

Welcome to the Event Tech Podcast, where we explore the ever-evolving world of event technology every week. This show is brought to you by Endless Events, the event AV company that doesn't suck. Now let's talk tech.

Will Curran:

Hey, what's up, everybody? This is Will Curran from Endless Events. Welcome back again to the Event Tech Podcast. I am joined today by the ceaseless Brandt-

Brandt Krueger:

Ceaseless.

Will Curran:

... Krueger.

Brandt Krueger:

Nice. Hi. Well, glad to be here. Ceaseless, which means the podcast will never end.

Will Curran:

You could say that it's endless.

Brandt Krueger:

Ooh, ba-dum-ching.

Will Curran:

Whoa.

Brandt Krueger:

All right. Well, today we're going to be talking about something very interesting. It was something that I hadn't really heard of before. Now, we've talked about a lot of people in business, they know about sales automation, right? You got the funnel, and everything is funneling in; you got everything. Then they've got-

Will Curran:

Marketing automation.

Brandt Krueger:

Yeah, you've got marketing automation. You've got all these new tools that are designed to help you run your business. Well, today we're going to be talking about meeting automation. First, this was kind of a head-scratcher. I couldn't quite figure it out, couldn't quite wrap my head around it. That's why we've brought in Ravi Chalaka from Jiffenow, who is going to explain what is meeting automation, what Jiffenow does, and how this fits into the overall picture of all of these different kinds of automation platforms.

Brandt Krueger:

Ravi, thanks for joining us today.

Ravi Chalaka:

I am truly glad to join you both, Will and Brandt. I've heard great things about you guys, and I'm looking forward to having a nice chat with you and talking about meeting automations.

Brandt Krueger:

Nice. Ravi is the CMO of Jiffenow and has over 25 years of marketing and sales experience in large and small companies offering, specifically, more often than not, high technology solutions. Does that pretty much sum it up?

Ravi Chalaka:

Pretty much so.

Brandt Krueger:

All right. Well, tell us a little bit about Jiffenow and how it came to be. What is the origin story of Jiffenow?

Ravi Chalaka:

I'm going to talk about what the founders did basically. This was almost 10-plus years ago when they came up with the ability to make a certain type of processes more efficient in the marketing department. They were trying to cover a number of different areas. This is back in the time where even marketing automation, which you've heard... That's pretty popular today and well-known ... has been also evolving.

Ravi Chalaka:

The founders stumbled upon the teams that were responsible for large corporate events, and when they were meeting them and talk about how do you generate leads and blah blah blah, they found these huge, big spreadsheets on a wall. What they were doing is trying to schedule meetings with customers and prospects and partners and press and others, and putting on this big wall because it was a large company. They had over 500 meetings, imagine, on a wall, on a spreadsheet, over a four-day event period. You could see the pain on the faces of the people trying to pull this together, and they were stressed.

Ravi Chalaka:

That's where the idea came in, saying, "Why don't we automate the process involved and the entire workflow, pre-meeting, during meeting, and post-meeting, and make it easy on them so they can maximize the value of their time to do much better things than keeping track of who needs to meet with whom?" That's how the company started. The best way they did it was sit down with the customer, understand their pain point, and slowly build feature function after function so that it's solved.

Ravi Chalaka:

One of the first companies that we worked with was Cisco and then to Yahoo and a few other companies, the big companies who do a lot of corporate events, and here we are, a market leader in what we now call meeting automation platform.

Brandt Krueger:

I don't know if you're able to answer this question, but it's been curious to me where the name came from. I don't know. It is kind of an unusual name, but at the same time it sticks, right? It's one of those things where it's a little bit sticky, but it is kind of an unusual name.

Will Curran:

it's unforgettable.

Ravi Chalaka:

I'm so glad to hear that, but I won't take credit for coming up with the name or the pain of saying it. Bottom line is we were searching for a good name. We had a previous name that was real complicated, so due credit to the team that was before me, and the CEO. They wanted something easy to understand, and they came up with the word jiffle. They were playing around with words like Google, of course, and other things that sounded similar.

Ravi Chalaka:

Then when they tried to register Jiffle, they found that there was some company somewhere in Europe using that term and locked in that name for some completely different purpose, so they stuck on the name now because everything is based on time and immediacy. So they created JiffleNow. Our goal in the long run is to have... JiffleNow means meet now, essentially. That's our mission in life.

Will Curran:

I love that. Turn it into a verb so then that way it's synonymous with it. That's amazing.

Will Curran:

Wait, I definitely want to get an idea... I think that when people hear this idea of meeting automation, when people hear that, it might mean a million different things, same way that marketing automation encompasses a lot of different things. Can you describe a little bit about what your solutions do exactly, like what sort of features and things like that? You kind of hinted at some of it leading up to it, so people can get their head wrapped around what is this software capable of doing and seeing if this fits in their workflow.

