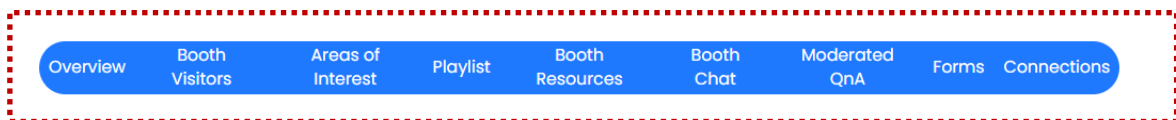## What is the Sponsor Workspace Dashboard?

Sponsor workspace is an exclusive backend access provided for an independent sponsor.
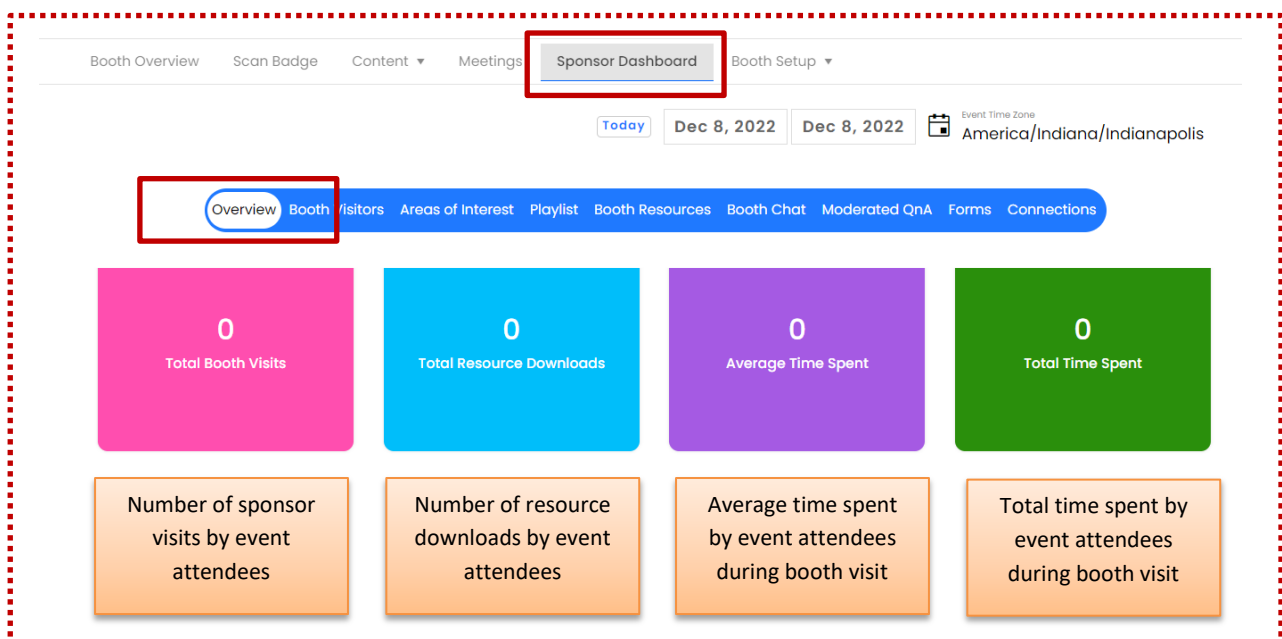
The sponsors will have access only to their micro site. This will enable sponsors to play around with their workspace which will increase their visibility on the event page

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.

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.

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.
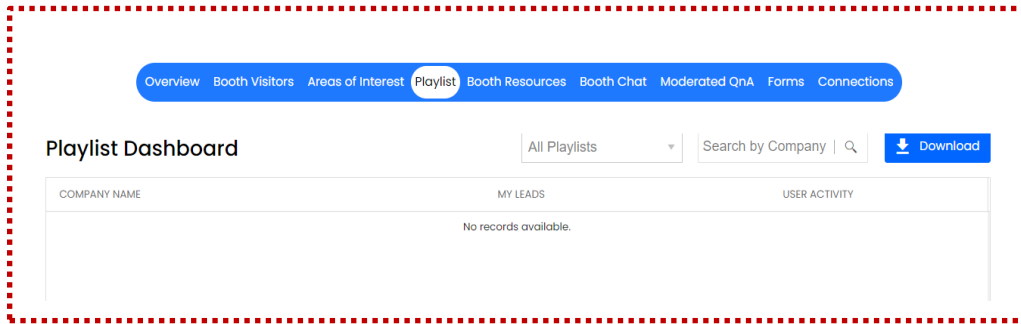
How Can I Use This Report?

- 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.

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 Resource Downloads
Top Booth Resource Downloads

Graphical view displays the top 10 most often downloaded resources

Booth Resource Downloads
Resource Downloads Summary

Tabular view displays the summary for all the booths containing number of resources downloads for every booth

NUMBER OF DOWNLOADS

Booth Resource Downloads by User

Provides user details who has downloaded resources from the visited sponsor booth

TITLE

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?

