

Online Event Management Platform enabling Conferences of All Sizes to Create Customized Mobile Apps, Registration, Lead Retrievals and Process Credit Cards



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“Incorporating AI and AR will be huge not only for the Attendee but also the Organizer as it will help them plan their next event.”
- Doug Moring

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Moring, would you tell us about Expo?*

Mr. Moring: Expo Pass is a free online event management platform that provides conferences to top tier technology that typically is very expensive.

CEOCFO: *What were the challenges in the technology and navigation?*

Mr. Moring: From the technology standpoint, finding the best developers is the key. More often than not though, many people end up hiring developers that may seem Senior, but in reality are not. This is especially important in start-ups because you only have so much runway and you really have to make sure to that every dollar counts. I've seen it first hand in other companies and it can really come back to haunt you.

CEOCFO: *What is different about Expo Pass?*

Mr. Moring: We spent a lot of time figuring out the best user experience, not only for the attendee but more importantly the organizer. The user experience is so important, because if you have a lot of features but those features are hard to access or setup, the end user will be disappointed. The other area we spent a lot of time on was pricing. We wanted to make sure that even the smaller conferences had access to the same top tier technology that the larger conference had without having to spend a lot of money.

CEOCFO: *Are many organizations looking for a better way?*

Mr. Moring: In short yes. There are a lot of conferences that have either had a bad experience with technology, are lacking technology, or are managing the technology from many vendors.

CEOCFO: *How are you reaching out to potential customers?*

Mr. Moring: By utilizing a lot of the typical methods: Cold Calling, AdWords, SEO, Social, and networking with professional organizations within the event space.

CEOCFO: *How difficult is it to get an audience or if you are reaching the right person to get them to pay attention?*

Mr. Moring: Typically if we can schedule an online or in-person demo with them, there is a pretty high chance the deal will close.