Ravi Chalaka:

Right. Before I answer that, let me give you a little context so that my answer will be more easy to understand. If you take a large enterprise, and in that case, events is one of many things, but it's one of the biggest investments. Similar to events, there are such things called briefing centers, executive briefing centers in corporate offices where they entertain customers for a

whole day, sometimes even more than a day. Then in other areas are strategic meetings where executives, when they travel, they meet customers.

Ravi Chalaka:

All these are under the context of strategic business-to-business meetings. We're not talking about consumer meetings, where you meet millions of people at an event. It's the core part of a company, where I am a business and I'm selling a \$100,000 or \$1 million product to somebody, and they want to meet us with experts and executives before they do something.

Ravi Chalaka:

If that's the context, and we find out that events is probably one of the best places to have the so-called business-to-business meetings. That is one function of an event, but as it turns out, it is the most important function that C-level executives seem to care about.

Ravi Chalaka:

When you look at what happens at an event, there's a lot of automation in registration or mobile apps or session attendance, but when it comes to people, your customers, let's say your top 500 customers who happen to be at a big show, you need to meet them, now it's all manual. Everything has a workflow.

Ravi Chalaka:

The next component I want to explain is the idea of how complex it is to set up 500 meetings with a handful of people. There's all this pre-meeting scheduling, planning, agenda creation, logistics, where to meet, how to meet. By the way, it's not just in a meeting room; it could be at a demo station, it could be at a hotel nearby, it could be dinner even. It could be all kinds of meetings. That has to be planned for 500 meetings in most cases.

Ravi Chalaka:

Then in the event, you have all these logistics of check-ins and reminders and changing schedules because somebody couldn't fly in on time, and track progress of meetings. Then post-meeting, you have to analyze all this data because after you meet, you want to kind of track what happened. If you had hundreds of meetings, you want to see which one produced results, what was the opportunity cost, what was the revenue that came out, what are the surveys saying.

Ravi Chalaka:

Now, this is very complex, and if it's not one event... Most companies do a handful of major events. This becomes a very major task. The entire workflow and the idea of meetings in multiple places within the company, that's where the birth of this concept of meeting automation platform came.

Ravi Chalaka:

JiffleNow has three different products. The main product is JiffleNow for Event Meetings. The second one is JiffleNow for Briefing Centers, and then JiffleNow for Executive and Export Engagements.

Ravi Chalaka:

We'll just focus on the first one, which is JiffleNow Event Meetings. That has basically these functions that help requesters, like salespeople, request with a click of a button right from within Salesforce or within our platform, and request a meeting schedule. A lot of the background work that needs to happen gets done automatically, and they get a confirmation to themselves, the customer, and the right expert is available to meet with the customer. In other words, by using this, it makes it easy on the requester.

Ravi Chalaka:

The second one is it makes it abundantly easy for the event manager because now they have a very automated plan to make sure that there's no double booking, there's no errors, there's consistent run of information, the executives who need to attend get their information on the purpose of the meeting, and finally, the attendees of the meeting get all the resources that they need to be effective during the meeting.

Ravi Chalaka:

That is what happens at a high level with our products. I can go into detail, but imagine this. You know Netflix, so you know all this cool... If you want to watch a video, you go and click a screen and you see all the different types of movies. Similarly, in our case, when you open JiffleNow, the first screen is here are all the events our company are attending. We attend 15 events during the year, briefing centers. You click on the event that your customer is going to, you request a meeting in a few clicks, and voila, you get confirmation that this expert will meet your customer in Room 2 for demoing this one at 2:30 to 3:30 on this day of the event. That is life made more possible. At the end, you have more meetings happening at an event, and that's what drives the revenue of the company.

Brandt Krueger:

One of the things that I love about our industry, the meeting and events industry, is that there's always these avenues that are not the avenues that I'm traditionally wandering around in. Will and I tend to be more corporate events, maybe associations thrown in there, but these kind of larger meetings, 200, 300, 2,000 to 3,000 people. So one of the things that fascinated me when you and I first chatted is this whole avenue. I mentioned at the offset that I was struggling to wrap my head around the idea of meeting automation, and that's because I wasn't really thinking about exactly the type of things that you're talking about here, exactly the type of meetings that you're talking about here.

Brandt Krueger:

It didn't really click until you started going into that storyline of you're a major company and maybe you're going to be attending this conference while you're there or exhibiting at this

conference, and then while you're there you're going to be having 100, 200, 300, 500 of these little tiny meetings while you're there, these one-on-ones, these three-on-ones, these three-on-threes, these five-on-fives, and being able to coordinate all that stuff.

Brandt Krueger:

Like you said, that somehow winds up getting relegated back to the spreadsheet. We've got all of this fancy meeting management software and registration software, but on all of these little side-channel meetings, all of these little meetings, there really wasn't a product that was able to handle not only the volume, but also the variety and types of these types of meetings.

Brandt Krueger:

Will, you and I, when we've gone to IMEX America or something like that, it's funny because we do have all of those little side meetings, and it starts to-

Will Curran:

Oh, that's true.

