circle of keeping contact my service providers to change the data and offer because my clients change their plans over and over again."

Clients “Actually I’ve not decided yet, but...there always some better ideas, right?”

Those all is **Wasting for Nothing!**

In the end, we usually find that the plan returns back to the first idea, but then we get no advantage of timing or offering. The company and clients both have to cost more money for the services. It’s lose-lose to us. Don’t mention the other physical resources we waste during this process.



figure 23

Additionally, because there is no intuitive and exhaustive communication, the clients may still don't know what they can do through Rhosevina, so



Rhosevina won't be the first option when they have question or problem.

So, we both urgently need a service system, which will help us to

Real Time Communication & ASK THE RIGHT QUESTION.

figure 24

1.2 Research and Analysis

1.2.1 Survey

Questionnaires

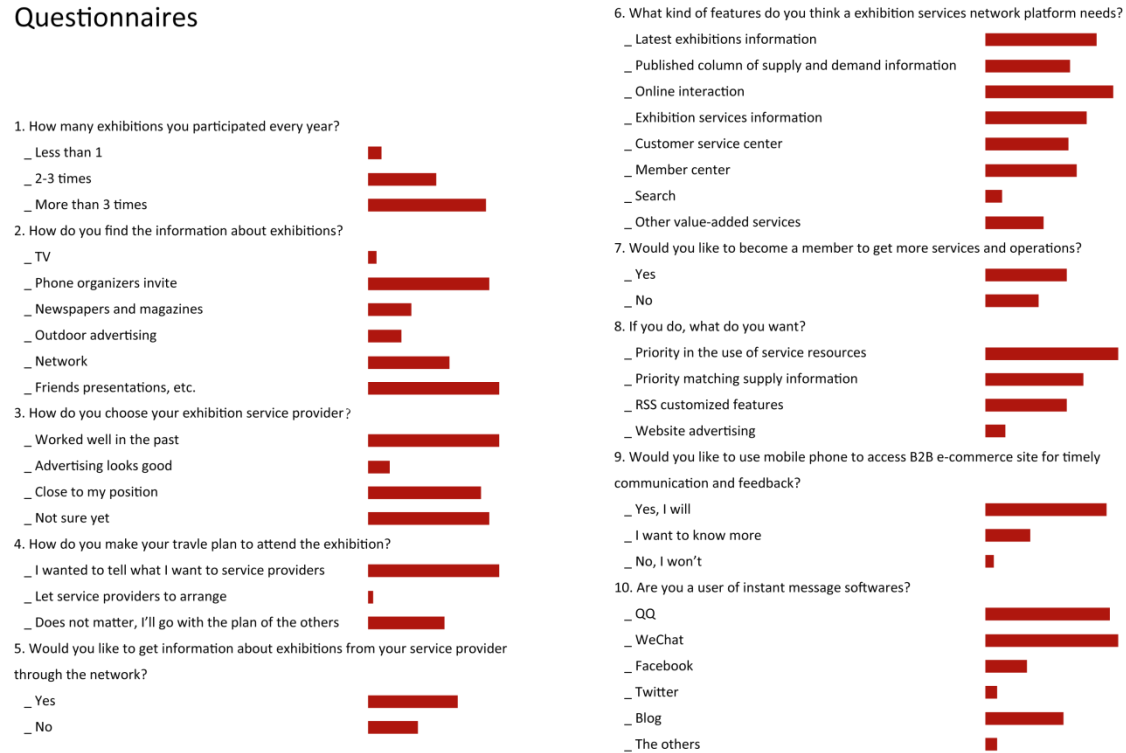


figure 25

According to the results of the questionnaire, most of the clients get low brand loyalty for the exhibition service company. They feel indifferent to select a fixed company for services.

They have their own ideas about to participate in the exhibitions or for other activities but do not want to spend a lot of time to develop participation plans themselves, neither unwilling to accept directly the services company to do arrangement, but normally just follow or take the recommends from a trusted friend or colleague.

They would like to be able to receive the information they need of exhibition and industries in time, and better be digital so they can read through the smart phone or tablet PC.

In addition, they like the feeling on their own initiative to do choice and there always are some staffs ready to interact with them when they have problems or feedback.

The statuses of online business of the Chinese exhibition and tourism industries are pretty backward, on the other hand, with the rapid development of network, more and more customers willing to share some of their experiences of events and activities. It could be nice or awful, even some complaints. Those feedbacks are not collected by the service providers on time that may cause some public relations crisis and cost a lot of resources of the companies to solve. Seeing that Rhosevina wants to make an attempt to change the status, we decided to provide a platform for customers to interact as a part of our network service. So doing this way may help us to avoid the intensification of contradictions that may arise, also could collect more customer information to understand their interest orientation and market trends, even get new business idea of the company.



figure 26

All the Chinese clients using the social network application - “WeChat” (96%) or the instant message software - QQ (85%) by PC or smart phone, few of them also have account of Facebook (12%) or twitter (7.5%) for keep in contact with their foreign customers.

The clients are willing to become a member of the service system to get more relevant information, although they are not sure what they will get or if it’s useful, but the value-added services are always welcomed. Also receive some short tips on the social apps won't take long time to make them feel have a burden of reading.

The characteristics of B2B social network as follows: spread fast; precise target; user is in the control; instant contact.

1.2.2 Experiences

■ Shopping In the Supermarket



figure 27

Everyone has the experience of shopping in the supermarket. The supermarket is a large form of the traditional grocery store, is a self-service shop offering a wide variety of products, the customers usually shop by placing their selected merchandise into shopping carts (trolleys) or baskets (self-service) and pay for the merchandise at the check-out.

When people are shopping in the supermarket, they will see all the options to satisfy their needs, they can choose or compare things freely and make decision independent, while the real time that spent to interact with the supermarket employees when they checkout is very

short, that is the feeling we want to bring to our clients when we design the service system of Rhosevina.

■ Mood Board



figure 28

The mood board is a type of collage that may consist of images, text, and samples of objects in a composition of the choice of the mood board creator. The mood boards are not limited to visual subjects, but serve as a visual tool to quickly inform others of the overall “feel” (or “flow”) that a user is trying to achieve.

A lot of text to read is unwelcome either on website or on social apps, so we try to pursue to design the services system be more graphical, to use some simple and representative signs to work as the mood board that allows users to identify and understand quickly, then collect everything they need.

1.2.3 The priorities of service system design for Rhosevina

- The operation of the system will mainly rely on internet works.

Advantage of internet services

The advantage of construct the websites or pages of exhibition on the Internet to conduct internet marketing are in the following several aspects:

- Occupied an independent information space for the company

In the traditional media advertising, the information and signs of an exhibition is usually messed up with other companies, which is dispersed the reader's attention and missed exhibition information easily. But through the theme website of exhibition, various types of information about the exhibition is completely surrounded the visitors, which the information could be received more effectively.

- Large amount of information

The website has enough space to load all the information of the exhibition and the business of Rhosevina, such as text, images, sound, animation and all other advertising media functions. It will cover all the aspects of the exhibition, that you can organize web architecture provides comprehensive information services, consultation and feedback.

- Without the limitation of space or time

Compared with traditional media, online marketing is face to the world.

In other words people around the world are possible to get the information of exhibition and become a customer through the Internet, and this information is transmitted around the clock.

- Easy to use

In online marketing, the company could design a concise reservation and query system on the web page, to make it has the unique operating and communication functions, both for the convenience of customers and improves the efficiency. Also it is an important manifestation of meet the psychological needs of clients and focus on their privacy.

- Low cost

The cost is extremely low of working on the Internet marketing. It is estimated that the cost is generally equivalent to only 3% of the traditional media, and it will definitely keeping reduce.

Service contents

- Simple optional menu

Design a simple information optional menu, so the clients can find the information what they are interested immediately; also understand how to do self – selection and combination.

- Service search and consultation

A major problem in e-commerce was encountered to the users is how to find specific services and information they need. For the convenience of users, should provide search and consulting services on the web page, enable clients can quickly and easily find all the information and solutions they are interested.

- Member registration

They can register as a member to enjoy the member system service whether they are clients or partners. Registered can maximize mining the user's information and to distinguish different types of registrants to establish a complete and efficient databases of members. The users also can customize the services according to their own needs, then select the information they want to receive.

The characteristics of service system

- Flexibility

The flexibility in time and space is the greatest advantage of online service system. By using the Internet information technology, the service model of exhibition will realizes "24 × 365", no more obstruct for business contacts because of the time difference to different regions of the world. Such flexibility will greatly improve the satisfaction of clients.

- Interactive

As the Internet with good role of interactive and guiding so the clients could select services or specific request by use the online service system, Rhosevina could provides the appropriate services in a timely manner according to requirements of clients.

- According to the service demand of the differ in thousands of ways, the system that Rhosevina needs should be able to find out the best corresponding solutions for the clients on the basis of a balance of better service quality and reduce the cost. Invite clients to join the Rhosevina “family” and recommend the exhibitions and events which may suitable to their business.

- Rhosevina needs to figure out what does it able to do, that is the integration of resources, categorized list them more clearly to demonstrate to clients. But in addition to which itself, there are so many

changing factors that cannot be controlled, Such as the market environment, customer wishes, competitors and so on. So why not let them to choose the services they want on their own initiative, rather than constantly guessing and make great efforts to convince those clients who do not know the status of service industry to understand and choose the programs you provide, it would also help the company to gather information for the needs of the business development of Rhosevina. For clients, it is more important to get respond immediately after they contact the customer service department.

■ As a service company, the quality of service is the core of the evaluation standard for work results. It does not make any sense to constant repeat “how we do emphasis on customers”. Therefore, in the future Rhosevina should allocated more human resources to do the technical customer service supporting works, meanwhile taking advantage of the service system to divided the types of customers simply in the early stage, then guide the clients to use the “self-service” as much as possible.

1.2.4 SWOT analysis



figure 29

■ Strength:

Rhosevina will be able to receive more feedback from customers through the online service system; the customer service staff can respond them faster as well. The clients will find a comprehensive introduction of the company's business and there are no space or time limitations in the system. This will save time and resources of both parties, also reduce costs. The system can be used easily whether clients or employees.

■ Weakness:

Using the system will reduce the time of voice communication between employees of Rhosevina and clients, which may generate excess staff in company. And the staffs that are operating the system may have to take a retraining, they and clients both need time to adapt and use this system to work online. Generally speaking, this new service form is depends on the Internet.

■ Opportunity:

The system will help to identify potential customers for Rhosevina and enhance its brand value, integrate resources reasonably. While deepening partnerships with other companies and organizations to increase opportunities for cooperation and expand the scope of business.

■ Threat:

Other competitors from the industry may have competition of business in the same field, or the system may also leads to some business information leaks. The new ways of working is possible to cause the loss of some clients. The division of different departments within the company might bring some office politics.

1.2.5 Case study

■ McDonald's Touch Screen Kiosk

The McDonald's Case brings us an inspiration about prompt clients to think more proactive about what kind services they really need. This method of select the clients' own needs freely by themselves is an easy way to save time for both parties, while allowing clients to feel they are in control of their own trips, saving human resource for our company, and also can help us to gather information of clients.



figure 30

McDonald's is trying to make fast food even faster. It plans to replace many of the cashiers at its 7,000 European restaurants with touch screen terminals that allow customers to order and pay electronically.

