

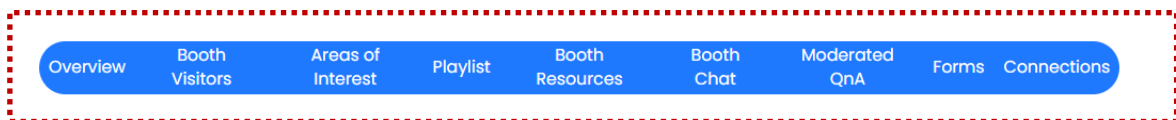
What is the Sponsor Workspace Dashboard?

Sponsor workspace is an exclusive backend access provided for an independent sponsor.

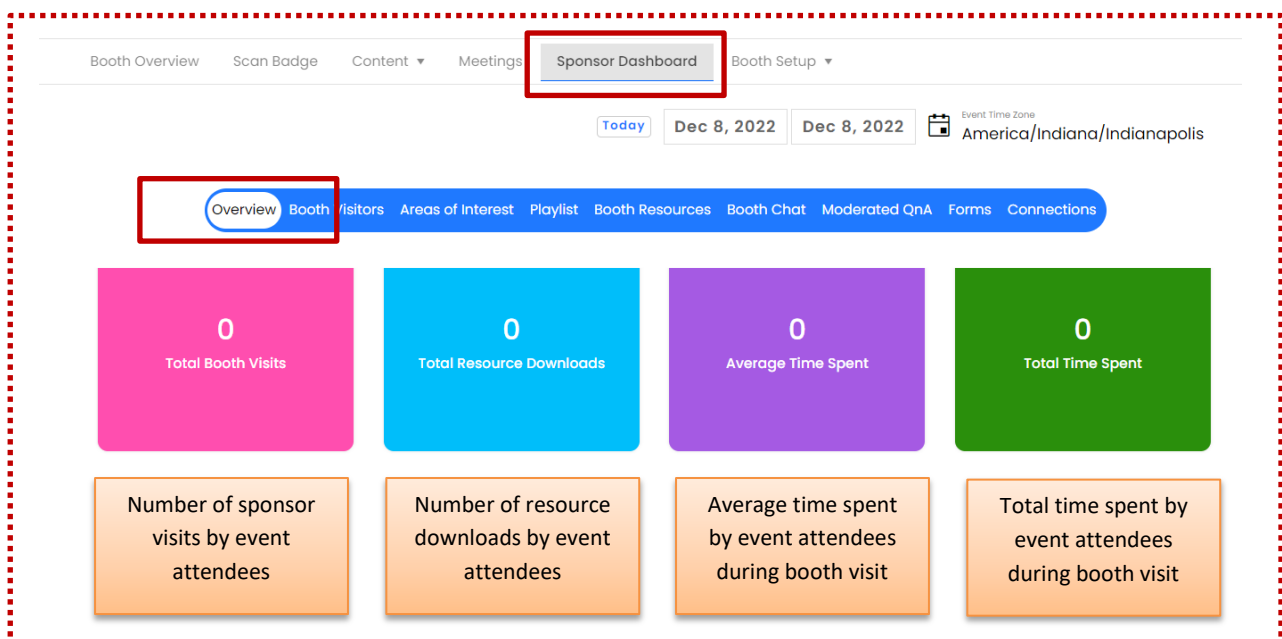
The sponsors will have access only to their micro site. This will enable sponsors to play around with their workspace which will increase their visibility on the event page

Sponsor dashboard is a component which will help you with the analytics to understand on how event attendees are interacting with your booth on the Social27 platform. This platform will provide the

- 🚦 Overview Statistics
- 🚦 Booth Visitors
- 🚦 Area of Interest
- 🚦 Playlist
- 🚦 Booth Resource
- 🚦 Booth Chat
- 🚦 Moderate QnA
- 🚦 Forms
- 🚦 Connections



Overview: This component will give you a quick understanding of your booth performance.



| Metric | Value | Description |
|--------------------------|-------|--|
| Total Booth Visits | 0 | Number of sponsor visits by event attendees |
| Total Resource Downloads | 0 | Number of resource downloads by event attendees |
| Average Time Spent | 0 | Average time spent by event attendees during booth visit |
| Total Time Spent | 0 | Total time spent by event attendees during booth visit |

Booth Visitors: You can download Top Booth visitors, Total Booth visitor & Booth visitor Trend reports to evaluate the performance of your booth. Top Booth visitors & Booth visitor Trend gives an option to toggle the display & download the data either in a graphical view or with tabular view.