Brandt Krueger:

... get hard to remember, "Okay, who was I meeting where and when?" and all this kind of stuff. You're just trying to do it all on your calendar. Imagine now being a major corporation, a major company, that's either exhibiting or attending a conference and you wanting to have them set up all of these meetings with the people in town while you're there. That's when it really started to click to me the power in something like this.

Ravi Chalaka:

That's absolutely true. I think you got it totally, Brandt. I think you described it better than I can.

Ravi Chalaka:

Let me give you another case of why this is so important. Yeah, you pre-schedule meetings ahead of time, but as you know, a lot of people walk in to your exhibit and they want to meet with somebody important to talk about a specific matter. Once you qualify the account, then what happens at the reception desk is "Oh, we don't have that person here now. Can you come back the next day or in the afternoon? Hopefully, he'll be here."

Ravi Chalaka:

In this case, they can immediately scan the badge, they can enter the system, they know what their opportunity is, they qualify the customer, and they know who are the speakers available at what time and they can immediately schedule a time, date, location in the next two, three days that confirms the meeting even for walk-ins, not only for pre-scheduled meetings. This level of simplicity only increases the interaction with the right customers rather than the people who just walk by and want a pen or a gift to walk away with.

Will Curran:

That's so smart.

Brandt Krueger:

That's always the problem at a trade show is here's your squish toy; drop your card in a bowl.

Ravi Chalaka:

Yes.

Will Curran:

I think what's interesting about this, too, is this is just such an easy problem to solve with technology as well. Everyone has probably heard of some sort of maybe personal meeting automation, right? We have things like Calendly and things like that that allow us to say, hey, here's my calendar, you pick a time, boom, booked. You take care of automatic reminders and things like that. This is just such an easy problem to fix.

Will Curran:

My question is, where do you see the future of this meeting automation going beyond what you guys existingly do? My future, at least I see, is we just say, "Hey, we want to meet," and our calendars automatically find an empty time, schedule it, make sure we have the right buffer times, things like that. That would be so amazing for me. Where do you see the future of this meeting automation going across the industry?

Ravi Chalaka:

Oh, boy, there's several areas we're looking into. Let me just broadly say there's types of engagements, levels of analytics, the types of security levels you can gain as we go because you have customer data. Let me just cover those three.

Ravi Chalaka:

Types of engagements. We just talked about tier-one events. But as a corporation, you're doing all types of events, large ones, midsize ones, small ones. A large one, as you know, like Mobile World Conference will have 100,000-plus attendees, and you need to maximize your investment. You're probably spending a couple of million dollars there. You want to maximize with thousands of meetings.

Ravi Chalaka:

Then you want to take the same customer who might come there into a midsize event, which is a smaller boutique event that happens to be in a different location, and then ultimately a small road show where you as a company might go to 50 cities around the country and want to meet 50 customers at a time. Why not one tool cover the engagement with the same customer across multiple types of engagements? That's one.

Ravi Chalaka:

The second one is the levels of analytics. I want to know if the investment I made is good, but that's not enough. I want to compare that to my industry. Let's say I'm a healthcare company or I am a financial company, a banking or insurance company. I not only want to know my capabilities, skills, and return on investments core. I also want to compare that to the industry standard. Because we have hundreds of companies that using meetings with us, I can create a benchmark for here's where the healthcare market is, here's where the financial institutions are, here are where the IT are. That's the second level.

Ravi Chalaka:

Ultimately, I want to also be able to improve the quality of security. We have enterprise-grade security, but the trends are customer data is to be protected. There's GDPR in Europe. There are some laws coming even in the U.S. How careful you can be with the data of the customer and how you maintain privacy and not violate any regulations are all constantly evolving. You can't do that with spreadsheets. You can't do that with simple scheduling tools. That's why we are continuously evolving in what we call the meeting automation platform.

Ravi Chalaka:

Then the fourth one, of course, is integration. It's not enough you just give someone a platform. It needs to connect with Salesforce.com as a CRM. It needs to connect with event registration. It needs to connect with another piece of application that needs this data, how well you integrate with the ecosystem that can constantly improve. We believe ultimately it can connect to 50 to 100 different application software that need this information about customer engagement in order to be effective as a corporation.

Ravi Chalaka:

Those are the kinds of evolution that we're seeing.

Brandt Krueger:

I want to come back to the integrations and the analytics in just a minute, but for a moment let's go back to you were talking about the different types of events that are there. We kind of touched on the expo scenario. What are some of the different types of events that your customers are working on or attending or sponsoring or exhibiting at? What are some of the various different types that are current and where you think this is going in the end?

Ravi Chalaka:

Our customers, I like to classify them in very simple terms as tier-one, tier-two, and tier-three events. Tier one are your largest events, where you're expecting thousands of meetings because there are hundreds of thousands of attendees. Anywhere over 10,000 attendees is, to me, a tier-one event. This is where you have a large presence not only on the exhibit floor, but at a nearby hotel with several suites. You have dinner receptions. You have all these activities that are happening at this event that you want to engage with the customer, reengage with them in different settings.