In Europe the customers can use the touch screen of Mc Donald's "Touch Easy Order" machine to make orders faster: no more arguments or misunderstandings with cashiers or obnoxious questions may bother you all the times. The customers will find all products available on the screen, select them, and go to pick them up directly from the counter.

McDonald's says the move is about making its restaurants there more convenient and efficient — it's also clearly about keeping down costs. The changes would make life easier for consumers as well as improve efficiency, with average transactions 3 to 4 seconds shorter for each customer.

Eliminating cashiers may help McDonald's stabilize menu prices, or even cut some to help lure customers to its restaurants. It's not like most of McDonalds' customers don't know what they want when they come in to order. By adopting a swipe and go payment system, McDonalds also can gather more information about its customers, such as their ordering habits and what menu items sell best to a particular demographic.

The fact that sometimes customers get less than what they ordered due to issue surrounding meal ordering is an order accuracy problem that is still happening using current cashier-ordering system. But with in-store touch-screen kiosk, customers communicate directly with the kitchen about their requirements. The user interface which display McDonald's products in easy navigation tabs provides a whole new ordering experience which the company hope the customers would use more, and buy more in the process.

■ KORN/FERRY INTL. FUTURESTEP, INC

Futurestep, A Korn Ferry Company A candidate-centric recruitment process can enhance your brand, your talent strategy – and even the bottom line. Join us and our client ADT as we discuss some of the innovate strategies developed by ADT manage the total candidate experience. <http://ow.ly/xy2S0>



Attracting Top Talent: Why the candidate experience does matter
ow.ly - There is no better marketing for your organization than a good candidate experience. It reinforces positive perceptions of your business, as well as setting the stage for high levels of employee engagement and performance. Meanwhile, a bad candidate...

figure 31

Challenge: Build an international employment recruiting database for executive online recruitment company Korn/Ferry International. That could be accessed from multiple worldwide locations. In addition, develop a campaign launching Korn/Ferry’s new Futurestep identity around the world.

Solution:

Twitter

Futurestep reaches their target audiences by drawing them into a conversation about what is happening in the HR and recruiting industry on Twitter. They showcase their thought leadership and knowledge of current industry hot topics by sharing both content that they have created and external content.

Futurestep has included a statistic, a link, and a hashtag in this tweet - a Twitter trifecta. Tweets featuring both statistics and hashtags are much more likely to get retweeted, increasing the firm’s visibility online.

Sharing relevant content offers something valuable to followers, while actively increasing brand visibility.

They also are utilizing Twitter as a job board, a practice that is becoming more and more common. Futurestep has created a separate Twitter handle, @FuturestepTLNT, to post job openings in addition to content that may be more interesting to potential candidates.

LinkedIn

The LinkedIn Futurestep company page is well branded visually and they regularly post both branded and unbranded content. They have also created branded discussion groups that undoubtedly help networking efforts for potential clients and candidates.



figure 32

Newly developed creative content included emphasizing individuals' "career lines", based on the lines on one's palm and face, and offered Futurestep as a way to "improve your career line online".

Result: The brand became established around the world. There were 750,000+ candidate registrations attracted worldwide within months in the Futurestep database.

1.3 The Goal of Exhibition Service System Design For Rhosevina

Rhosevina believes that the best way to earn a customer is work hard with great service, combined with honesty, value, and a fresh innovative approach is critical.

Because the business of the company is to provide services but not selling any substantive product, so how to give the clients a real experience and keep them remind us is always a problem. An effective communication system is able to contact them more closely with the company, also helpful to the business marketing activities and brand development.

The service system it needs should be widely recognized by all parties, include the clients, the partners and the staff of their own. Also it should have a sense of responsibility for society, sustainable and effective, as well as the most important thing - it is easy-use, to **EVERYONE**.



figure 33

1.3.1 More rational integration of corporate resources and saving cost



figure 34

The system need to integrate and conserve the corporate human resources for Rhosevina. That including to arrange more employees to do the work of routine maintenance of the system; statistics and verify the information collected by the system; initiative to contact the clients after a comprehensive analysis of useful information.

Also display the organized information and communicate every aspect of the business to the clients. They need to understand easily how to use the system to find everything they are interested.

1.3.2 The systematic design offers better services to clients



figure 35

As far as possible to meet requirements of clients and integrate resources to develop service plans, so we will both get the best results of business. At the same time, maximize the response rate and reduce intermediate links to increase the feeling of safety of clients.

1.3.3 Shape the brand value



figure 36

The service system is going to help Rhosevina to match brand vision and values to what existing and potential clients want. Through the system Rhosevina will find out what potential and existing customers, suppliers and employees like and dislike about their business and how they feel about it.

Could use the system to regularly monitor the client's response to the brand and constantly review how the brand values are communicated to them. Keep staff involved by discussing brand values and vision regularly and making sure they understand the brand and are committed to delivering the brand experience. If Rhosevina introduces new services, make sure they're consistent with the existing brand values.

1.3.4 Establish global contact to achieve resource optimization and sustainable development



figure 37

Enable a reasonable and sustainable consumption for the clients, keep the steady growth of Rhosevina business, and establish a stable, long-term cooperative relationship with the global partners.

Part II

Chapter 2 THE RESEARCH OF EXHIBITION SERVICE MARKET AND COMPETITORS

2.1 The Overview of World Exhibition Industry and The Business of Rhosevina

What is the Exhibition? It is a public show or display, as of art, industrial products, athletic feats, etc. to inspire the public interest, promote the production, develop trade, or to illustrate the progress and achievements of one or more production events.

Term frequently applied to an organized public fair or display of industrial and artistic productions, designed usually to promote trade and to reflect cultural progress. Expositions have also been important for their emphasis on scientific and technological innovations.

The dawn of the exhibition economy originated in industrial products exhibition – the era of the modern world’s fair began with Britain’s Great Exhibition, held in London’s Hyde Park in 1851.

Exhibitions may be permanent displays or temporary, but in common usage, “exhibitions” are considered temporary and usually scheduled to open and close on specific dates. While many exhibitions are shown in just one venue, some exhibitions are shown in multiple locations and are

called travelling exhibitions, and some are online exhibitions.

Throughout the ages, trade exhibitions have been recognized as one of the most efficient and powerful tools for effectively doing business. As a face-to-face meeting point, fairs and exhibitions are basically a target opportunity for achieving your trade objectives. They are a cost-effective means to reach your market audience-in one time and in one place.

Exhibitions are broadly divided into two types: trade fairs and consumer fairs. The former targets buyers in specific industries operating largely on a B2B basis, while the latter is open to the public, thereby targeting primarily the local market. Rhosevina business focused on serving clients to participate in the B2B type exhibitions.

2.1.1 The general development status of world exhibition industry

“Exhibition” as a high-income, high-profit, high-linkage between industry types, is gradually becoming the “new favorite” to the city to promote economic research and economic development. Role in promoting the prosperity of the huge profits that can be generated by the exhibition industry and its impact on social and human connotation has been discounted. Milan (Italy), Hanover (Germany), New York and Chicago (USA), Paris (France), London (England) are well-known by organizing some world famous exhibition.

By the end of March, 2014, approximately 31, 000 Exhibitions per year around the world, corresponding to 124 million sqm of total net exhibition space rented and where 4, 4 million exhibiting companies, welcomed 260 million visitors. The total net exhibition space rented by organizers is estimated to have decreased by 8% between 2008 and 2010 (from 132,5 to 121,8 million sqm) and increased by 2% between 2010 and 2012.

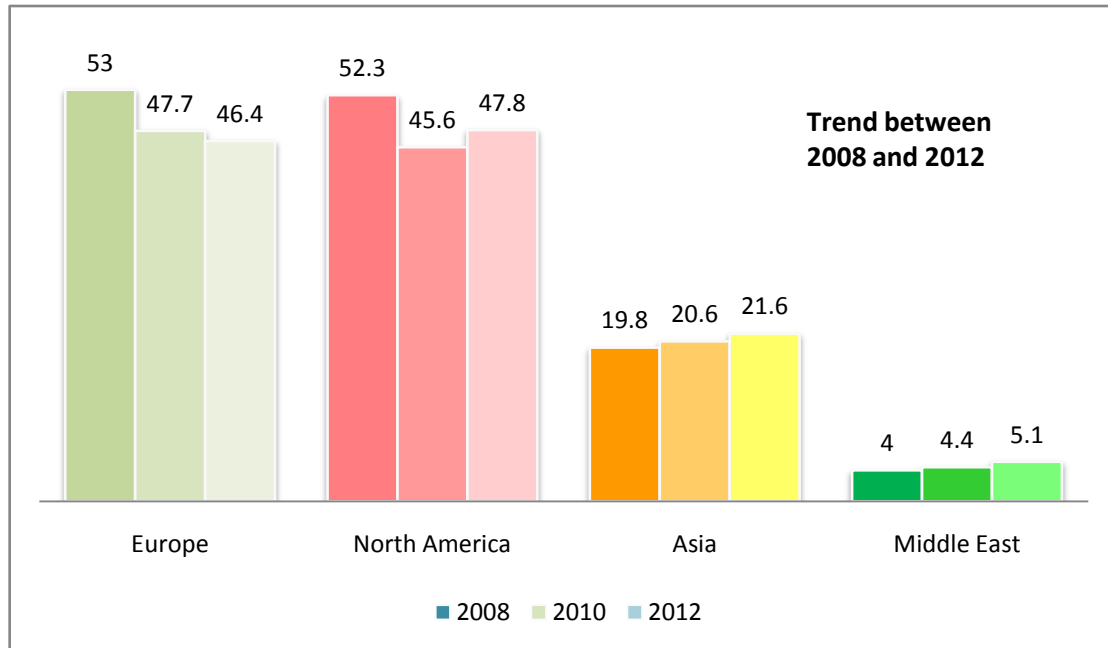


figure 38

Exhibition industry is uneven in the development of the world from a perspective of the economic aggregate and economics of scale.

Europe is the birthplace of the exhibition industry, after the accumulation and development over hundred years; it got the most comprehensive strength in the global exhibition economy. In Europe, Italy, Germany, France, the United Kingdom all are world-class exhibition country on the map. The exhibition services of Rhosevina are also concentrated in exhibitions of these European countries as follow:

Italy

a. Overall development status of Italy:

Italy is an exhibition industry in developed countries in the world. 1200 exhibition held annually, of which more than 460 exhibition gained international recognition; there are 200 exhibitions with global influence. The trade fair centers of Milan, Bologna, Genoa and Verona are major exhibition venues in Europe and the world. Milan is the second largest exhibition city after the Hanover in the world which has a great exhibition area over 348,000 square meters.

b. The main venues:

■ Milano Fiera



figure 39

■ Bologna Fiere



figure 40

■ Verona Fiere



figure 41

c. The main exhibitions:

- Milano Isaloni



figure 42

- AF - L' Artigiano in Fiera



figure 43

- MIDO (la Mostra Internazionale di Ottica)



figure 44

■ Macef



figure 45

■ Expo Riva Schuh (International Shoe Fair)



figure 46

■ Cersaie



figure 47

d. The characteristics of Italian exhibition industry:

Italy was a fast growing market for exhibition and business travel until the economic situation brought growth to a halt. Despite such a downward trend, Italy was still regarded as one of the world's top ten countries in expected business travel expenditure.

