

Jewelers
International Showcase
October 2016

Panvista Case Study

“By using Panvista, we were able to generate a surprising amount of new data that confirmed existing theories, provided tangible evidence to support statements in our sales efforts, and provided my team with additional insights that we are incorporating into the planning of our next JIS October show” - Jordan Turchbland, Industry Vice President, JIS

Panvista supported Reed Exhibitions, the world’s largest event company, at their 2016 Jewelers International Showcase (JIS) October Show in Miami Beach, Florida, USA.

Scope

JIS Miami October is the second largest event of its kind in the Americas. Panvista delivered its solution in a unique environment consisting of over 750 jewelry vendors from around the world, each with their own exhibit booth space located within 250,000 square feet of show floor area. The venue was the Miami Beach Convention Center which hosted thousands of attendees – with a majority coming from Latin America, the Caribbean, and the South Eastern United States.



Challenges

Panvista needed to fit seamlessly into a high end, commercial business environment. This is a common challenge at many shows, more so when very high-value assets are displayed and complex deals are conducted in custom booths, designed as mini jewelry stores. At JIS Miami October, this was successfully achieved by careful placement of micro size sensors that did not detract from the customer's experience. Not only were exhibitors not concerned with the micro sized equipment being deployed, they were intrigued by the innovative zero-touch lead capture abilities (with no requirement to scan badges) and what the resulting data would allow them to achieve.

As always, Panvista made themselves available to handle questions from staff, attendees and exhibitors in a timely and professional manner.



Results

Whenever expensive sensory equipment is deployed, all parties must be made aware of its function and purpose. At JIS this was achieved through strong communication with facility maintenance, security and show decorators and exhibitors. The result was a 100% recovery rate of key assets, with none lost or damaged.

Personal privacy is one of the most important things to acknowledge when deploying an analytics solution of this nature. At JIS, show organizers took an open, proactive approach to ensure all participants were aware of the solution and its objectives. This included pre-show communications as well as registration desk short explanations, onsite demonstrations and personal FAQ-card handouts. The results were resounding adoption and support from all participants, who understood the value of the solution for purposes of show improvement and learnings, and that their privacy would be carefully maintained by suitable parties.

Panvista was faced with a retail like environment that was under very high security. The analytics hardware fit in seamlessly to the high end booth designs.