Ravi Chalaka:

But that's not all. You don't want to do that and walk away. We find customers saying... Not all customers can come to the big event only. Some of them come to regional shows where it is somewhere between 500 and 5,000 attendees. This is a midsize, what we call tier-two events. This is mostly birds of one feather rather than birds of five different feathers in a large event. They have a very much more focused approach on what it is that the customers are seeking, and we enable dialogues and access.

Ravi Chalaka:

Then one other type there is we talk about matchmaking. Sometimes as a corporation I need my partner to talk to a customer and not just me talking to my customer. There are different flavors of these meetings that we want to enable, and we do that today. The sponsoring corporation allows for matchmaking, we call it, our partner meetings. That's another one.

Ravi Chalaka:

The third tier is these small road shows. If you are an insurance company, you're not necessarily always doing tier-one shows. You want to talk to people who are brokers. An insurance company, they have hundreds and thousands of brokers. They go from city to city to city to have meetings with, let's say, 50 to 100 people, and they need one-on-one engagement with them, just like car companies need to do with dealers. That is another type of meeting. All these events need some kind of an automated way to engage with the most important clients and be able to measure how you're executing your business strategy across all these different types of events, not just any one.

Brandt Krueger:

Okay. You've deal with, obviously, a lot of big names. Looking through your customer page, and there's a few recognizable names in there. In general, do you have kind of a lower level and an upper level of what works for you guys? Obviously, most tech companies want to be able to help everybody, but is there more of a sweet point for what seems to work with the product?

Ravi Chalaka:

Initially, in the last three to four years, we focused purely on Fortune 5000 because they had the biggest pain, because they're dealing with hundreds, in some cases thousands, of meetings. There are a few customers who in a single event could do as many as 2,500 to 3,000 meetings. That is in a three or four-day event. That was the first target.

Ravi Chalaka:

But what we found is that all these midsize companies, the companies with, say, about 800 employees or 500 employees to the 5,000 employees, the next midsize market I'd like to call it, these are companies doing \$500 million in revenue to as much as \$1 billion to \$2 billion, those companies are also having the same pain. Now that our product has matured and it's easy to use, you don't need a lot of support, we have been able to move down.

Ravi Chalaka:

Where we don't do is where companies like Calendly and others do, individual users on their own using it, or small and medium business, where the number of meetings they have is maybe a handful or maybe a dozen meetings a day. That is usually not where they need a software like ours.

Ravi Chalaka:

To once again answer your question, it's midsize to large enterprise is who we target.

Will Curran:

I'm just listening. I'm just fascinated by this because, for me, I've always just ever had to deal with the personal side of things. I never thought about the fact that, man, if you have hundreds of people who you have to meet with, that's how crazy it's going to get really, really quick.

Will Curran:

I think one of the things I'm curious about is in the short term as well. Well, Brandt keeps coming back to the here and now. I keep wanting to go to the future too. What's some exciting things that you guys are working on in the short term to be able to do, and where do you guys see that if someone was ready to implement this... Let's start off with that question first, actually. If someone wanted to implement this, how much work does it take in order to implement a tool like this? Is this a complex process, simple process?

Ravi Chalaka:

By the way, I'd like to call it a platform because it's a lot more than a simple tool, but I appreciate-

Will Curran:

Yeah.

Ravi Chalaka:

Great. Because it's a cloud-based software as a service, just like Salesforce.com or many other marketing automation technologies, meeting automation built it purely 100% only as a cloud service. That means a customer could be up and running within 24 hours.

Ravi Chalaka:

The main thing that happens is once a customer is interested in implementing something like this, our customer success team will engage with them and ask a series of questions. What are your custom processes that you would like to see? Because our tool can be... not tool, platform can be ... Now I'm saying tool. Our platform can be configured in a hundred different ways.

Ravi Chalaka:

The reason we do that is large companies like to have their own process slightly different, the approval process or the type of people who can approve a meeting or things like that. We then

sit down with them, ask a series of questions, and then we configure the platform exactly the way they would like to run a tier-one event. Then for a tier-two event, some customers want to simplify the story, so we create another couple of styles.

Ravi Chalaka:

Once they're up, we set it up and configure and show how to use the tool, they're very quickly up and running to schedule. Usually, we start off about two months prior to a major tier-one event, and within the first two days it's all set up. From there on, the event planners, organizers, or managers are able to communicate to their salespeople, their attendees, their executives to go ahead and start using the platform. It's very intuitive. They're up and running within 24, 48 hours.

Will Curran:

That is awesome. I think it's crazy how quick you can get it set up as well.

Will Curran:

I realize that we talked a little bit about it a minute ago, and I wanted to circle back to it, is the integration side, which I for some reason thought... When Brandt mentioned it, I was like, "Oh, I'm not going to ask that question," but then I realized he didn't ask that question.

Will Curran:

Let's talk a little bit about the integrations and analytics. Let's get really nerdy. Tell us a little bit about what integrates with this and then what sort of analytical data eventually can people get out of this. Let's maybe start with the integration sourcing they can get out of this.