There are mostly small and medium enterprises in Italy, the basic pattern of economic development has decided the basic proposition to develop the exhibition industry of Italy is how to help SMEs solve the problem of foreign markets. An important feature of the Italian exhibition system is they have few large-scale international exhibitions but specialized exhibition is very common. And international companies to attend the exhibition are far more less than Italian companies.

Also Italian exhibition more focuses on local traditional areas of strength, prefer to display content for new products and new technology in these industries, such as fashion, furniture and interior decoration, machinery, etc. Currently the major convention centers are scrambling to expand; it is getting very competitive in the exhibition industry. As in January 2008, Fiera Milano SPA, the European second leading trade fair organizer, now entered a joint venture with Deutsche Messe AG, intent on consolidating its strategic orientation to foreign markets. The two companies hoped to

gain a foothold in the growth markets of Russia, China and India, and expected to see their market position improve through their joint efforts and shared know-how.



figure 48

The most important national association in Italy is the AEFI – Associazione Esposizioni e Fiere Italiane (the Italian Exhibition and Trade Fair Association) represents the interests of the country’s trade fair industry: 40 Associated Exhibition Authorities hosting more than 1,000 events per year. On behalf of these associates, AEFI is taking action towards Parliament and the Government so that the Italian trade fair industry can better face international competition. Similar action is being taken at the Regional level, so that the transformation process currently underway may continue.

AEFI initiatives to increase the international character of Italian trade fairs: collaboration with the Ministero degli Esteri, (Ministry of Foreign Affairs) the Ministero delle Attività Produttive (Ministry of Productive

Activities) and ICE (the Italian Institute for Foreign Trade); on-going availability for foreign exhibitors and visitors; 59 nationalization of initiative programs for the main foreign markets.

AEFI stimulates exchanges with similar associations at international level: representation of Italian trade fairs at the International Fairs Union (UFI).

AEFI informs both exhibitors and visitors alike about the dates, venues and types of events to be held in Italy: Every year, the Association and the Ministero delle Attività Produttive (Ministry of Productive Activities) publish the official calendar for, and statistical data on Italian trade fairs that enjoy international recognition. These publications form a world-wide promotion tool.

Germany

a. Overall development status of Germany:

Germany hosted the largest number of the largest, good benefits and strength of professional, international exhibitions. 2/3 of the 150 professional exhibitions around the world are held in Germany. Every year there are about 6,900,000 square of meters exhibition area; over 10 million visitors; exhibitors more than 170,000, of which 48% came from abroad. 6 of the world-renowned exhibition companies are from Germany. 3 largest exhibition centers in the world are in Germany. There are also 23 big exhibition centers, the total exhibition area over 2.4 million square meters. The most important exhibition cities of Germany like: Hanover, Frankfurt, Cologne, Berlin, Dusseldorf, Munich, and so on.

b. The main venues:

■ Hannover Messe

Hannover Messe boasts of being the largest exhibition venue in the whole world. The venue offers around 5.36 million square feet of indoor exhibition space.



figure 49

■ Frankfurt Messe



figure 50

■ Koelnmesse



figure 51

c. The main exhibitions:

■ Hannover Messe



figure 52

■ IMM



figure 53

■ CeBIT



figure 54

- Frankfurter Buchmesse



**FRANKFURTER
BUCHMESSE**

figure 55

- Spielwarenmesse Nürnberg



Spielwarenmesse
International Toy Fair
Nürnberg

figure 56

d. The characteristics of German exhibition industry:

German government strongly support the market to improve the economic environment of exhibition; built the national authority convention management agencies – AUMA and associations; actively to expand the overseas market, to implement the global strategy; With world-class exhibition venues and facilities; keep the path of scale management and standardization development; scientific manage the exhibition economy; focus on training professional talents for the exhibition economic; focus on exhibition assessment works, made the standard evaluation criteria for the industry; focus on improving the quality and standard of exhibition services.



figure 57

France

a. Overall development status of France:

France held about 1400 exhibitions and 100 fairs annually, of which there are over 120 professional exhibitions, 175 national and international exhibitions. Exhibition Association has 230 members are exhibition services companies which the business is directly related to exhibition logistics. These companies include: booth design and build up, audio-visual equipment supply, decoration, electrical installation, cleaning and other companies.

The most important exhibition cities of France like: Paris, Lyon.

b. The main venues:

■ Paris Nord Villepinte



figure 58

■ Palais des Congrès de Lyon



figure 59

c. The main exhibitions:

■ Maison & Objet



figure 60

■ Première Vision



figure 61

■ SIAL



figure 62

The characteristics of France exhibition industry:

France is different with Germany, their exhibition companies do not own the venues, and the venue owners are not organized the exhibition, nor participate in its operation.

In recent years, the development of the exhibition industry in France showed its organizers becoming more professional and industry associations retain only a certain amount of shares and let the exhibition companies to run exhibitions; On group management of exhibitions companies; the scale of exhibitions going to be large and shows further internationalization.

2.1.2 The main exhibitions related with business of Rhosevina

All sums up, the service business about exhibition of Rhosevina is focusing on industries of furniture, soft decoration, fashion and so on.



figure 63

Among them, the exhibitions about furniture, soft decoration and fashion occupy the largest share (about 75%) in all of our business.

As the exhibition host country, those 3 countries we mentioned earlier become the most popular business travel destinations in the Europe with clients of Rhosevina.

2.2 Exhibition Service System

The Service System as a core component of the exhibition has important strategic significance to promote the completely development of the exhibition industry in China. However, because the reasons for the late start and lack of coordinating agency, the current Chinese exhibition service system is not only a lack of complete manifestation in practice, neither have any systematic guidance in theory. For example, the exhibition company as the organizer of exhibition projects, which belongs to the service' sector itself, so a modern exhibition's core content should be the services for exhibitors naturally. Therefore a good service for the exhibitors could not only help them to achieve good results of the exhibition, but also beneficial for the exhibition projects and exhibition companies of their own development,

At present, China is in a period of rapid development of exhibition industry, but for a long time, exhibition services have been a major weakness of the exhibition industry. In particular exhibition service system is still in the early stages of development. Therefore, service capabilities as a manifestation of the competitiveness of exhibition projects, lack of service system will become one of the fast – growing parts of the core which can affect the entire exhibition industry. Only break through this constraint in the process of the rapid development of

the industry by carry out specific exhibition services seriously as soon as possible.

2.2.1 The basic structure of the exhibition service system

The actual operation of the process from the perspective of the exhibition, exhibition service system should include three stages contents as before exhibition, during the exhibition and after exhibition.

Exhibitions trade is a business platform, also called hard media. In other words, the organizers do not simply sell exhibition booths, there are also a lot of service provider companies working together for the most important thing is to build an effective communication channel for international trade to provide maximum assistance to the participating companies by use forms of multimedia in a professional trading class exhibition.

2.2.1.1 Pre - exhibition services

In accordance with international standards, services before the opening of Exhibitions include:

- Information: This section is the organizers to provide consulting services of information by combining features of Exhibitions.
- Internet Information: exhibition organizers can publish relevant information of exhibition through a convenient internet, for example, the data analysis of the previous exhibition that makes easy for the exhibitors to plan accurately for the goal of this exhibition.

In addition, the exhibition organizers also can publish information about the plans of schedule and events, geographical situation of venues, hotel reservations, transportation and construction, spectator's appointments, etc. At the same time, enterprises can take advantage of the internet widely of online invite exhibitors and professional buyers.

- Exhibitor information collection: In Europe, this part is considered the most valuable industry data resource. Which fully grasp exhibitor information mainly through three aspects, the exhibitor questionnaire, and product data released during the exhibition, website of exhibitors as well as the introduction and evaluation by the relevant industry media.

- Pre-registration of information: can be done by a professional company, so that freed the organizers from the registration and the audience management to further the effective use of information by category exhibitors and exhibits in accordance with industry characteristics.

- Invite the audience: mail (or Email) invitations and badges for pre-registered visitors.

- Free training: In recent years affected by the internationalization service, part of the domestic organizers also offer some free training for exhibitors and trade buyers before the exhibition start. For exhibitors, to do so can help those to explore how to achieve the effect of publicity by use this platform; this approach also told the audiences the main features of the exhibition.

- Virtual Exhibition: According to market research by the U.S. authoritative agency displayed 63% of businessmen prefer to attend a virtual exhibition instead of traditional exhibition. With the popularization of internet technology, virtual exhibition will become a important partner the physical exhibition.

2.2.1.2 Exhibition services

Throughout the whole service process, the part during the exhibition is the most stressful, requires effective coordination mechanism of the organizers.

- Reception audiences landing and Information Management: Many renowned exhibitions have commissioned to other professional companies responsible for this part. Collection and classification of the data on the audience through professional companies. In addition, to generate personalized visit card to print basic information of audiences at the scene by professional company for exhibitors to identify.
- Site monitoring: more refined services, including the management and control authority of entrance into the venues and meeting rooms. Detailed monitoring of the situation of each of the entrances of the exhibition, detailed monitoring of the situation of each of the entrances to reach the current exhibition, such as the curve of arrived number or analysis, etc.

In addition, the exhibition service can also be refined to provide booth service system, on-site analysis report production, production of the electronic journal and software applications of marketing.

2.2.2 Exhibition follow-up services

The most important part of the exhibition follow-up services is the data analysis and customer service.

- The exhibition statistical analysis report is analysis the results of the exhibition and auxiliary future strategy based on standardized statistics of exhibition.

- Return visit after the exhibition: This is one important part of the exhibition service, the return visit including mailing, Email, fax, etc. to professional exhibitors, content includes exhibitions satisfaction surveys, future intentions and so on. Through pay a return visit of exhibition, the exhibition organizers can manage the effectiveness of various contact details of exhibitors to further improve the quality of the information services.

- Establish industry information center: focus on exhibitors and visitors questionnaire survey to collect feedback, use the database of industry sellers and buyers effective through manage the information platform. Based on this, still need to build information website of specific industries of the exhibition to promote the communication between exhibitors and visitors after exhibition.

2.2.3 Divide exhibition service system

It is worthy of further exploration, the exhibition service system can be divided into the following two categories:

- The type of initiative to provide exhibition services: In recent years, the exhibition organizers also enhance the level of service and actively follow the international standards of service as the competition intensifies between the exhibitions, which are called proactive service.

This is the international exhibition agencies have entered the Chinese market that reminded the importance of service to the local organizers, exhibitions service awareness are developing faster is precisely because of it.