How Can I Use This Report?

- If you have low visitor counts, evaluate your booth page to see if you can increase attendance.
- Understand which hours are peak visitor times and ensure your booth reps are online.

Top Booth Visitors

Display Top 10 users based on amount of time spent by visiting booth/s specified in the sponsor filter menu

Search by name | Q [Toggle Switch] [Menu Icon] [Download]

| USER ROLE | FIRST NAME | LAST NAME | TITLE | EMAIL | COMPANY |
|-----------------------|------------|-----------|-------|-------|---------|
| No records available. | | | | | |

Total Booth Visitors

Display all users info who visited booth/s specified in the sponsors dropdown menu along with booth visited, visit duration, and visit date/time

Search by name or email | Q [Toggle Switch] [Menu Icon] [Download]

| EMAIL ADDRESS | COMPANY |
|---------------|---------|
|---------------|---------|

Booth Visits Trend

Provides visit counts based on time selected for the sponsor booth/s specified in the sponsors dropdown menu. The report lists both unique visits and non-unique visits (Multiple visits made by the same users)

Hourly [Toggle Switch] [Menu Icon] [Download]

Hourly
Daily
Weekly
Monthly

| TOTAL VISIT DURATION | AVERAG |
|----------------------|--------|
|----------------------|--------|

Booth Visits Trend

Daily [Toggle Switch] [Menu Icon] [Download]

Hourly
Daily
Weekly
Monthly

1.2
1
0.8

Area of Interest: The *Areas of Interest* report displays the number of attendees who selected each area of interest (AOI) and who visited the sponsor booth/s specified in the **Sponsors** dropdown menu. This report gives an option to toggle the display & download the data either in a graphical view or with tabular view.

How Can I Use This Report?

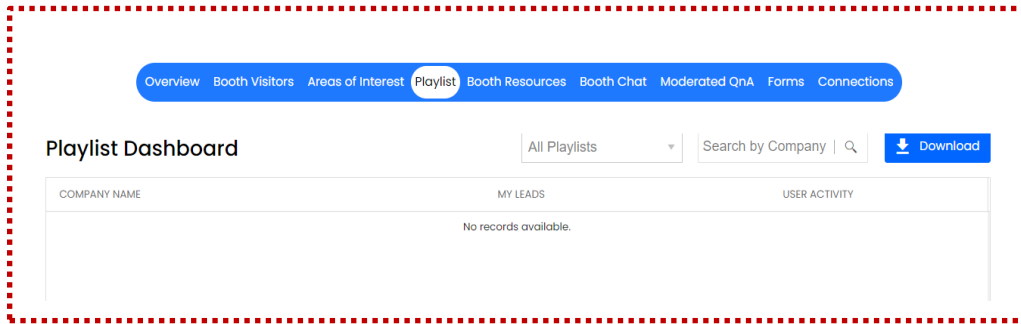
- Looking at this report will tell you which AOIs are most popular among sponsor booth visitors. You can consider adding sponsors with similar AOIs to your event or to future events.
- Consider highlighting sponsors with the most popular AOIs on your event's *Home* page.