Ravi Chalaka:

Sure. By the way, I'm glad you brought it up. If a customer needs a lot of integration, then that adds to the 24-hour, 48-hour that I said because they may want us to integrate with Salesforce, which is a CRM software, because I can now automatically request meetings from within Salesforce rather than having to come to a Jiffenow platform. I can also send information back to Salesforce because I want to know what meeting happened and that data needs to be put back into my contact information.

Ravi Chalaka:

Another software that we integrate with is Marketo because that's the marketing automation, not meeting automation, marketing automation. The other important software we integrate with is calendars, like Outlook or Google Calendar and so on. We can integrate our platform with a number of existing ecosystems when it relates to meeting configuration. That's one.

Ravi Chalaka:

There's a whole other angle of integration, which is all your event-specific software. The most important one, of course, is your event registration software like RainFocus or Cvent. We integrate with them because a lot of attendees register in the main event registration software.

Now I can, by integrating with that, access the registrations so I can know the information about the customer that's walking in and just scan their badge and know their data. That's another important...

Ravi Chalaka:

There are mobile apps that people use very efficiently for booking sessions. We can integrate with that so that a person attending a session can say, "I want to meet with Company XYZ," they can book the meetings right from there, rather than even having to come to JiffleNow.

Ravi Chalaka:

All these different types, CRM, marketing, calendars, event reg, event mobile devices, are all examples of the kinds of things that we can integrate and we do integrate with for customers.

Will Curran:

Wow, so pretty much everything anyone could ever think of.

Brandt Krueger:

It's, you know, just basically everything.

Ravi Chalaka:

That's right.

Will Curran:

Now we know you integrate with everything. Now what can you do with that data? What's the analytic side people are going to get when they do all of this?

Ravi Chalaka:

Now, data is two levels. Before a meeting, let's say you're an executive, you're the vice president of products or vice president of something, and you are requested to attend a meeting. Now, if somebody sends you an invitation saying, "Hey, a customer wants to meet you," that's not enough. You want to know what's the agenda. You want to know how big is the opportunity. Let's say it's a \$2 million option. Then you're going to be there, depending on the size of the company of course.

Ravi Chalaka:

First, it grabs the data from the relevant information. Assuming you integrate with Salesforce, it comes from there, or it's captured when the requester fills out the form requesting a meeting. That's data into the attendees that we capture.

Ravi Chalaka:

Then post-event, there's a whole range of analytics that I like to do. The first set of analytics is how efficient was my exhibit and my event sponsorship. I had 10 meeting rooms and 20 demos, how well they were attended. I have statistics on how many customers I have met at each demo

station, how many rooms and how many meetings that I had, what was the value of each of the meetings, and who are the requesters who are leaderboards in... I have 500 salespeople, and these 45 salespeople were the biggest requesters. Each one requested 20 meetings at a time or 30 meetings at a time. I can look at whether my physical location was effective, whether the people that were using the platform effective, the business that we are connecting effective. That type of analytics is very hard to do if you're just an event organizer with an Excel spreadsheet. All the data exists, so we do that.

Ravi Chalaka:

Another thing we can do is some C-level people want custom reports. You can easily pick all the different fields of data you have and build custom reports on progress of events. How many people registered? How many companies are there? How many companies are large ones? How many companies are midsize? All that data. I can also compare between events, last year's events to this year's event.

Ravi Chalaka:

Speaking of comparing between events is where we do the pipeline analytics. We know every meeting has some dollar associated with it. It might be the sales opportunity. Not that you're going to close the deal in that event meeting, but the whole idea is you're advancing the sales cycle. Now I can compare.

Ravi Chalaka:

We have customers in a four-day event, they do like \$800 million worth of impacted revenue, or they call it influence revenue, that they're able to track, and two years ago they were doing like 300 million. The impact of events can be measured in terms of sales advancement on pipeline in terms of millions of dollars. You want to see that. If I'm going to spend \$10 million on my corporate event this year because it's the biggest event I do, I want to see hundreds of millions of dollars of pipeline impact. Those are all data that shows me that we're doing the right thing. For an event organizer, that is critical to justify the right type of investments to make every year.

Will Curran:

Well, definitely. You're finding a way to quantify something I think people thought was unquantifiable before too.

Brandt Krueger:

I'm curious-

Will Curran:

People to use, "Oh, yeah, the meetings I'm having, not really worth it," but you found a way to integrate and get that data, which is amazing.

Ravi Chalaka:

Absolutely. You know, here's-

Brandt Krueger:

I'm curious how... Sorry, go ahead.

Ravi Chalaka:

No, I was going to say I was a vice president in a large company, and I used to have a modest \$10 million event budget. We went to about 15 different big events and medium-sized events. I ended up basically canceling at least three or four because they couldn't validate how many meetings they had with customers and what value it was.