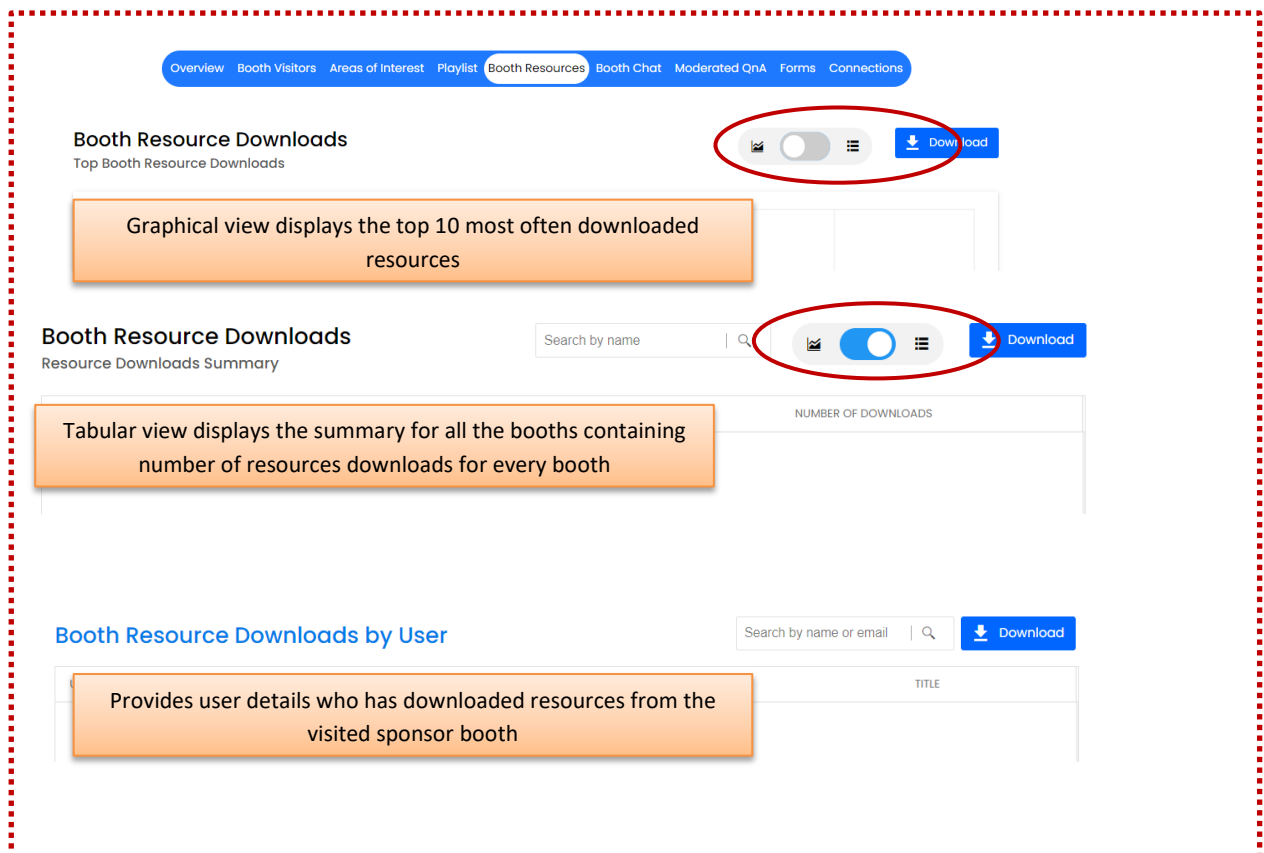- Check the chat details to ensure that all users' questions were answered and reach out if any were missed.
- Filter the report to see which users are sending the most chats on sponsor booths and thank them for their participation.

Booth Chat Summary

Search by name or email | 🔍   ⬇ Download

TOTAL ATTENDEES PARTICIPATED

Display booth chat summary for sponsors along with total chats sent and the number of attendees who participated in session

Sponsor Booth Public Chat Log

Search by name or email | 🔍   ⬇ Download

EMAIL

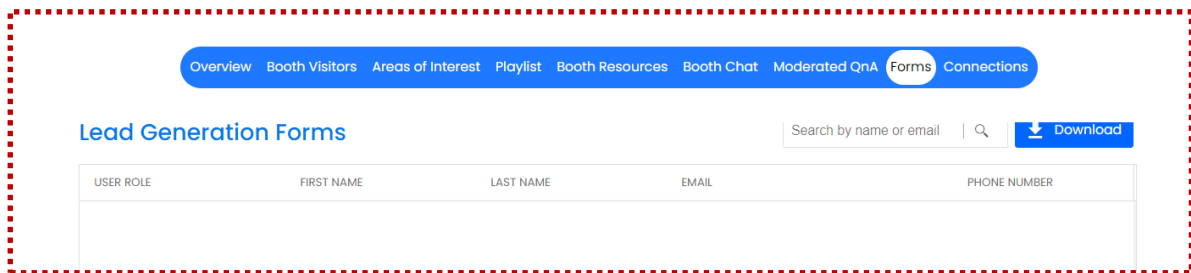Displays the chats details for booths along with participants details, chat details and time stamps

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

Overview Booth Visitors Areas of Interest Playlist Booth Resources Booth Chat Moderated QnA Forms Connections

Booth Moderated QnA Chat Summary

Search by name or email | 🔍   ⬇ Download

BOOTH	BOOTH CATEGORY	TOTAL QUESTIONS ASKED	QUESTIONS PUBLISHED	QUESTIONS DISMISSED	QUESTIONS ANS
		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.