The screenshot displays the 'Areas of Interest' report interface. At the top, a navigation bar includes 'Overview', 'Booth Visitors', 'Areas of Interest', 'Playlist', 'Booth Resources', 'Booth Chat', 'Moderated QnA', 'Forms', and 'Connections'. The main content area is divided into two sections. The top section, titled 'Areas Of Interest' with the subtitle 'Booth Visit Areas Of Interest', features a search bar, a toggle switch (circled in red), a menu icon, and a 'Download' button. Below this is a table with a header 'USERS COUNT' and an orange callout box stating 'Tabular view displays Area of Interest in par with booth name'. The bottom section, titled 'Areas Of Interest' with the subtitle 'Top Areas Of Interest', features a toggle switch (circled in red) and a 'Download' button. Below this is a table with an orange callout box stating 'Graphical view displays the top 10 most often selected AOI'.

Playlist: The *Playlist* report displays Playlist that have been viewed at the sponsor booth/s specified in the **Sponsors** dropdown menu.

How Can I Use These Reports?

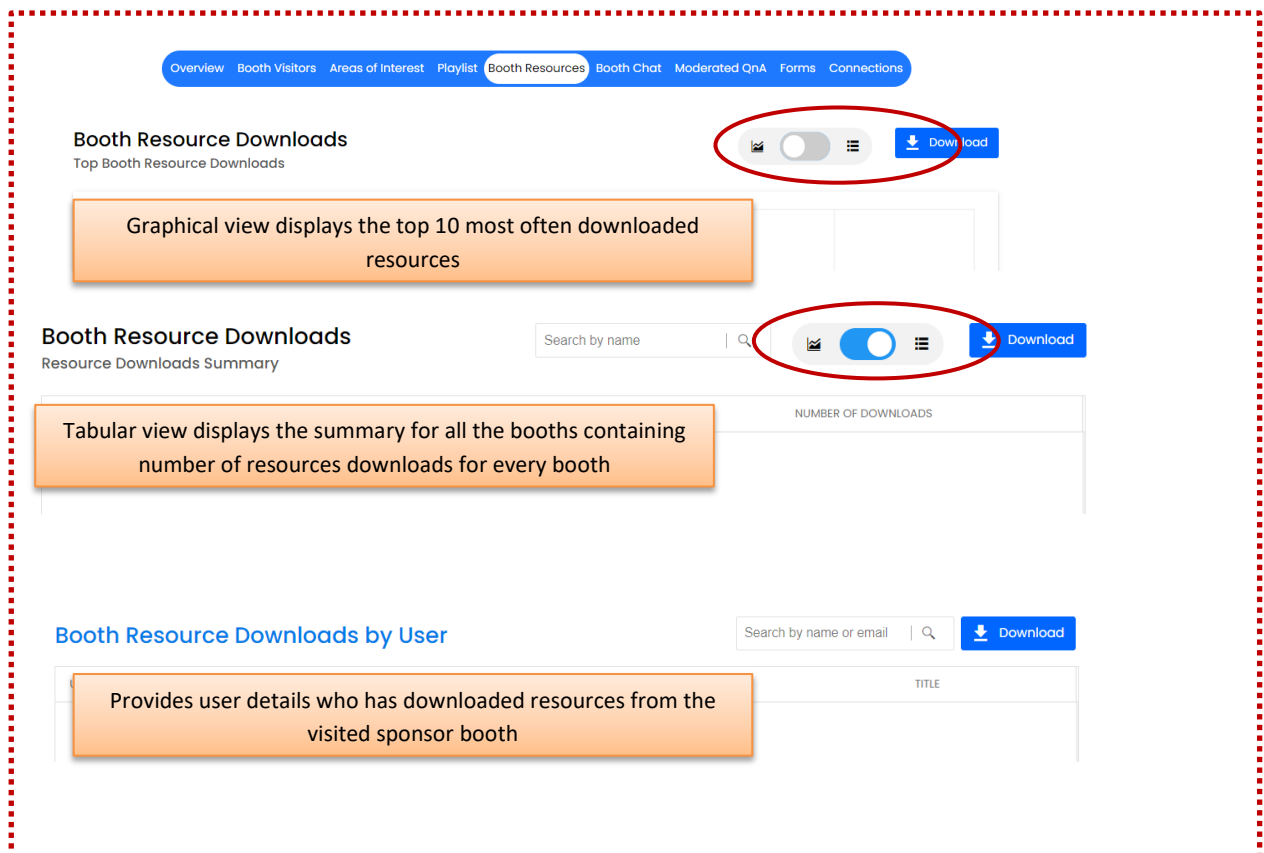
- See which Playlist have high views and consider if other sponsor booth Playlists can incorporate similar resources.