Ravi Chalaka:

It's not enough if you say, "I met with a lot of customers." I want to know who, how many, what was the value. Otherwise, we are not going to invest in that. I'd rather put the money somewhere else. Now there's a way.

Ravi Chalaka:

Traditionally, ROI on events was done by two things, how many leads I scanned and brand awareness. I do a survey during the event and find out, okay, so many people liked us or something like that. That's not good enough anymore.

Brandt Krueger:

One of the things that a lot of planners struggle with is the data side. You're saving them time and energy on the front end, but then a lot of planners are starting to feel a little piled on at the end because, okay, we're telling our marketing folks, we're telling our sales folks, we're telling our other stakeholders involved in the events, "Okay, yeah, but you're going to get all this amazing data afterward." So how is that data delivered? How are they able to go through it? Are there reports? Are there tools attached as part of the platform that help them mine that data for the good information? Is it something that your team does? How is that data handled at the end and presented to the folks involved?

Ravi Chalaka:

Great question. Yes, it is built right into the platform itself. To get insights, there are several tabs within the platform. The first tab is to manage all events, and second tab is to manage all the attendees. There are several tabs.

Ravi Chalaka:

One of the tabs is dashboards. If you click on that, you will see a whole list of different types of pie charts and bar charts and heat maps and so on that, with a visual look, you can tell how things are going or what was the result of an event that you completed. It also compares to previous events.

Ravi Chalaka:

All this is built in. You're not downloading data and then running into a spreadsheet and doing some analysis manually. It's all pre-built for you. That's one part of it.

Ravi Chalaka:

The other part, obviously you cannot always visualize everything that your manager wants to see or your C-level executive. Then you can run custom reports. There are pre-built templates and/or our customer success team will build it for you. They can say, "Okay, you want to see these fields?" and we can create that if you already don't have a built-in template. What we want to do is, with a few clicks, you're able to look for the answers that you're looking for with detailed graphical representation of what you're looking for.

Brandt Krueger:

Nice. Okay, so ultimately a lot of this starts to come down to budget. Now we're talking about some folks that have some pretty decent budgets, so how is the product priced? I understand that every event is different and every batch is different, but roughly how are you pricing the product in the market?

Ravi Chalaka:

We are different than most SaaS software. We don't price it based on users, which is usually typical. We price it based on the number of meetings our customers would like to schedule. In other words, it's unlimited number of events, it's unlimited number of users, because a large company could have 5,000 salespeople or 500 salespeople, whatever the case may be.

Ravi Chalaka:

We don't want to put it by user because a salesperson may only use it for one event because this event happens to be in Europe and he lives there and that's where a customer is, and the next event may be in the U.S. and the third event might be in China. We don't want to do it by users because that doesn't play very well with customers. But one unit that we use is number of meetings for the event team.

Ravi Chalaka:

As the volume goes up, the price per meeting goes down. Our customers range on an annual subscription basis anywhere from as little as single digit, meaning \$8,000 to \$10,000, all the way up to several hundred thousand dollars, depending on the number of meetings they're trying to use in terms of this. By the way, when I say several hundred, it is inclusive of other products as well, the briefing center product as well as the executive engagement products. Just for events, it could be anywhere from single-digit thousands to double-digit thousands per year. We have customers using it for as little as 300 meetings a year or as much as 15,000 meetings a year.

Brandt Krueger:

Very good. Okay.

Will Curran:  
Wait, 15,000 meetings.

Ravi Chalaka:  
Absolutely.

Will Curran:  
A year.

Ravi Chalaka:  
Yes.

Will Curran:  
Oh my God, that's so many meetings. I thought my calendar was really busy.

Ravi Chalaka:  
These are for obviously-

Will Curran:  
You got to figure all the moving parts.

Ravi Chalaka:  
Let me give you one other example here. We went to Mobile World Conference. We have 50 customers using our product, 50 companies... I shouldn't say 50. Actually, it was 42. I'm just looking at the data. They booked 14,000 meetings in a four-day event. I don't know if it's four or five days. Technically, it's four days. In a four-day event, they had 14,000 meetings booked across these 42 companies. You know what, that's only 42 customers.

Brandt Krueger:  
Sorry, I was on mute. I was making a lot of wow noises.

Ravi Chalaka:  
There are 5,000 companies exhibiting in Mobile World Conference that happens in Barcelona. We believe as the generations of companies now begin to use an automated platform like ours, there will be 300 or 400 companies using it very soon in an event like that. I could see 50,000 meetings managed by a platform like ours. We're talking about maybe a thousand different meeting rooms and maybe involves 10,000 executives, all these things.

Ravi Chalaka:  
Imagine this. You are a VP and you're going to an event for a three-day show. You're standing around the booth for maybe a couple of meetings that got scheduled through the heroics of somebody. Wouldn't you rather have your time maximized with the most valuable relationships



that you have to build? If you can optimize the time of every expert and every executive, you're going to get the maximum return. People are seeing the value.

