

INDUSTRY NAME
Government Entity

LOCATION
Singapore

PLATFORM
Events.Studio

SERVICES
Globibo provided the Event Mobile Platform for a 5-day event tech solution for a government entity, with 14,000 participants, 5193 delegates, 938 speakers, 219 sessions, 1804 demonstration bookings, 344 exhibitors, 13 sponsors, five organizations, and 18 partners.
The application and infrastructure statistics were impressive.

Application Stats: 4,566 app installs on a single day, 39,788 push notifications received, and 40,910 app sessions within 1st hour.

Infrastructure Stats: Dynamic, responsive infrastructure, 2*800 DTU SQL databases, 3*7GB S3 application servers, and 7.63 million requests within five event days.

EQUIPMENT
Mobile Phones, Charging Towers
Server Landscape

SETUP
The native application for the Event was rendered based on the Events.Studio platform. The application was designed based on the requirements of the Government Agency and populated with data from the appointed PCO.



Events.Studio creates Virtual Event Communities before, during and after major Events. The platform includes convenient Software & Hardware Integrations, the Broadest Spectrum & Depth of Generative Functions, and is proven for large-scale & security.

Large-Scale Native Mobile Application for Singapore Government Showcase Congress

Our client launched a mobile app for this event with 14,000 participants. We provided a conference registration solution for this event.

Program Themes

- Intelligent, Connected & Automated Vehicles
- Crowdsourcing & Big Data Analytics
- Sustainable Smart Cities
- Multimodal Transport of People & Goods
- Safety for Drivers & Vulnerable Users
- Policies, Standards & Harmonization
- Innovative Pricing & Travel Demand Management
- Cybersecurity & Data Privacy

Generative & engaging Event Technology to excite Attendees & create Opportunities for Growths.

Participants

14,000

Exhibitors

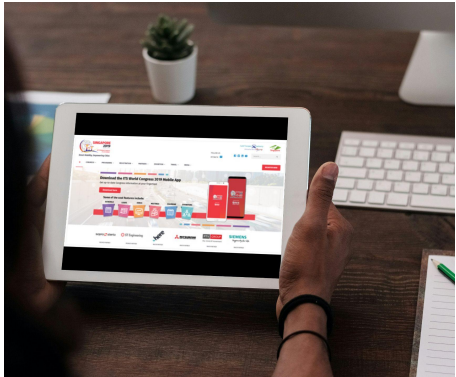
344

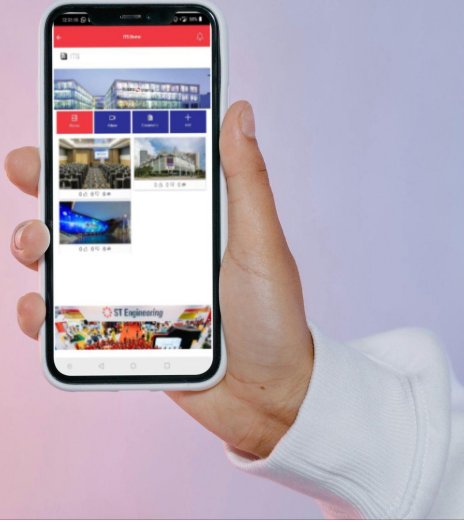
Speakers

938

Organizers

5





CHALLENGES

Working in multi-government-agency projects is a challenge, with and without a PCO involved. The complexity of communication, consent, approval, and change management requires a high level of flexibility, patience, and experience.

Furthermore, mobile solutions and design appear subjective at times, and with many stakeholders involved, the finalized models are often criticized and readjusted to please changing dynamics.

Globibo is not new to those challenges, and established processes were used to manage requirements as well as content changes.

Example: When a junior staff accidentally deleted 1 row of data in the list of 350 exhibitors in a source file that was used by data entry staff, and all source data became inconsistent, the cell-based tracking of content changes allowed to pinpoint the problem quickly and previous content versions could be restored.

Lastly, 15000 participants have a huge array of different mobile phones, operating systems and security settings. A dedicated onsite helpdesk supported any user who had a problem with the phone or application.

Globibo supported a government project that launched a mobile app for an event with 14,000 participants, providing a seamless conference registration solution. The event covered key themes like smart mobility, big data, cybersecurity, and sustainable cities.

ROLES / TEAM MEMBERS

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A successful event hinges on teamwork. Effective collaboration, clear communication, defined roles, and meticulous planning contribute to seamless execution.

01 Account & Project Manager

Considering the complexity of communication with so many agencies and stakeholders, a team of 2 people shared the Account & Project Manager role. This delicate split allowed making Account, Project as well as Product decisions quickly without significantly increasing the risk to the entire project.

02 Software Engineers

The engineering team consisted of front-end developers, back-end developers, database engineers, security engineers, and interface designers. Separate teams addressed deployments into the App Stores and legal matters.

03 Data Management & Testing

Considering the significant amount of data provided by the different organizers, a dedicated team of Data Managers was required to create and standardize Content, Images, Videos, and messaging. Also, the testing included a functionality as well as a Content element.



GLOBIBO

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