

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.

CEOCFO: *What did you realize throughout the process that now provides a better product?*

Mr. Moring: There are a lot of different philosophies on how to plan an event. It is interesting to see how each organizer plans their own event, because you can then refine the product to make it even better.

CEOCFO: *Do people understand the ROI?*

Mr. Moring: Yes and no. When you are looking at conference management there are a lot of different aspects of the ROI. On the planning and execution side absolutely. On the event app side, I think its more blurred because its much tougher to gauge the ROI. For the Exhibitors I think a lot underestimate the ROI of Lead Retrieval. I tried to utilize Lead Retrieval at every show I attended just because it's a very quick way to acquire prospects information and populate notes for when you follow up.

CEOCFO: *What features might people overlook?*

Mr. Moring: I don't think the Organizer overlooks for too many features but on the Exhibitor side, I think Lead Retrieval gets overlooked.

CEOCFO: *What about the security around the credit card payments?*

Mr. Moring: We are PCI (Payment Card Industry) level 1 compliant, which is the top security standard for credit card processing.

CEOCFO: *Can everything be done from a mobile device?*

Mr. Moring: This depends on the User. The organizer will spend a lot of time in the web application pre-show but during the event the Organizer will primarily be in the mobile application. The Exhibitor and the Attendee will all primarily live in the Mobile Application.

CEOCFO: *Are you funded for your next steps or are you seeking partnerships or investments as you move forward?*

Mr. Moring: We are currently funded, but are always interested in new partnerships.

CEOCFO: *Do people appreciate that the newer offering will be more up-to-date?*

Mr. Moring: Yes, by staying current with latest technologies we are able to offer the newer features that Apple and Google release much quicker.

CEOCFO: *What is your geographic range?*

Mr. Moring: Currently our focus is North America. The conference and tradeshow industry is massive in the United States but we are evaluating the global market.

CEOCFO: *Are there many new companies springing up in the industry?*

Mr. Moring: We are seeing a lot of event applications but fewer of the true event management applications.

CEOCFO: *Where do you see changes in online event management software or what could be added in the future?*

Mr. Moring: I think a lot of the changes are going to be more Event App based. 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. I am excited for the next few years.

CEOCFO: *How do you support your clients in the event of a glitch?*

Mr. Moring: Every event gets a dedicated Success Manager who is there to help them in the beginning if they need it as well as during the event if any issue arises.

CEOCFO: *Does it make a difference the type of conference or are the basics the same?*

Mr. Moring: Not really, the basics are pretty much the same.

CEOCFO: *Why choose Expos Pass as your online event management software?*

Mr. Moring: Ease of use and low barrier of entry. Even if you are in a contract with a competitor for certain aspects of your show you can still very easily utilize our system and integrate it with your current provider.