Ravi Chalaka:

Events are also going to change. There's going to be a lot more importance given to the 20%, 30% of the customers that do 90% of your revenue, not the thousands of others who want to know a little bit about your product. You have to kind of divide the exhibit and sponsorship into let me focus on my top thousands of customers, and then also deal with the tens of thousands of attendees.

Brandt Krueger:

Ravi, you mentioned Mobile World Congress. That was right after you had... That actually happened right before we first chatted. What's your hot take on how that went this year? Just to kind of fill out the last couple minutes here.

Ravi Chalaka:

Absolutely. At Mobile World Conference, some of these shows... Frankly, let me actually put it in perspective. For a marketing executive, a CMO, the two biggest budget items in a general sense is advertising... They could easily spend millions of dollars, and especially for a consumer company like Coca-Cola or something... and the next biggest thing happens to be events. Each one are dealing with a huge budget. The CFOs are saying, "How can you maximize the value so I can pour money in?" They don't want to take money away. They want a return on investment.

Ravi Chalaka:

If you look at a show like Mobile World Conference, it is humongous, and every year it seems to get bigger and bigger, because they have a clearly fast-growing market with telephone technology, 5G, mobile phones. It's a race to the top on who can grab more attention from customers that are really buyers.

Ravi Chalaka:

Mobile World Conference is doing an exemplary job. We've been going there for several years now. When we started about four or five years ago with Mobile World Conference, we had two customers. Now we have 42. I believe, for us, it'll be another 100 companies will use it by the next two years.

Ravi Chalaka:

Very soon there's going to be a big adoption of meeting automation platform and new technology, not just meeting automation platform, new digitally run technology that has artificial intelligence and other types of things that'll make the attendee experience and customer experience really efficient. Now you no longer have to go into a large event and have to deal with the crowd and you just sort of had a good day. It's going to be a very digitally-run experience that you walk away with all the value. That's how events are going to get better and better and more massive in the future.

Will Curran:

I love it. That's amazing. Well, I think we want to start to wrap up here. We always end up asking our guests similarly two last questions that we always ask. I see it's on your form, but I want to give a chance for you to kind of share it. What is one crazy fun fact about you that most people would not expect?

Ravi Chalaka:

I don't know what I wrote back when I filled out the form, but I'll tell you what I have in mind right now is I'm originally a native of India. I've been living in this country, United States, happily for the last 30-plus years. It's a great place. This is my adopted country.

Ravi Chalaka:

Anyway, I still have some of the old traditional things that I learned back home when I grew up, and one of the things we do in South India is called dosas. They're like crepes, but very specialized. I'm an expert at making that. I would invite 40 people to my home, and here I am having two or three pans at a time and working like a chef making these hot dosas and handing it to people, who are loving it like they're eating their best hamburger or something like that. That's one of my fun things that most people don't know about.

Will Curran:

That's awesome. Then I guess for our last question that we have... What's awesome about this question is this has spurred multiple episodes out of this. This is my favorite question I always look forward to because technology is always evolving and changing so fast, so even us, the head of the Event Tech Podcast, have got to do our best to stay on top of it. Our question to you is, what's one really cool, exciting technology, whether it's events or not, that's really inspiring you and-

Ravi Chalaka:

What is available today-

Will Curran:

... got you excited?

Ravi Chalaka:

... or what's coming into the future?

Will Curran:

That's a good question. What do you say, Brandt?

Brandt Krueger:

One of each. What have you got?

Will Curran:

Yeah, one of each. There you go, yeah. We're going to get two out of you this time.

Ravi Chalaka:

Right off the bat, let me talk about the future, because that's a lot more exciting, right? I kind of touched on this in my previous answer. This whole idea of artificial intelligence, machine learning, is going to be a major thing in everything we do. Just like in the car business is going to be self-driving cars, you're going to run your event exhibit a lot more with artificial intelligence because you want to move all the decision-making role to humans and all the mundane tasks to machines.

Ravi Chalaka:

For example, with facial recognition. You automatically recognize who's there, what their background is, where they need to go, and you have a robot or some other form directing them to the most efficient place they need to go. Otherwise, you need to fill the boot with people and train them and have them recognize what needs to happen, and even then it's still an art, not a science.

Ravi Chalaka:

And other AI technologies like natural language processing, it grabs all the conversations that are going on, and with some key words you're quickly able to ascertain exactly what happened at your event. Instead of having to take anecdotal information from different people who tended, and it's usually biased, you now have science trying to tell you the most popular thing was X, Y, or Z in our event. Whether it's competition or whether it's new technology or new product, you can do that.

Ravi Chalaka:

There's a whole range of artificial intelligence that will be deployed with sensors and cameras and facial recognition and even other types of software that's going to make both the exhibitor and the attendee experience much more effective and efficient. That's where I think it's going.

Ravi Chalaka:

Imagine there are Alexas and you just say a command and you say, "Hey, book this meeting for this gentleman for here in this room." It'll find the place, find the expert, and do it all. You don't even have to click three buttons at a time. You just do it at a rapid pace. Literally, one person flying the entire plane on autopilot is really what we're trying to get to at an event, rather than having to get 200 people running a major corporate event. That's one example. Does that help?