- The type of non-active initiative to provide exhibition services: Despite the entry of foreign companies led to fierce competition in the Chinese exhibition market, but there are still some companies don't pay attention on services. Only by cooperation with foreign companies in the exhibitions, because the other side seems services as the most important work throughout the exhibition, in view of this, they had to strengthen their efforts to service works; they are usually called non-proactive

services. It is worth mentioning that this phenomenon will change under the trend of organizing exhibitions by Sino-foreign cooperation.

2.3 The Development Status and Issues of Chinese Exhibition Service

Industry

2.3.1 Status of exhibition services in developed countries and regions

Since foreign exhibition companies got into Chinese market, the development of Chinese exhibition industry growing up much faster. Meanwhile, the foreign exhibition companies have brought a comprehensive exhibition service system that increased the gap and even the level of organizational capacity with domestic conferences and exhibitions organizers.

The foreign exhibition companies to serve as the core of the exhibition project, a complete set of services system through the whole exhibition to the end. Simply means that the exhibition organizers need to responsible for exhibitors. For example, take advantage of web to publishing information about the exhibition, online pre-registration and other advisory services before the exhibition started; During the exhibition, the basic purpose of it is defined as “to make it possible to live inside the exhibition hall”; the data analysis after the exhibition will still provide follow-up services for exhibitors.

Being the world's 9th largest trading economy, Hong Kong has developed into a premier convention and exhibition centre in the region. Hong Kong

has received worldwide recognition as one of the best destinations for MICE (Meetings, Incentives, Conferencing/Conventions and Exhibitions/Exposition) and business travelers. In November 2008, the Hong Kong Tourism Board (HKTB) launched MEHK to offer one-stop professional support to MICE organisers choosing Hong Kong as a destination for meetings and exhibitions. Such services include publicity, visitor promotion, coordination of site inspection, facilitation in securing local dignitary as officiating guest and liaison with government departments. As recognition of MEHK's quality services, it has been ranked as the second place for the "Best Convention Bureau" in CEI's Industry Survey organized by CEI Asia Pacific magazine in 2013.



figure 64

Currently there are over 100 exhibition service providers offering specialised or integrated exhibition services. Some exhibition organisers also provide a one-stop-shop solution by organising, additionally, conferences and seminars, also bundling other side events to supplement the exhibitions. The main function of the supplementary

events is to provide a holistic platform for the participants to have an exchange on recent industry developments and market information.

2.3.2 Status and issues of Chinese exhibition service industry

Relative to the improved service system of foreign exhibition companies, the current status of worrying of the exhibition services of China can be divided into the following categories.

2.3.2.1 Service barely satisfactory

Service barely satisfactory in the exhibitions organized by government and industry organizations.

Here first to emphasize the serious deficiencies of the exhibition service mechanism by government-led. Since the vast majority of government-sponsored exhibition projects are all missing of a dedicated operations division, the consciousness of service of staff indifferent because most of them are temporary drawn. It operates differs from the professional exhibition company, the pre-exhibition services of the government-sponsored exhibitions are almost replaced by chief investment. The government rather to meet the needs unconditionally for renowned exhibitors during the exhibition thus led to the exhibition site to be very chaos. Almost no service offered after exhibition. By media reports will find out that all of the analytical data of exhibition projects of government-sponsored is nothing less than the amounts of transaction or docking projects and so on, but these are meaningless to the exhibitor companies. The consciousness of service of exhibitions of

industry organizations are little better than the government-sponsored-led exhibitions which due to the inherent advantages of it with industry information. However, in the exhibitions service process, they are still not form a system service yet. The main reason is because their services are lack of the resources of human, material and financial.

2.3.2.2 The Sino-foreign cooperative still in run-in period

The service of Sino-foreign cooperative exhibitions is still in run-in period.

Should be said that the Sino-foreign cooperation is an effective way to enhance and promote the development of Chinese exhibition service system. But over these years, the cooperation is also not goes easy. The foreign companies are optimistic about the unique industry resources of the organizations with their collaborations. But in fact, the industry organizations don't provide professional or authoritative industry resources in some co-exhibition projects, even not perfect on the basic data. The most unfavorable result of cooperation is they both established the incomplete statistics of inviting business and exhibitors instead of a complete database of exhibitors and buyers. Although each other are not satisfied with such a situation, but still maintain the cooperation due to many factors.

2.3.2.3 With service consciousness but lack of capacity

Our main concern here is to the exhibition services provide by private companies which is a weak group of Chinese exhibition services currently, they with the consciousness of service, but lack of capacity. They eager to contact with the international exhibition service standards due to the shortage of human resource and funding constraints, usually make mistake during the operation. Most of these companies can use the internet for advertising propaganda or pre-register online in the prior service part of exhibition, but obviously lacks some important information. The most obvious of which is the data of industry always similar in the same category of exhibitions. During the exhibitions, you can see the private exhibition companies are struggling to cope with the chaotic scene. Without an effective service system just like the government and industry organizations did after the exhibitions. The so-called digital databases are more about the statistics of audience, but no analysis of professional buyers or non-professional audiences.

Overall, since the increase of the cooperation between Chinese companies and foreign exhibition companies in recent years, described above exhibition organizers all have the awareness of service, but the service level is still lagging behind because the various mechanisms are not complete at the present stage, and this is the strength of the foreign

companies. Which means to enhance the awareness of service to a greater degree is particularly important due to the Chinese exhibition business being carved today.

2.4 Establish A Complete Exhibition Service System In China

We can establish a complete exhibition service system from the following three aspects in accordance with the experience of the other countries and the current status of Chinese exhibition industry.

2.4.1 Professional training and theoretical guidance system

At present, some school or short & long term training offer various exhibition service classes, but these are not enough for the industry development. Because these professional gradulators all need to start from the grassroots of exhibition project after they got into the companies, so their knowledge will not be fully utilized if these companies do not have a complete exhibition service system. On the other hand there are some large companies or exhibition projects have developed its own unique way of exhibition services in practice that some extent became the “know-how” to the operational staff; the later entrants generally can only imitate and continue it.

Therefore, it is imperative to work together by the exhibition industry practitioners and some professionals of the industry, summed up the successful experience and form up a set of standardized, actionable exhibition service system theory. And both of these theories can guide the effective construction of exhibition service system for the industry,

also allows practitioners can acquire the relevant basic skills by learning in institutions or other trainings, and then use in practice exhibition projects.

2.4.2 Establish effective mechanisms

Establish a comprehensive exhibition service system can not only relying on external forces to accomplish but also an internal growth mechanisms. Both have an “incentive mechanism” to promote the development, but also some competitive pressures from an “elimination mechanism” that they work together.

Some professional exhibition companies obtain lots of earnings and relatively fast development after they provide a quality services to the exhibitors through its comprehensive exhibition service system, that leading the other companies in the same industry focus on the service works, it called “incentive mechanism.” On the other hand, the competitions are relatively concentrated in some fields, unfortunately some exhibition companies do not have any services system, even cannot provide the basic services. They were quickly eliminated in the competition process, resulting in pressure to the other exhibition companies in a similar competitive environment, these make the exhibition organizations focus on services and construction of the service system, it is the “elimination mechanism.”

Of course, they both can either spontaneously formed in the industry, but can also be enhanced through some consensus and collaboration.

For now the Chinese exhibition industry has reached a stage of development which needs the practitioners to form a consensus, strengthen cooperation and the “incentive mechanism” and “elimination mechanism”. To achieve these goals, it’s in urgent need to form the system of assessment and monitoring to exhibition service in the industry.

2.4.3 Establish assessment criteria and supervision mechanism

Results of the exhibition service system depend largely on the appropriate assessment criteria and monitoring mechanism.

For example, the data information is very important in the exhibition service system, which needs to audit and quantify analysis to ensure its authenticity and value. Currently the third-party audit is the most common and likely to be accepted for the exhibition and this work has formed a set of common standards already. The audit focused on three indicators for quantitative analysis, they are the exhibition area, exhibitors and visitors. The structural analysis of the audience is the most important indicators.

The structural analysis of the audience is a very important achievement in fact; it can directly serve exhibitors for the next exhibition. The services can help customers to make the decisions of participate the exhibition by improve the transparency of the exhibition information and to clarify what gains can be obtained by the exhibitors. The exhibition companies will usually provide the following information to potential exhibitors:

- Exhibition Review - provide the objective analysis and data of previous exhibitions.

- Exhibition market survey results - survey results of Inquirer table statistics of previous exhibitions.
- The exhibition manual and work list.
- Industry information, especially the trend of development - which is important for exhibitors to choose exhibits that in line with market and get good results of achieved.
- The other helpful information may promote the possibility of participation.

At present the most pressing need of Chinese exhibition industry is an institution as the FKM, which can achieve the assessment of exhibition service system through its authority certification.

The other hand, there are a growing number of exhibitors and visitors initiative to provides some supervision of the exhibition services system. Exhibitors are tend to work with only one service provider in an exhibition to improve the efficiency of participation, reduce costs and to get better results. The exhibitions that do not have the professional service capabilities are increasingly abandoned by the demanding Exhibitors, even some of exhibition organized by the industry associations are also cannot spared.

In view of this, the establishment of exhibition service system is a protection of the growth and development of an exhibition project. That also conducive to improve the industry environment and ensure the benign development and positive competition of related companies.



figure 65

FKM, Gesellschaft zur Freiwilligen Kontrolle von Messe. FKM set up uniform rules for obtaining exhibitor numbers, visitor attendance and exhibition space data and for visitor breakdown statistics. FKM ensures independent auditors check that the rules are adhered to.

The management of the FKM Society for Voluntary Control of Fair and Exhibition Statistics resides at AUMA, the Association of the German Trade Fair Industry.

2.5 Research And Analysis Of Clients

2.5.1 The preferences and habits of choosing exhibition and service provider

The clients of Rhosevina come from different industries. The results of their survey showed that they generally start their travels to participation in exhibitions because some suggestions and recommendations from friends of the same industry, of those exhibitions are large-scale of the industry in the world or national level, with the number of visitors, effective and high daily volume of order.

