



This project challenged us. OC was called to integrate our expertise sectors in an exhibition.

The most difficult part was developing new, extraordinary experiences for attendees.

WHAT WE CREATED

We partnered with a European online news service provider to develop a **holistic experience** for an EXPO/conference in Athens, Greece. The conference took place December of 2020. We increased the attendees' participation with:

- High - tech installations
- Automated procedures
- Dynamic relationship between EXPO – visitors – participants
- Excitement of visitors
- Digital ecosystem
- After – expo experience

INDUSTRY

Trade fairs are by far the most important instrument in B2B communications. This is why the exhibition business is among the leading service sectors. It encompasses all companies, associations, and people who organize fairs or provide services for organizers and exhibitors. The sector enjoys a high status internationally. In addition, the face-to-face nature of trade shows provides a unique opportunity for networking.

According to the Global Association of the Exhibition Industry (UFI), there are around 1,200 exhibition venues worldwide and 31,000 exhibitions a year. Germany accounts for nearly 10 percent of the world's exhibition market.

OUR MISSION

We started by researching the market and user behavior.

After examining the EXPO priorities, we designed the different activities to enhance attendee participation and interest.

In addition to the physical space, we also developed promotional videos and e-banners for digital engagement.

The final EXPO includes the following ideas:

- VR/AR experience to guide visitors and introduce the EXPO
- Drone to record the conference and serve as a personal assistant
- Holographic effects to enhance the EXPO experience



As an innovation **consultancy**, we did the followings:

- desktop research
- brainstorm for the EXPO
- 10 conceptual design
- 2 final designs
- 2 directions
- Promotional videos - images



WE AT ORANGE-CIRCLE

We outlined a full EXPO experience based on feasible technology to follow global trends and engage visitors.

Undertaking this project, we knew initially that we had the technology and inspiration. We dared to manipulate this mass of insights and transform it into a feasible EXPO design.

CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

INNOVATION SERVICES

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The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)