Will Curran:

I love it. If you think about it, tools when they first were made were leveraging the ability to move bigger objects, to move stones and things like that, so why can't we build additional technologies that allow us to, yeah, leverage more with less physical work, which I think is absolutely fantastic.

Will Curran:

I said we were going to get two out of you. What do you think the short term is that's out right now?

Ravi Chalaka:

The short term is basically not only deploying meeting automation platform, but integrating it part of the C-level tool.

Ravi Chalaka:

Events are of different types. It's not only about events where you meet customers. Events can be for partnerships. Events can be for suppliers. Events can be for operation.

Ravi Chalaka:

Let's say you're a big manufacturing company building cars. You may have an event where all your suppliers need to come in and you are to engage. Every kind of use can be driven to the next level using a meeting automation platform. It can work for HR for interviews. It can work for finance. It could work for operations. It could work for a variety of different functional groups for their own unique things.

Ravi Chalaka:

At the end of the day, whether you talk about events or meeting automation, it's about people meeting people and making business decisions. The more you enable that widely, the more common space it becomes. It's sort of like how ubiquitous cell phones are today. You're going to have an automation tool for everything, just like meetings.

Will Curran:

Awesome. I'm super excited about the future, I think, ever since-

Brandt Krueger:

I'm glad you like-

Will Curran:

... I've been on this podcast.

Brandt Krueger:

Yeah, I think it is.

Brandt Krueger:

Well, Ravi. Yeah, all right.

Will Curran:

All right, so-

Brandt Krueger:

I'll fight you for him, Will. Who wants to do the wrap-up? You? You snooze, you lose, baby.

Will Curran:

All right, AV Smackdown. Yeah, go ahead, Brandt.

Brandt Krueger:

That's all right.

Brandt Krueger:

We were just chatting back and forth on the back end as far as who was going to do the wrap-up. I won, because I win.

Brandt Krueger:

Ravi, thank you so much for joining us on Event Tech Podcast. We really appreciate you stopping by today. Where can people find out more about JiffleNow? Is there anything else you want to let us know about the platform? What are your parting shots for the show for us today?

Ravi Chalaka:

We had a research company... Their name is Aragon Research. They do research on certain technologies like collaboration and so on and events. They did a report recently, and we also have that on our website. They predicted over 50% of global enterprise will implement something like a meeting automation platform by the year 2021. That's only two years away. That's 50% of the global enterprise. This is coming at us very fast. It's ramping up very quickly.

Ravi Chalaka:

For more information on this particular paper, they can go to our website or Aragon's website. Our website is [jiffle.com](http://jiffle.com), J-I-F-F-L-E-N-O-W dot com. We also are in LinkedIn and Facebook and other favorite social media networks, but that's where you get a lot more information. It's getting exciting, so we're constantly revising and updating it. It's sort of like a moving target for me constantly on what's new, and we are constantly revving it up. That's my answer to your question.

Brandt Krueger:

Nice. Well, thanks again so much for joining us. We really appreciate it.

Ravi Chalaka:

You're most welcome. You guys have been total fun.

Brandt Krueger:

Yes. All right, and, Will, thank you for joining me on this journey as always.

Will Curran:

Thank you. You know, I'm just always so ecstatic to be here.

Brandt Krueger:

What was the word for the day? Ceaseless. That means we're just going to have to let the podcast keep going.

Will Curran:

Ceaseless.

Brandt Krueger:

Go get a sandwich.

Will Curran:

Yeah, I think we're just going... and like 20 minutes-

Brandt Krueger:

Everybody go get a sandwich.

Will Curran:

... of silence.

Brandt Krueger:

We're going to put about 40 minutes of silence here at the end. No, just kidding. We want to thank you all for joining us. Will, thanks again, yeah, for joining me on this voyage today. Thank you, Ravi, for joining us. Thank you all for tuning in.

Brandt Krueger:

Wanted to remind you to be sure and subscribe. You can go to [eventtechpodcast.com](http://eventtechpodcast.com), where you can get the links to iTunes or Google Play or wherever you want to hear your podcasts. You can do so right there. You can sign up, and then you can get access to all the show notes, the links to all the resources that get shared, the transcripts of the show. All of that is available there at [eventtechpodcast.com](http://eventtechpodcast.com).

Brandt Krueger:

We want to know what you think, so reach out and tell us. Tell us, what do you think about this new automation, the meeting automation, the future? Are we going to be able to just talk to our cars and set up our meetings, or are we just having a pipe dream there about how that's going to go? Let us know what you think. Contact us using the hashtag [#eventtechpodcast](https://twitter.com/eventtechpodcast), or you can send us an email at [eventtechpodcast@helloendless.com](mailto:eventtechpodcast@helloendless.com). Thank you all for joining us, and we'll see you next time on the Event Tech Podcast.

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Will Curran:  
Event Tech out.

Brandt Krueger:  
Out.