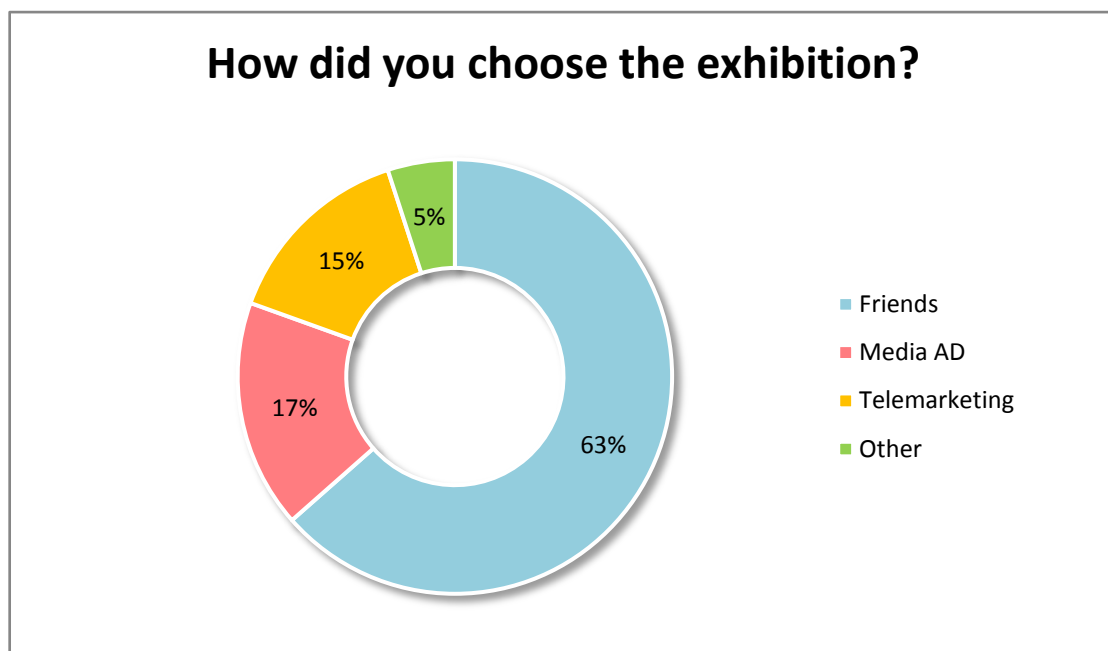


figure 66

After the exhibitors accumulated experiences by this phase, some of them began to turn to look for some small-scale exhibitions because their needs of business development, those could be more targeted, helpful to them, while at this phase, the clients learn to choose

exhibitions themselves depends on the recommendations and projects offering by the exhibition service companies who organized travel groups. Currently Chinese exhibition service companies usually promote their business projects relies on telemarketing and mail advertising.

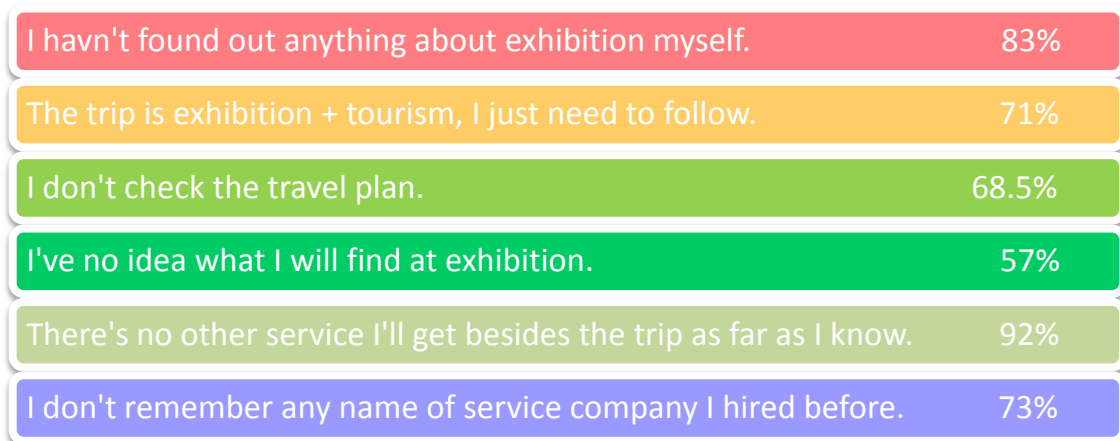


figure 67

Clients are always reluctant to put too much time or effort to choose exhibition service companies, in their view, the exhibition service provider is only responsible for them about a week's time to solve their travel problems but nothing else. So every time the clients always choose an exhibition service company which has the travel plan looks the most convenient and matches their own ideas best from all telemarketing calls. They no longer have any contact after the end of the exhibition trip, that makes the clients hardly has any loyalty for the exhibition service company at all, which also a direct result of all advertising and marketing works of exhibition service companies are focusing on low cost and rich in contents instead of concerned about the value of exhibition itself,

neither pay no attention to search any other opportunity after the exhibition or event, that is also reflected the loss in the part of additional services of Chinese exhibition service industry.

2.5.2 Using habits of social network and Apps

Undoubtedly, all of our foreign clients have at least one public account of company or a personal account of some popular social networking applications, such as Facebook, Twitter and so on. However, in China people could not use the services of Facebook and Twitter directly because of some policies, which lead to all the Chinese clients only using some Chinese social Apps. 100% of them have an account of QQ and WeChat and frequently use them every day and they are willing to accept information through those.

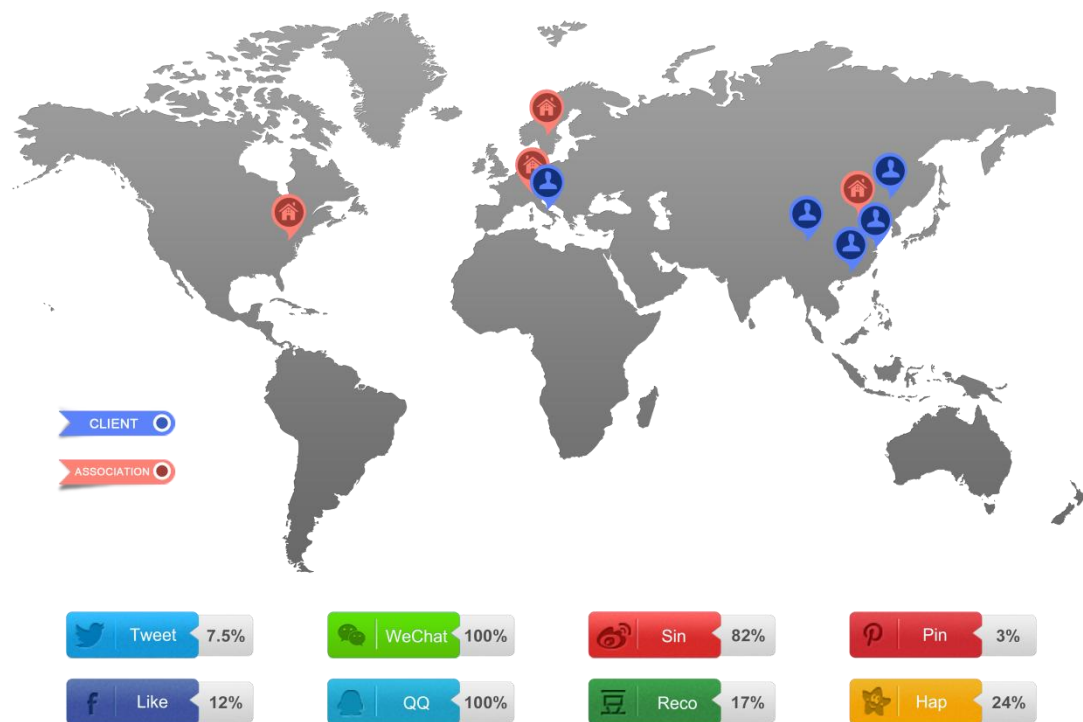


figure 68

2.6 The Competitions To Rhosevina

The business competition to Rhosevina are mainly affected by two factors, one is the development and changes from the market environment and intention of customer needs, and the other is corresponding competition which comes from the development of similar companies of the industry. The following are the concrete manifestation of these two factors:

2.6.1 Compete for clients

Most clients of Rhosevina come from China, also has a small part from Europe. Although the systematization development of exhibition service industry is not perfect yet in the domestic market, but there are still a large number of service provider companies exist. As in other industries, we are all competing for customers every day.

We have conducted an analysis with a survey for our target customers in order to understand their preferences better to develop the marketing strategies of our company, as shown below:

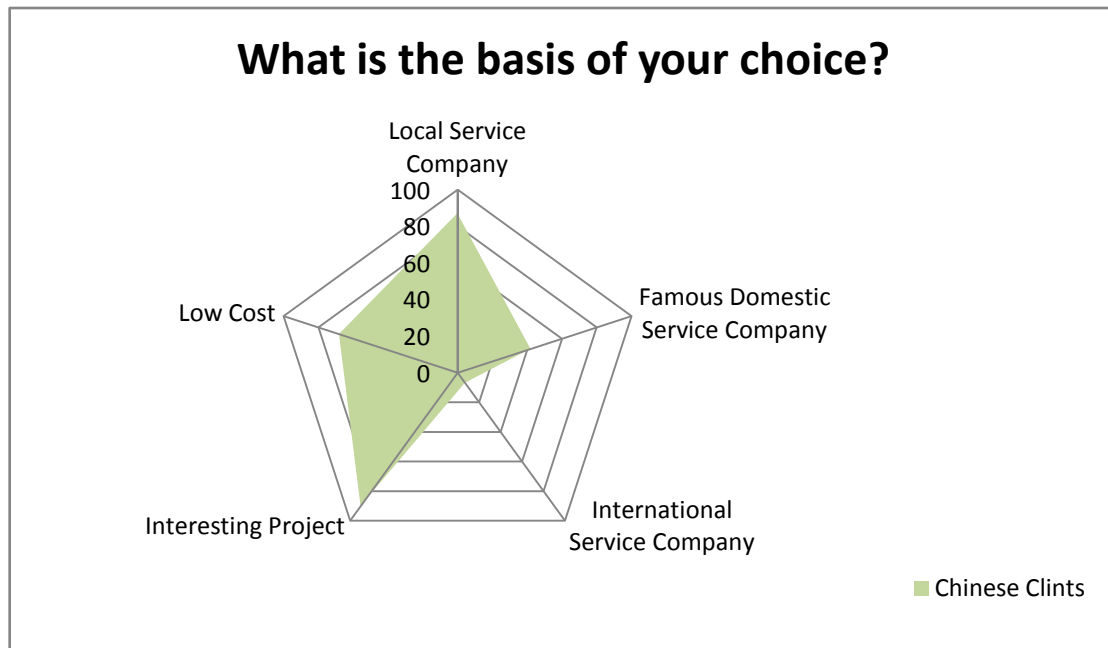


figure 69

2.6.1.1 Geographical advantage

The results of survey showed a clear preference for clients are rather to choose some local services companies or the location relatively close to them. Even though they are not really willing to spend more time with marketers to communicate face to face or need to visit the service company personally. But still those vicinity companies do have more opportunities for advertising to let clients know them, also give customers a sense of security psychologically – “If any problem arise during the process of service, I can always catch them!”

In the past years the strategy of Rhosevina is to cooperate with dome local exhibition service companies for major customers, they will come

forward to contact the customers and group them up.

This approach does save time and resources for us, but looking from the results it also brought some problems: 1. It cannot guarantee the quality of service of our cooperators, but the result of their communication with customers will directly affects the management of the entire group during the trip, that bring too much uncertainty factors for the follow-up works to us; 2. In this way Rhosevina hardly to gets any chance to communicate directly with clients, which is not conducive to the development of company in the industry and establish brand image among customers.

2.6.1.2 Language advantage

And the language factor is the same as geographical factor, more precisely is the impact of dialects and accents. And geographical factors are the same as the language factor, more precisely is the impact of dialects and accents. Currently Rhosevina communicate with foreign customers in English, but sometimes there are misunderstood were found in the communication process due to our different language habits, which caused them be hesitant when they choosing the service provider. China is a big and multi-ethnic country, there are several dialects and accents in different regions, there are mutually unintelligible conversations even between Chinese but from different area. That is also

a reason for the Chinese clients tend to choose local company - "Please let me understand what you're talking about first, even it's just advertising!"