Booth Resources: This report displays resources that have been downloaded from the sponsor booth/s specified in the Sponsors dropdown menu.

How Can I Use This Report?

- If you find that your sponsor booths don't have many resources, you can reach out to your sponsors and request that they consider including some.



Booth Chat: This report displays all chats made on the sponsor booth/s specified in the Sponsors dropdown menu.

How Can I Use This Report?

- Check the chat details to ensure that all users' questions were answered and reach out if any were missed.
- Filter the report to see which users are sending the most chats on sponsor booths and thank them for their participation.

The screenshot shows two report interfaces. The top one is titled "Booth Chat Summary" and includes a search bar "Search by name or email" and a "Download" button. Below the title is a table with one header row: "TOTAL ATTENDEES PARTICIPATED". An orange callout box points to the table with the text: "Display booth chat summary for sponsors along with total chats sent and the number of attendees who participated in session". The bottom report is titled "Sponsor Booth Public Chat Log" and also has a search bar and "Download" button. Below it is a table with one header row: "EMAIL". An orange callout box points to the table with the text: "Displays the chats details for booths along with participants details, chat details and time stamps".

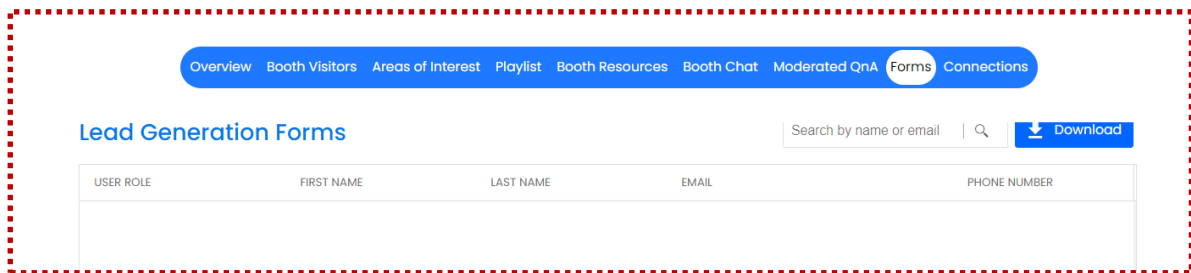
Moderated QnA: This report displays QnA summary for booths along with number of questions published, answered, dismissed and pending questions

The screenshot shows the "Booth Moderated QnA Chat Summary" report. At the top, there is a navigation bar with tabs: Overview, Booth Visitors, Areas of Interest, Playlist, Booth Resources, Booth Chat, Moderated QnA (selected), Forms, and Connections. Below the navigation bar is the report title "Booth Moderated QnA Chat Summary", a search bar "Search by name or email", and a "Download" button. The main content area is a table with the following headers: "BOOTH", "BOOTH CATEGORY", "TOTAL QUESTIONS ASKED", "QUESTIONS PUBLISHED", "QUESTIONS DISMISSED", and "QUESTIONS ANS". The table body is empty and contains the text "No records available."

Forms: This report provides contact information for users who completed a *Leads Gen* form when they visited the sponsor booth/s specified in the Sponsors dropdown menu.

How Can I Use This Report?

- Provide this report to sponsors so they can see which users are interested in connecting with them.



Connections: This report provides information for users who connected with booth reps associated with the sponsor booth/s specified in the Sponsors dropdown menu.

How Can I Use This Report?

- Check for booth reps and attendees who are making connections and thank them for their participation.