Such a situation also has some positive effects. Groups composed follow such choice habits and preferences will be more manageable in the journey, the group members are easier to reach a consensus. They have barrier free communication with each other, the living habits and tastes are basically the same.

2.6.2 Compete for cooperation

The excellent partners for business development of the company even more important than clients, they are able to bring more business opportunities and customer groups to ensure the quality of service and business sustainable development of the company.

2.6.2.1 Business partner

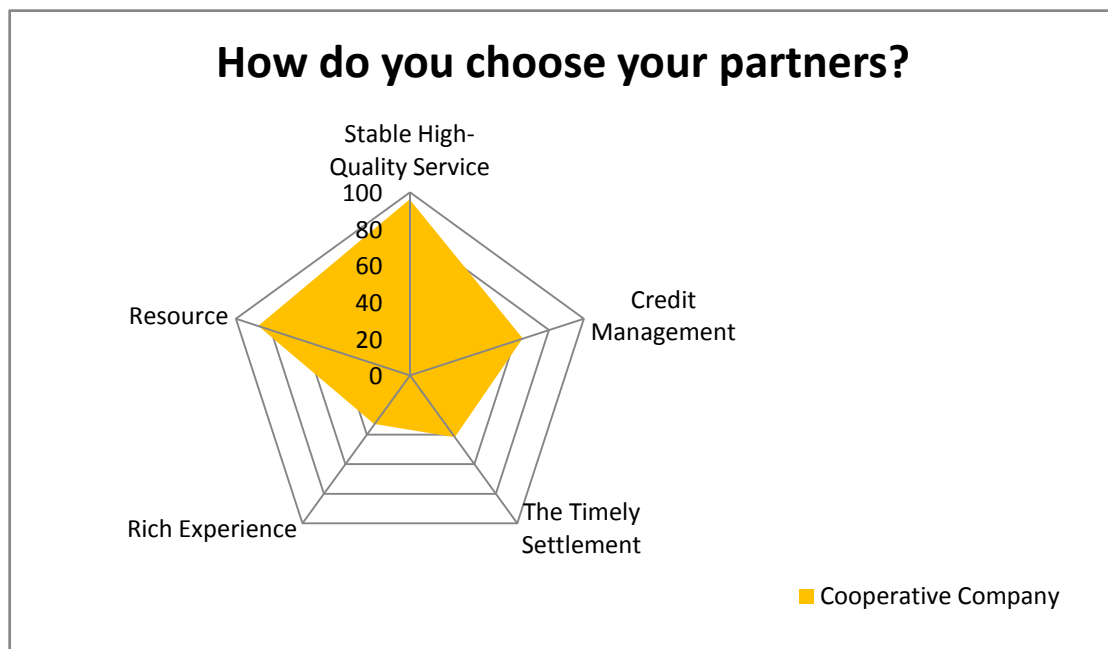


figure 70

As previously mentioned, Rhosevina is cooperating with a number of companies of different areas to respond to the clients from different regions. Over the past few years, we have reached a stable cooperation relationship with some of them, but they are also get favored of other similar companies like us because they have a lot of client resources, proven service quality and good reputation of company.

These cooperators choose Rhosevina or other companies as a partner basically depends on who has lower quote and better service resources.

2.6.2.2 Associations & organizations

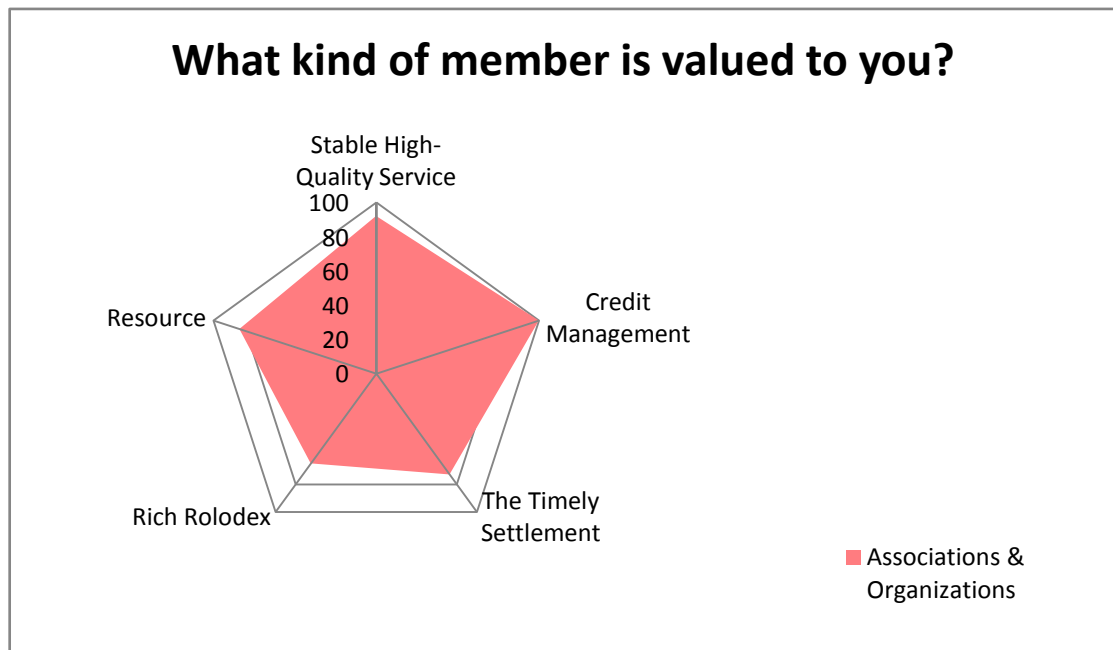


figure 71

All kinds associations and organizations of exhibition Industry are very important for exhibition services companies. They may provide more business opportunities and resources for companies, meanwhile, have a good relationship with them or join these organizations as its member also is a good way to ensure the credibility and strength of the company, especially to some national authoritative organizations of the industry. Those associations and organizations are usually opening to the entire industry, so how to occupy more important position between other companies to get more resources and support from the associations and

organizations after establishing contact with them just become the most important issue.

Part II

Chapter 3 THE EXHIBITION SERVICE SYSTEM DESIGN FOR RHOSEVINA

3.1 Concept



figure 72

- Key word: **Self – service**, scratch your own itch. If you want to create a great product, the most simple and direct way is to create stuff what you would like to use; and if you want to provide some excellent services to customers, the simplest way is let them to select the required services themselves.

- We pursue the simple design. The system we are looking for does not require too many features or too much button, neither too many functions. The clients of Rhosevina come from all walks of profession, but they are some “outsiders” of exhibition services industry, also they do not intend to waste any time to understand this industry but just want to get the services they need.
- Making the call is making progress. When the client says “we can decide it later”, the problem will be piled up, and normally are still unresolved when the project is ongoing, finally get cursory processed or cause some mistakes. So the clients need to be guided into a “select” state to make decisions one by one from the outset, which will gain some time to solve other problems for the later. The enthusiasm of employees will get more blows if a project going longer and eventually lead to some mistakes and dissatisfaction. Therefore, we need to boost morale, make progress decisively.
- Say “no” by default and let the clients outgrow the company business decision. Stop wasting the sources with clients to discuss the service that they have not decided whether or not to take yet. Listed the service items available for clients to do select in the service system,

the staff of operation department will arrange the specific works after the clients have made the choices. Moreover, a platform of the system will be created for clients could communicate freely above, to discuss about the services they are interested or possible to provide. The technicians of Rhosevina will follow-up when they determined.



figure 73

- Only meet the limited wishes of limited clients. The prerequisite of achieve the value of customer service is to identify the best clients first; the process of maximize the gains will reflects the value of customer service; the reflection from the results of customer service value is to get the most reasonable profits.

3.2 Offering Diagram

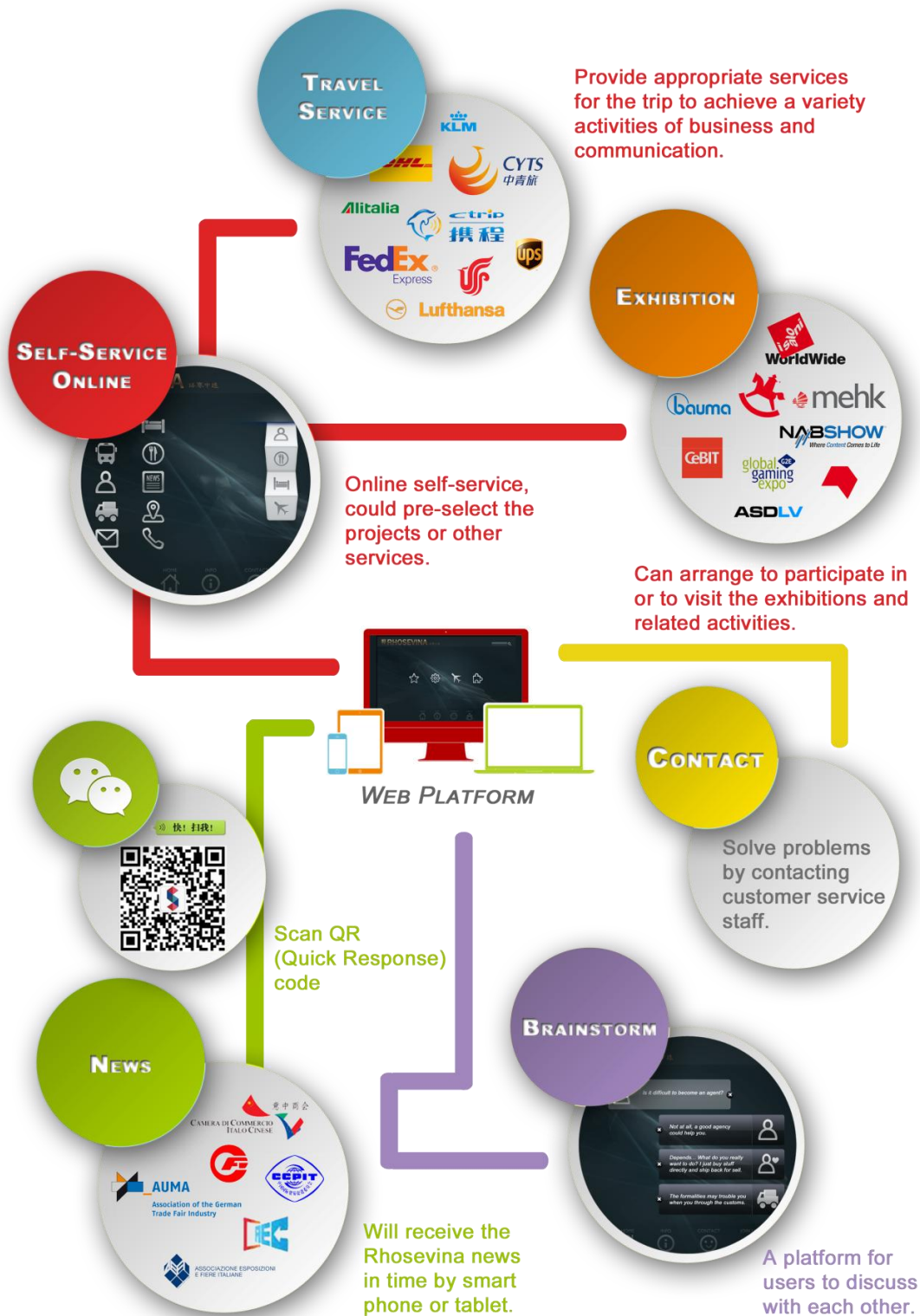


figure 74

3.3 Story Board



figure 75

Clients are tired of the endless telemarketing. And Rhosevina needs more staff to work in operational department to ensure a better quality of services under the premise of without causing customer resentment.



figure 76

People could find the QR code on the website of Rhosevina or other media advertisings; they just need to scan it to subscribe the information news.



figure 77

After that the clients will receive a variety of information through the WeChat account anywhere anytime. They can also choose the contents of information they need or news of interest by responding the system.



figure 78

The clients could find all the details from the website of Rhosevina when they find anything they are interested in.

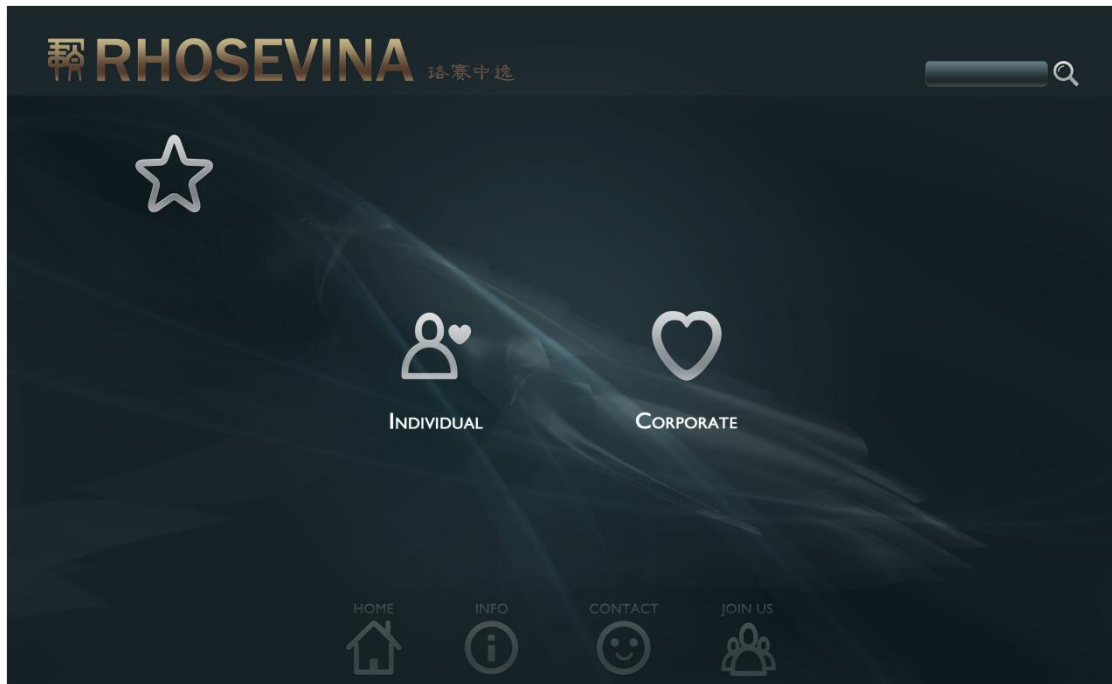


figure 79

The users have to indicate their identity to see the different service programs.



figure 80

Of course, the clients also could ask Rhosevina to make some special projects for their specific needs. They could send the requests online through the system and better to login if they have registered to be a member already.

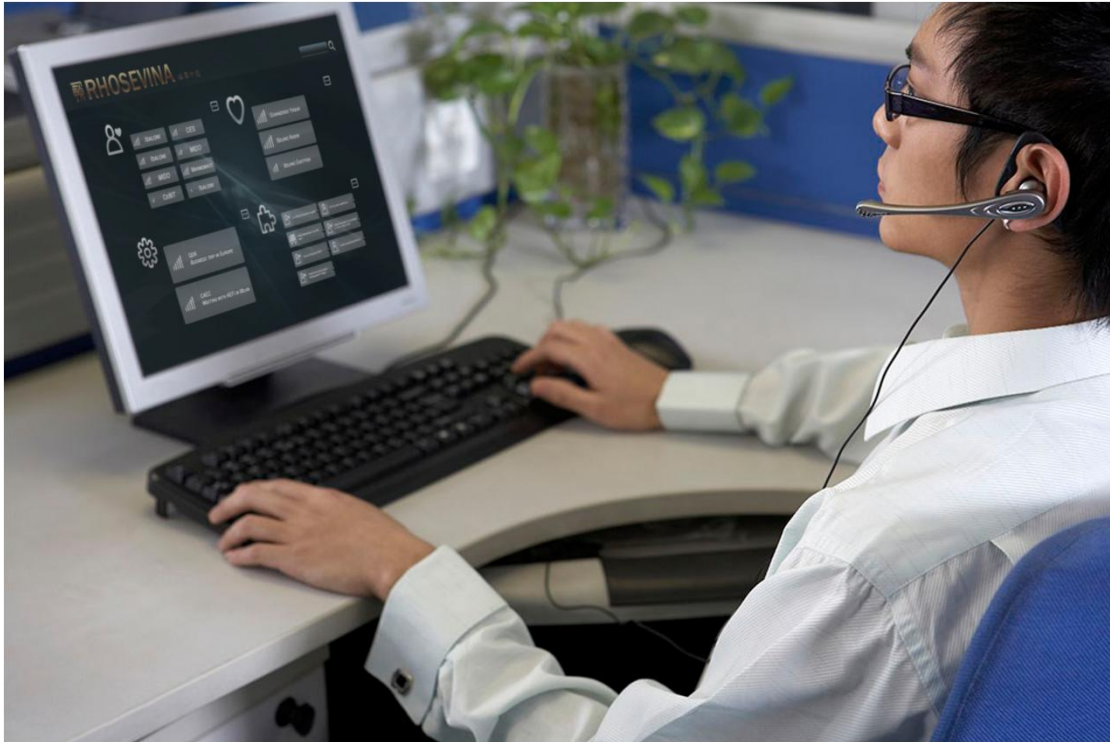


figure 81

The system will classify the requirements according to the type of clients or businesses, and then the customer service staffs will processing and contact the clients in time.



figure 82

The clients also could pay for the bills through the interface of online banking.



figure 83

Before starting the trip, all the group members will receive a notification of e-mail and phone message from Rhosevina to confirm the travel arrangements and other details, as well as some tips.



figure 84

Are you ready? **LET'S GO!**

3.4 System Map

SYSTEM MAP

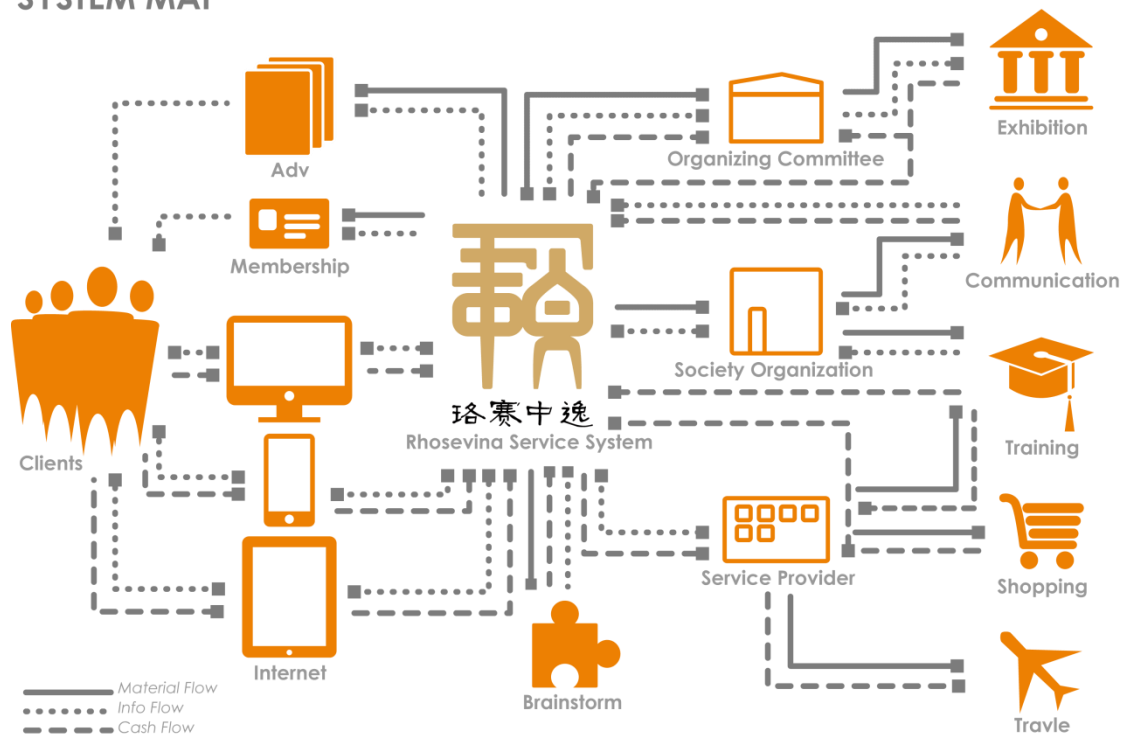


figure 85

Feedback

After running the new system, Rhosevina employees think their marketing works becoming more methodical and coherent.

In the past we have been trying to instill information to clients as much as possible but without being objectionable, now it converted into they take the initiative ask Rhosevina to offer further materials of information sometimes.

3.5 Web Platform

“Make design simple, or looks simple!” - Steve Krug

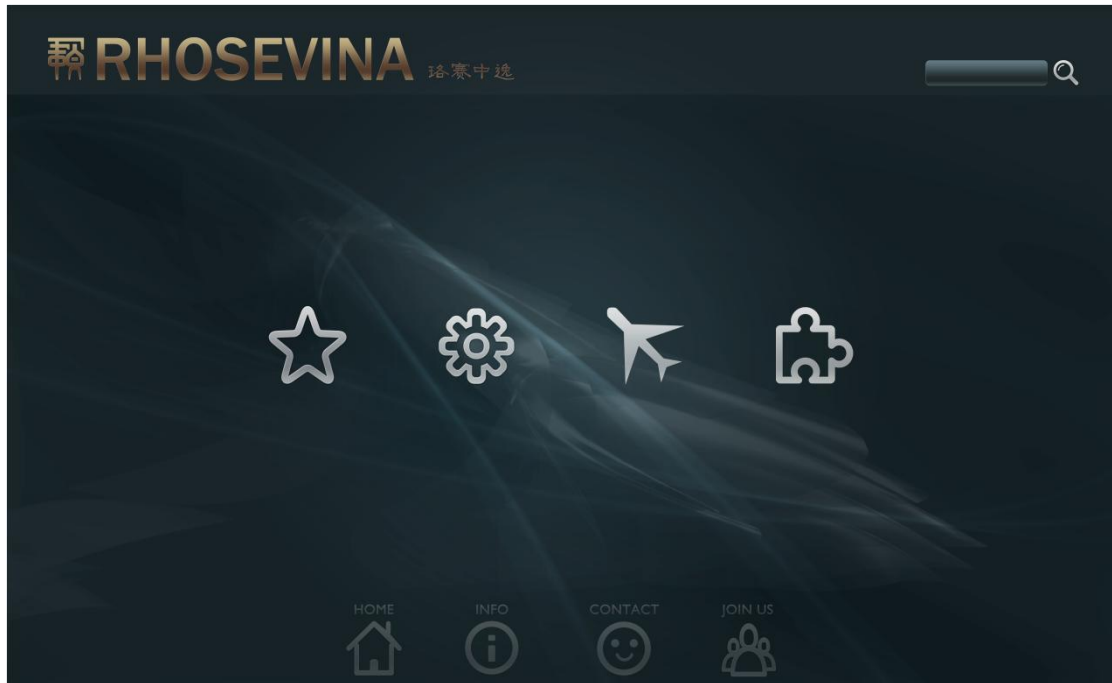




figure 86

Homepage

To be intuitive, the website interface takes the understandable graphic marks instead of lengthy text that needs to read as far as possible from the start of entrance page, to guide clients understand the business of the company step by step.

Once the users enter the website of Rhosevina, they could click the

buttons of  “Exhibition”;  “Custom”; 


“Travel” and  “Brainstorm” on the entrance page to enter the link pages of service they are looking for.



figure 87

“Exhibition” choices

On the “Exhibition” page, the users will find out all the exhibitions that Rhosevina are working on, meantime where will providing some information of the exhibition. If the clients are interested in it, then they could click the pictures of the exhibition which they want to learn more to see some choices of programs that offering by Rhosevina.

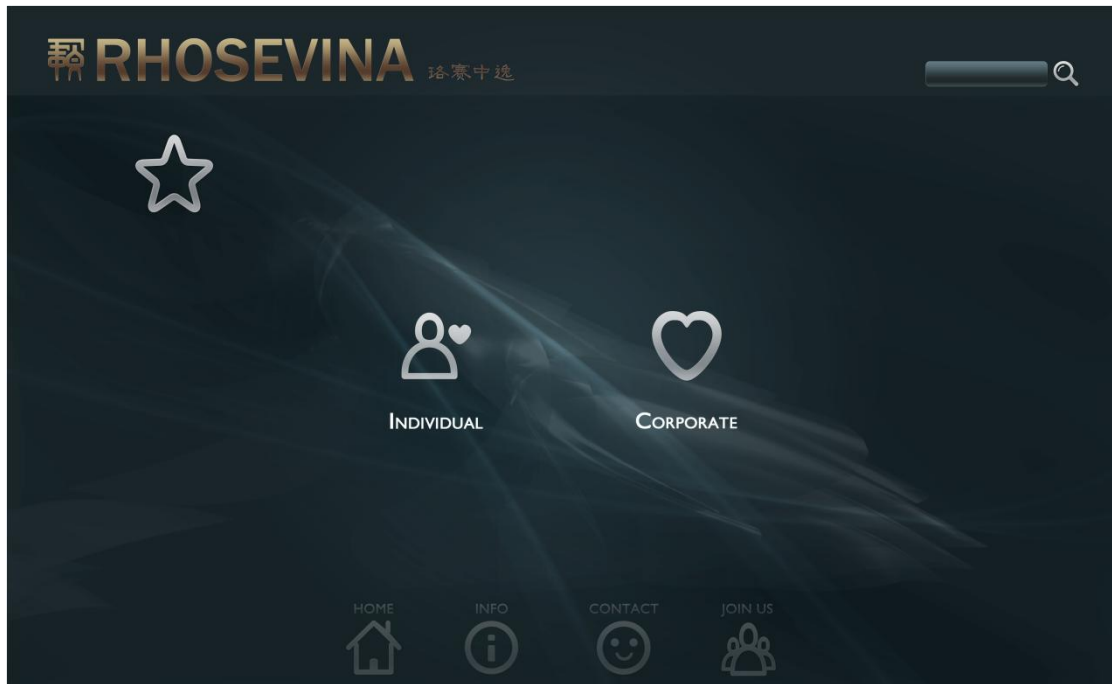


figure 88

Clients type choices

But before that, the users have to indicate their identity to see the different service programs for their types, then contact with customer service staff to choose which to join in or ask more about some details.



figure 89

Provide custom service

A lot of clients need to take special customized service programs by use the resources and partnerships of Rhosevina with other institutions, then they can leave their contact information and requests on the interface of service customization, upload to the system and the customer service staff will handle them.



figure 90

Travel service choices

Some clients already have made the business or communication plans and have arranged the specific activities they want, so they just need Rhosevina to provide some services to achieve their trip. For such kind of clients, they could directly click to enter the interface of “Travel” to select the different services for their requirements.

Feedback

For now, business data shows that the number of clients who select the services of Rhosevina through the website has exceeded the clients we get through telemarketing, because they think they can get more opportunities to choose themselves by using the website.



figure 91



Brainstorm - Think outside the box.

The users could discuss with each other on an independent platform of the website, to get some answers or suggestions, new idea of their businesses, even to share some experiences.

The users and Rhosevina are connecting, sharing, talking and helping each other like never before.

Feedback

After running the website, “Brainstorm” becomes the most active plate.

In view of this, Rhosevina launched a new event - the users can get some “points” of their interaction activities with other clients in “Brainstorm”, to collect enough “points” will be able to exchange for a discount from Rhosevina in their future projects they will participate in, or they could also choose to get some other additional services for free in their journey.

For example, Rhosevina could entertain them go tasting wine in the Chateau, skiing, watch football games, or arrange them to have some business meeting with the companies and associations of the relevant industries and so on.

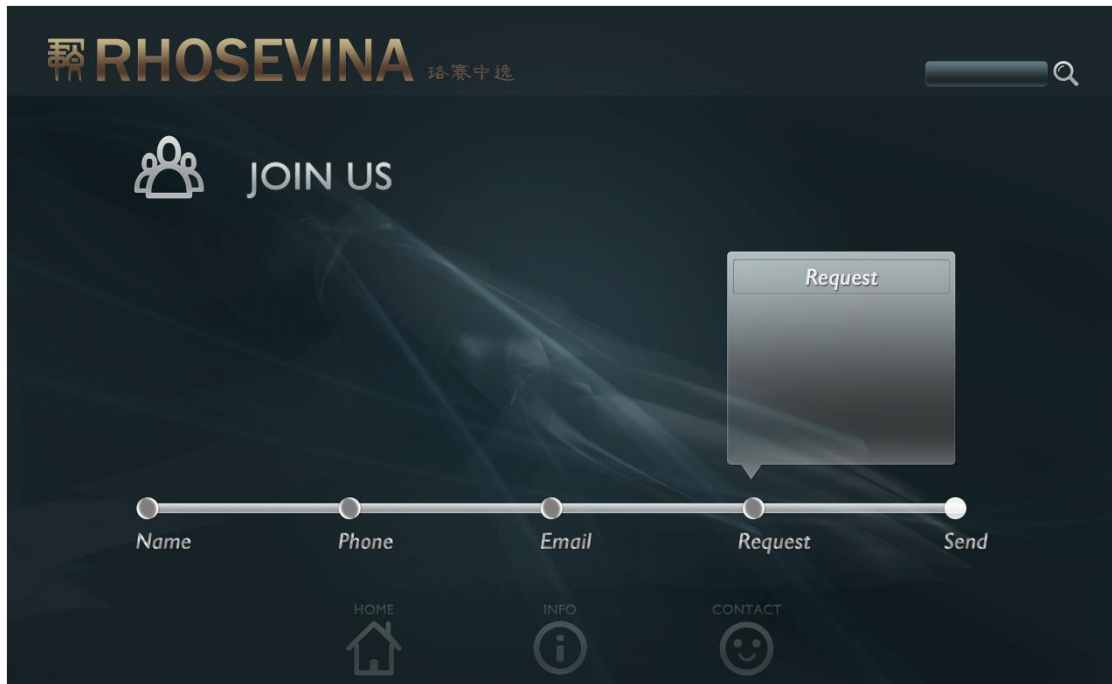


figure 92

Member registration

The clients can register online as a member at any time so that they will get quicker and better services from the company, also that will help Rhosevina to collect and records their usual requirements and preferences in the system.



figure 93

Information providers (WeChat)

Scan QR (Quick Response) code.

Rhosevina uses the public account “Travel of Design” of WeChat platform to release information to the users. Just scan the QR code, the users could subscribe to the Rhosevina news to get the latest service information in time by using smart phone or tablet, and then they will receive different industry news, analysis of successful cases, international news of traveling, training, trade exhibitions, tips, etc.



figure 94

Feedback

After 6 months of trial operation, the number of user of “Travel of Design” is keeping growing. Not only that, they are asking for more services from us. Initially, Rhosevina only provide information to clients one-way, the users have no other service options that can be operated but to read our news. If they find any interesting information they need to contact with the employees of Rhosevina on the website.



figure 95

Now they are asking whether Rhosevina can improve the services on WeChat, to add more operational options so they will be able to directly make some progress on the platform of WeChat.

So after collecting the user requirements, we have increased the service of the “Travel of Design” on WeChat. Now the clients not only can receive our daily press, but also can find all the exhibitions and opening projects we are working on, even send us requisition directly. Moreover, the clients can also check all the information we published by categories.



figure 96

3.6 Preferential Policy Events

Rhosevina not only to achieve paperless and saving resources in the marketing process, but also is proposed preferential policies to encourage the clients to reduce their waste of resources for the exhibition or travel in order to achieve sustainable development.

1. Almost all exhibitors are required number of paper to printing advertising materials, which is necessary. However, if the client agrees, Rhosevina willing to contact with some printing plants to make sure all the materials will use the recycled paper. This way will reduce the environmental pollution or waste of resources, and in return, Rhosevina promises to bear the shipping charge of the promotional materials for the clients who participate in this event.



figure 97

2. If the client has a good idea about sustainable development and posted on the website or social Apps of Rhosevina and interacts with other users, either to “like” or shares such topics to friends, our staff will assess his activities and gives some “points” to him. The clients collect enough “points” will get discounts or additional services from Rhosevina for their travels in future.

Those two policies are effective long-term, they are popular in our clients. So far about 65% of our clients have joined the events. And therefore, Rhosevina received praise and encouragement from some Chinese associations, some of them released and promoted our events on their media press, there are also some partners of Rhosevina introduced our events as a selling point in the process of their business promotion.

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Images

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